

March 2011 Newsletter

President's Message

By Lori Lewandowski, Wells Fargo

When we think of March most of us think of many things, but probably most of all that spring is right around the corner. I think about that too, but my grandma was 100% Irish so I think of St. Patrick's Day. Who doesn't love St. Patrick's Day? This year there is a great opportunity to wear green AND connect with other FEW members - Fireside with FEW is March 17.



Lori Lewandowski
2011 Forum of
Executive Women
President

At our February meeting we had 45 guests! I don't think we've had that many guests except at our annual public meeting which has been in September for the past few years. It was so exciting to showcase FEW and all of its benefits to that many people. Hopefully some will see our value and become members themselves. If you know someone who was a guest at the meeting, please follow-up with them and encourage them to join or visit us again soon.

I was struggling with which influential woman to highlight in March and then my daughter helped me answer this question. She started reading "Little Women" for the first time. I don't know about many of you, but as a young girl (now I think I would have been called a "tween") I loved Louisa May Alcott's books. Louisa was born in 1832 and published "Little Women" at the age of 36. It was based on her own family and sisters. She first started writing to help with money for her poor family. She was destined to be a famous writer as Ralph Waldo Emerson and Henry David Thoreau were close, family friends.

See you at the March meeting when we will all have the opportunity to learn more about social media. This is part one of a two part series. Both will focus on integrating and utilizing social media in your businesses. You do not need to attend March to get value from April's.

Exciting Meetings Ahead

March 9: Business & Facebook Strategies: Most Effective Social Media Tools being Used in Business



Join us to hear local social media expert Tara Tollefson present on this hot topic at our March 9, 2011 FEW program.

Tollefson started The Buzz Company, where she currently serves as Chief Executive Officer and Buzzmaker. She brings a keen eye for future marketing trends and has leadership experience in sales, marketing and fundraising. Her areas of marketing expertise include market research, survey development and analysis, customer relations, networking and word-of-mouth marketing strategy. Tara earned a bachelor's degree in Sociology from the College of St. Benedict/St. John's University, where she received national recognition for her work in qualitative interviewing and comprehensive analysis. Tollefson was recently named one of ROI Magazine's "5 Under 40" as a leader demonstrating Innovation, Influence and Involvement in the Central MN community.

The program starts at 11:30 a.m. at the Holiday Inn in St. Cloud and includes lunch. There is no fee for members and guests pay just \$20. All are welcome, so please invite your friends and colleagues.

2011 Meetings

<i>March 9</i>	Tara Tollefson – Social Media Part 1
<i>April 13</i>	Tara Tollefson – Social Media Part 2 (can attend 2 if you miss 1!)
<i>May 11</i>	Audrey Thomas, Organized Audrey – “Do’s and Don’ts of Gas in the Office” About Workplace Etiquette
<i>June 8</i>	Penny Beattie – “Spirit of Women” & Update on Women’s and Children’s Clinic Building Project
<i>July 13</i>	Hot Topic of the Month
<i>August 10</i>	Kate Hopper, Author – Motherhood, Memoir Writing and Tips for Getting Published
<i>September 14</i>	Cyrus International – Human Trafficking: “They’re Bringing Terror, We’re Bringing Hope”
<i>October 12</i>	MaryBeth Overland – Enneagram Inventory and Tapping Your Potential as a Leader
<i>November 9</i>	Business Meeting
<i>December 14</i>	Holiday Social

Promote Thyself: Meet Ruth Petermeier

Ruth joined F.E.W. in 2010 and quickly joined in on the dynamic Program Committee for F.E.W. As a medical photographer and marketing professional at Midsota Plastic Surgeons, Ruth saw getting involved with F.E.W. as an appealing opportunity to encourage others to invest in themselves through education and volunteerism. She is a terrific fit for the group!



A Melrose native, Ruth had a wonderful mentor in her mother, Ella Petermeier. Mrs. Petermeier was independent, hard working, and very influential in giving Ruth and her sisters the work ethic they have honed in their adult lives. Raised with a solid home setting, Ruth admires the giftedness in all the women in her family. Although Ruth has goals and great organization in her professional life, she is openly drawn to working with new people and exploring new experiences. She is great at connecting with others, living the motto: "If communication is not your top priority, all of your other priorities are at risk."

Ruth shares wisdom in numerous areas, particularly when it comes to "green" topics. "When it comes to food, only take what you will eat or drink. Take

seconds if you have to, but don't waste by taking too much and having to throw it out," she encourages. "This is especially important to teach kids. We don't make them clean their plate due to over-eating and obesity issues, but we also need to teach them not to waste food. It is an important global resource."

Often described as compassionate and spiritual, Ruth loves being a mother to Jacob and Emily. She treasures time with her family and friends, especially at the lake. Ruth is quick to recognize the gifts around her through nature photography and the peaceful moments of early morning walks and sunset boat rides. Some people might be surprised to know that Ruth's dear friend is a cloistered Poor Clare nun, meaning her friend does not leave her religious community.

Beyond recognizing the good in relationships and nature, Ruth also is fond of great experiences; she most recently vacationed in Costa Rica. She enjoys indulging in good chocolate, good cheese, good beer and great Italian food, and she loves to shop for shoes, purses and coats. Ruth also likes to lighten up by playing games like "Apples to Apples" or "Cranium" with family and friends; she finds it's a great way to learn more about people while having lots of fun. Although she has not followed her childhood aspirations of being a dancer, Ruth's positive personality dances as she makes new friends and enjoys life to the fullest.

Ruth's Humor: Jesus comes to Saint Peter and tells him he has noticed a lot of sinners in heaven. Peter replies, "I know Lord, but what can I do? Your mother keeps letting them in through the back door!"

Upcoming Events



Breakfast with the B.E.S.T.
Building Excellence through Strategic Thinking

March 9: Talent Management and Succession Planning

The March 9 Breakfast with the B.E.S.T. program features human resources expert Chuck Gorres of Cold Spring Granite, who will be addressing talent management and succession planning. The session is geared toward business owners and HR managers. Breakfast with the B.E.S.T. (Building Excellence through Strategic Thinking) is a monthly training series by choice business leaders and is sponsored by Workforce U.

All are welcome March 9, 7:00 – 8:30 a.m. at the Minnesota WorkForce Center, St. Cloud Technical College, 1542 Northway Drive, Door 2, St. Cloud. Attendees are asked to park in Parking Lot B. The cost is \$25/per session. Register by calling Rosie Beager at 320.308.5701 or e-mailing admissions@workforceu.com.



March 17: Fireside with F.E.W.

Wear your green, but leave your Shillelagh at home! Join Board Member hosts, Rebecca O'Kurowski and Kelly O'Hansen at the next Fireside with F.E.W. on March 17! Share interesting facts like: did you know that there are 36.9 million U.S. residents with Irish roots? More than 8 times the population of Ireland itself! Or just come to relax! Either way, it will sure to be a great time! Join us each Third Thursday at the Red Carpet Martini Lounge from 4:30–7:00 p.m.



March 24-26: Rose Days are coming!

Granite Rotary Annual Rose Sale
March 24, 25, 26, 2011

Beautiful roses available for only \$15.00 per dozen-what a value! All proceeds go to great causes in our area. Remember your spouse, parents, grandparents, neighbors, kids, friends and others - everyone loves to receive roses- and don't forget to get some for yourself!! Pick up at: Coborns in Sauk Rapids OR Stems and Vines at Midtown Square OR Cashwise in Waite Park OR Make arrangements for me to deliver to you. I know many of you have supported this event over the years, THANK YOU. I have purchased roses for years, this is my first time selling as I have recently joined the Granite Rotary Club. If you don't have a source for roses I am happy to make them available for you.

Cindy Lanoue-Sauer; Granite Rotary Club; cindy@schluchteradvisors.com;
Office 320-203-6543 or Cell 320-293-4798.

Upcoming Events



March 25: Magic Moments Ball

Friday, March 25, 2011 at the St. Cloud Civic Center (Glenn Carlson Ballroom)

6:00 p.m. Social, Wine Tasting, Strolling Hors d'oeuvres, Silent Auction Begins, Piano
 7:00 p.m. Gourmet Dinner, "Sizzlin' Swing Big Band"
 8:00 p.m. Program: Tommy Watson, who will share his story of growing up in a crime-ridden neighborhood in Denver with incarcerated parents addicted to heroin.
 8:20 p.m. Live Auction
 8:45-11:00 p.m. Dance

To purchase, stop in at 5 Sixth Avenue North St. Cloud, MN or call 320-253-1616. Tickets are available now & will also be sold at the event.



March 26-27: SJP Presents *Damn Yankees!*

You are invited to enjoy Saint John's Prep School's spring musical, *Damn Yankees!*, a musical comedy with a book by George Abbott and Douglass Wallop and music and lyrics by Richard Adler and Jerry Ross. Performances will be held at the historic Paramount Theater in downtown St. Cloud on March 26, 2011 at 7:30 p.m. with an optional social hour starting at 6:30 p.m. and March 27, 2011 with a 2:00 p.m. matinee performance.



May 19: Human Resources Seminar

Speakers Teresa Thompson and Annette Scotti from RJF Agencies will present a two hour session on the "Health Care Reform". Tina Syring-Petrocchi from Barnes and Thornburg will present on the "Top Ten Labor and Employment Issues that Make Your Pulse Race". The event will be at Boy Scouts Center in Sartell. Cost is \$60 for CMSHRM members or \$75 for non-CMSHRM Members. \$10 discount given if registered by April 21st. Registration begins at 8:00 a.m. Presentation from 8:30 a.m. - 12:00 p.m. Register at <http://cmshrm.shrm.org>.

F.E.W. Announcements

Board minutes are on website

The monthly Board meeting minutes are on our the home page of the Member's Section of the F.E.W. website. You are invited to read up on what's happening with this great organization. To see the minutes from the January Board Meeting, visit www.fewstcloud.org.

Make the most of your membership: get involved!

The Marketing Committee is being assembled to help F.E.W. plan & implement strategic and proactive marketing efforts to retain existing members and build membership overall, as well as add value to the experience of our existing members. The team will be working together initially to pull together some broad based membership research and will then develop a 1-3 year marketing plan for FEW to be implemented beginning in 2011. The team will meet as needed to achieve the objectives set forth by the committee (we will develop these objectives together).

The Social Media Coordinator position is being developed and is envisioned as the person who keeps F.E.W.s social media updated and relevant. This is not a board position, so it would be a great chance to be involved without a large time commitment.

Interested volunteers can contact Brenda Schermerhorn at 320.656.4186 or brenda@agency128.com or Rebecca Kurowski at (320) 251-0558 or RKurowski@gw.stcdio.org.

Mission Statement

The Forum of Executive Women is a non-profit organization that promotes growth and connection among professional women.

