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# **Nest Des Moines Chapter - ABWA September 2022**

# President's Message

# Hello September!

The trees are about to show us just how beautiful nature can be. What's on your bucket list for September? There are so many things to check off before we head into cooler temps.

Have you decorated your porch with mums? Picked some sunflowers? Gone to an outdoor concert or farmer's market? Biked to a new destination? Visited an apple orchard or pumpkin patch? Maybe it's just to sit outside

and enjoy a cup of your favorite drink. Go ahead and finish that craft project, grab a picnic lunch or jog through the park! What are you waiting for?

We have some wonderful opportunities for you to celebrate the Fall with your ABWA sisters.

The networking breakfast on September 16 will be a great way to learn more about other members in our chapter. October 23 is the Fall Family event at Linda Henson's house. Count on lots of comfort food and pumpkins! And you cannot miss our Chapter's 25th year celebration ---a Titanic Tea Party themed luncheon on October 20. Don't forget your hat and gloves!

Our Annual ABW Day Celebration is being held on September 22 at Sherwood Forest in Windsor Heights. The speaker is Beth Shelton, CEO of the Girl Scouts of Greater Des Moines! To make it even more fun, we have the Bake Shoppe in Windsor Heights providing sweet desserts. There will be lots of gift certificates given out as door prizes, and eight themed baskets to bid on. We are especially grateful to Collins Credit Union for being the lead sponsor for this event and the various vendors who will have table displays. Attendees will also receive a goody bag to take home!

So be sure to put ABWA on your bucket list and join us as we reap the upcoming harvest of friendships and fun! Remember first time guests at lunch get in for half price; I challenge you to invite someone to the next event you attend.

Susan



Linda Henson, Newsletter Editor

Please submit articles/photos for the newsletter the Wednesday after the second Monday of the month to randlhenson@hotmail.com

WDM Charter Chapter c/o Marcia Hunter 1442 NW 131st St. Clive, IA 50325

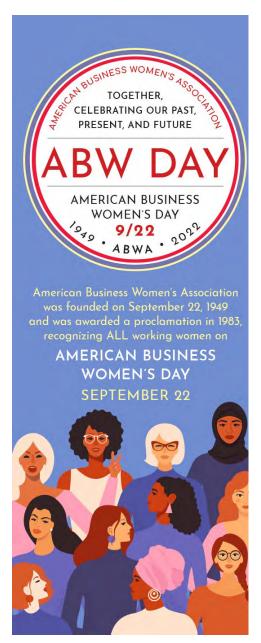


#### Find us on the Web

<u>MyApexCampus.org</u>, click on My Groups, click on West Des Moines Charter Chapter

Check us out on Facebook
ABWA - West Des Moines Charter Chapter







# Together Towards Tomorrow!

Celebrate ABW Day with members from all the DSM Chapters

Tuesday, September 22 5:000 - 8:00 p.m. Sherwood Forest Event Center

- 7400 Hickman Rd, Des Moines, IA 50325
- Desserts from The Bake Shoppe
- · Goody bags for all attendees
- Silent auction baskets
- Gift certificate door prizes
- Vendor tables
- Networking
- Recognition of members who have five years plus

Speaker: Beth Shelton from Girl Scouts of Greater Iowa

**Beth Shelton** is the Chief Executive Office of Girl Scouts of Greater Iowa, overseeing all operations for 13,500 members in portions of Iowa, Nebraska and South Dakota.

Beth led her organization to record revenue and membership growth while simultaneously spearheading a cultural transformation that led to her organization being named on the selective Best Workplaces in Iowa in 2018 for the first time in history—and again in 2019 and 2020. She has received regional and national accolades for her work and innovation; highlighted recently on platforms ranging from *Good Morning America*, *Yahoo Finance*, *ABC World News Tonight and SiriusXM* to *Working Mother Magazine*, *USA Today* and the *Today Show*. She has shared her passionate message of recognizing the human side of workplace culture and benefits from coast to coast, from the Seattle Interactive Conference to the Walmart Women's Empowerment Summit to the National Academy of Sciences.

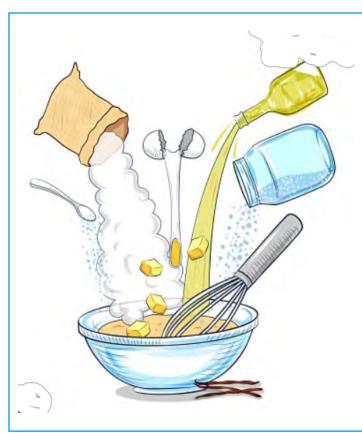
Beth, a life-long amputee, also serves on the board for the lowa Amputee Golf Association, raising scholarships for families affected by the trauma and impact of limb loss. She has a lifelong love of sports, having been a three-time collegiate MVP, and coaches youth teams in basketball and softball, as well as leading her local Girl Scout troop. She also serves on the Women Lead Change steering council.

#### **Ticket information:**

Individual ticket: \$35; Online option: \$15; Table sponsorship: \$100 Invite a friend and sign up by copying link to your browser: <a href="https://abwadsmcouncil.ticketspice.com/abw-day-2022">https://abwadsmcouncil.ticketspice.com/abw-day-2022</a>



Thanks to Collins Community Credit Union and member Vicki Davis for being a gold sponsor of ABW Day event.



# Community Outreach Baking Project

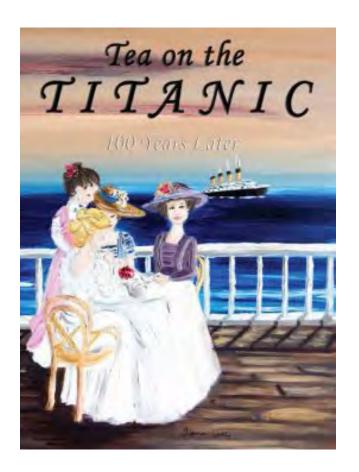
Tuesday, September 20, 2:00 p.m.

**EveryStep Hospice Care** 

**1821 Grand Ave., West Des Moines** 

We'll be making cookies, brownies and other treats that can be served at Monday night groups. Contact Kelli Smith, 515-710-7764, or Marla Bundy, 515-360-0810, if interested in helping.





# Titanic Tea Party Luncheon

Set Sail with Us as We Celebrate

# Our Chapter's 25th Anniversary

with a Titanic-Inspired Tea Party Luncheon

Thursday, October 20

11:00 a.m. - 1:00 p.m.

## Hilton Garden Inn, 8600 Northpark Dr., Johnston

Did you know that The Titanic was the most popular movie in 1997, which is the year our Chapter began? We encourage you to don an elegant gown, your pearls and gloves, or a fancy hat for a fun-filled luncheon complete with a themed menu. We will begin a little earlier to provide some nautical fun.



## Our Speaker, Erin Lego, will entertain you with

# **Keeping Your Boat Afloat!**

Erin: "In today's culture of *take on more*, is it causing you to sink? What if we threw things overboard in order to keep our boats afloat?

Ten plus years ago I found myself in a place of utter disdain for people. I had loved my job in the non-profit world, but all of a sudden I grew resentful. I was sinking and sinking fast. I was assigned to go on sabbatical for six weeks and barely left my house.

I learned a lot of hard lessons in those years. My boat nearly sunk, but I didn't go totally under. Thankfully I learned how to start taking care of myself and it's kept my boat afloat ever since."

Erin is an experienced Leadership Coach with more than 1,200 logged hours of formal coaching conversations. She's passionate about helping leaders and teams work better together through gaining greater self-awareness, building trusted relationships through understanding how people relate to one another, and improving communication along the way.

Please invite a friend and obtain your boarding pass by copying the following ticketspice link to your browser by October 17:

https://abwawestdesmoines.ticketspice.com/October-luncheon



Sunday, October 23
4:00 - 6:00 p.m.
Linda Henson's home
14811 Woodcrest Dr.
Clive

We'll supply chili, chicken soup, hot dogs, lemonade and s'mores. Bring a side dish and your favorite beverage.

Kids will decorate pumpkins, make crafts and play games from 4:00 - 5:00 p.m. at Susan Dunn's home, 14609
Woodcrest Drive, and then parade down the street to join the adults at Linda's. Costumes encouraged.

Please RSVP by OCTOBER 18 on evite.



# WALK TO END ALZHEIMER'S

Saturday, October 1
Registration starts at 8:00 a.m.
Iowa State Capital
Meet at the steps by the statue

Dear ABWA Members,

This year, I'm participating in the Alzheimer's Association Walk to End Alzheimer's® to raise awareness and funds to advance the fight against Alzheimer's disease. Currently, more than 5 million Americans have Alzheimer's disease and that number is expected to grow to as many as 16 million by 2050. Our future is at risk unless we change the course of this devastating disease. And there's something you can do about it—walk with me.

I have created a "team" for ABWA West Des Moines Charter Chapter. Together, we can end Alzheimer's. To register, visit my page and click "join my team" by copying link to your browser:

http://act.alz.org/site/TR?fr\_id=15521&pg=team&team\_id=749857

To donate copy your browser: <a href="https://bndfr.com/hZz76">https://bndfr.com/hZz76</a>

Sincerely, Marla Bundy





Mosaic recognizes that people with intellectual disabilities desire and deserve greater independence and closer ties to the community. By developing and expanding community connections, we create new social, volunteer and employment opportunities.

# Community Outreach—Mosaic Partners in Possibilities

Wednesday, October 12 12:00 - 12:30 p.m. Zoom

Our Chapter will sponsor a table at Mosaic's Annual *Partners in Possibilities* event where we will learn updates and inspirational stories of Mosaic's mission this past year. Please sign up to Zoom in with us on evite. Questions, call Marla Bundy at 515-360-0810.

Lave the Date

SEPTEMBER 16: Breakfast Social, Grand Living, West Des Moines

SEPTEMBER 20: Community Service, EveryStep Hospice

**SEPTEMBER 22:** ABW Night, Sherwood Forest Event Center

OCTOBER 1: Community Service, Alzheimer Walk, Iowa State Capital

OCTOBER 12: Community Service, Mosaic Table Sponsorship, Zoom

OCTOBER 20: 25th Anniversary Lunch, Hilton Garden Inn

OCTOBER 23: Sunday Afternoon Fall Family Fun, Linda Henson home

**NOVEMBER 14: Clive Librarian Book Discussion Social** 

NOVEMBER 17: Professional Development Lunch, Hilton Garden Inn

DECEMBER 2: Holiday Party, Susan Dunn home



## **Birthdays**

#### September

17 Heidi Kroll

21 Penny Schmidt

25 Amber Weger

29 Jacqueline Stoken

#### October

5 Paula Underwoord

14 Marla Bundy

15 Vicki Davis

19 Lu Anne Gafford

20 Lori Konzen

21 Bev Poore

29 Miki Weber

#### **Anniversaries**

#### **September**

2019 Christine White 2021 Heidi Kroll

#### October

2010 Laura Kohnert2021 Lisa Kannapel

## Welcome New Member



**Jessica Heyer** lived in Boone for 18 years. She is an office manager for Asphalt Paving Association of Iowa. She is married to Jeremy and has two daughters—Halle, 16, and Sydney, 27; and a granddaughter, Adalynn, 5.

Jessica loves to camp, hike, fish, ride bicycles and to watch and play all sports. She is a 4H leader FFA Mom and church volunteer.

# **Community Service**



Kelli Smith hosted casserole making for Dorothy's House on August 24.

Pictured above: Susan Mitchell, Kelli Smith, Lisa Kannapel and Marla Bundy



Do you have a side or full-time business that you would be interested in hosting a fundraiser for ABWA West Des Moines Chapter? We'd love to give you the opportunity to showcase your business with a give back to ABWA! Money raised through the yearly giveback will be used to support our Social and Community Outreach efforts.

Each month, one member has the opportunity to hold a fundraiser for their business. This includes:

- Open to Members of the ABWA West Des Moines Chapter.
- A short informational bio about you/your business will be included in the monthly newsletter for the month you showcase.
- A table set up to showcase your business and/or sell your wares before and after the monthly ABWA meeting.
- Service based business cost is a \$50 flat fee. Product based business cost is at least 50% of profits from your event sales.
- If you are a product-based business, you may set the date you would like to hold your fundraiser event during your month (one or multiday shopping event).
- Asked not to pressure any member or guest into visiting your table or buying your services or products.
- Your business may be highlighted once per calendar year.
- Sign up with the Vice President Elect (Erin Lego) to be added to the calendar.

# **August Lunch Meeting Minutes**

ABWA West Des Moines Chapter hybrid luncheon was held August 18, 2022 at the Hilton Garden Inn, Johnston was called to order by President Susan Dunn at 11:53 a.m.

Attending: Marla Bundy, Jeannie Crosby, Vicki Davis, Susan Dunn, Lu Anne Gafford, Nancy Hall, Marcia Hunter, Lisa Kannapel, Laura Kohnert, Heidi Kroll, Erin Lego, Susan Mitchell, Penny Schmidt, Kelli Smith, Jacqueline Stoken, Paula Underwood, Melisa Wardlow, Lisa Wolf, Pati Burt (guest), Naomi (guest), Jessi Heyer (virtual), Sarah Walker (virtual), Kathy Schooley (virtual), Speaker: Alex Soler

Susan read mission statement. She announced that our chapter has achieved best practice award level II. Susan, Kathy, and Sarah will receive the award at National Conference in September and bring the award back to the chapter.

Introductions: Members gave their name, company, and told their favorite day of the week and why.

Committee Announcements:

- Marla: August 24<sup>th</sup> casserole making for Dorothy's House
- Jan: Social Sept 16<sup>th</sup> morning networking event
- October will be the family social at Linda's house
- Council report: The ABW Night at Sherwood Forest, opportunities to sponsor a table or donate to the silent auction we are doing three baskets from our chapter.
- No luncheon in September. October is Titanic Tea Party Theme for the 25<sup>th</sup> anniversary of our chapter from 11:00 a.m. - 1:00 p.m.

Erin: Business spotlight will be done at each meeting.
 Check the newsletter for all the details!



Speaker Alex Soler (left) is the President and Owner of Prairie Natural Meats and Seafoods in West Des Moines. Originally from Argentina, Alex learned organic farming and import/export skills before moving eventually to Iowa with her husband. She has started her own company specializing in 100% naturally raised, grass-fed, hormone free, and preservative free meats. She has learned from her struggles and successes as she has worked to create a market for imported meat products from all over the world.

Door Prizes were drawn and handed out by Susan and Alex.

Meeting was adjourned at 12:56 p.m. by Susan Dunn

Respectfully Submitted,

Sarah Walker, Secretary





# West Des Moines Chapter August 2022 Treasurer's Report

	August			Year to Date			2022 2022 0	
Income				Actual		ifference	2022-2023 Budget	
ABWA Day	\$		\$	-	\$	(400.00)	\$	400.00
Dues	\$	612.50	\$	612.50	\$	(3,187.50)	\$	3,800.00
Meal Income	\$	599.00	\$	599.00	\$	(6,051.00)	\$	6,650.00
Fundraiser	\$	-	\$	-	\$	(600.00)	\$	600.00
Name Badge Income	\$	15.00	\$	15.00	\$	15.00	\$	2
Website Ads	\$	9.0	\$	-	\$	2	\$	-
TOTAL INCOME	\$	1,226.50	\$	1,226.50	\$	(10,223.50)	\$	11,450.00
Expenses			H					
ABWA DSM Presidents Council	\$	-	\$		\$	50.00	\$	50.00
Conferences and Travel	\$	1.21	\$		\$	2,000.00	\$	2,000.00
Credit Card Expense	\$	45.37	\$	45.37	\$	154.63	\$	200.00
Donation	\$		\$	-	\$	225.00	\$	225.00
Meal Expense	\$	466.03	\$	466.03	\$	2,133.97	\$	2,600.00
Misc Cards - Member Gifts	\$	-	\$		\$	150.00	s	150.00
National ABWA Fees	\$	9	\$	-	\$	125.00	\$	125.00
Recruitment, Membership	\$	-	\$		\$	300.00	\$	300.00
SBMEF Donation	\$		\$	9.4	\$	100.00	\$	100.00
Social	\$	-	\$	12.	\$	250.00	\$	250.00
Speaker Fees, Gift Cards, Supplies	\$	133.48	\$	133.48	\$	416.52	\$	550.00
Website	\$		\$	- G	\$		\$	
Campaign Deposit	\$	30	\$	54	\$	500.00	\$	500.00
TOTAL EXPENSES	\$	644.88	\$	644.88	\$	6,405.12	\$	7,000.00
INCOME - EXPENSES	\$	581.62	\$	581.62			The state of the s	i i i i i i i i i i i i i i i i i i i
Financial Position		8/31/2022		7/31/2022	6/3	31/2022	No.	
Balance Per Our Books	\$	8,294.35	_	7,712.73	\$	6,019.47	1	
Petty Cash	\$	20.00	\$	20.00	\$	20.00	1	
Total	\$	8,314.35		7,732.73	-	6,039.47		
Change in Balance this month	\$	581.62	\$	1,693.26		~ 1		
WDM Chapter Bank Balance 7/31/2022	\$	8,294.35					1	
WDM Chapter Book Balance 7/31/2022	\$	8,294.35						

#### **ABWA Mission**

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

## Local and National Dues

Local dues of \$85 are due July/August. You may pay your local dues at the lunch meeting. National dues of \$115 are due on your anniversary month of membership.

# **Strategic Planning Minutes**

Strategic Planning Meeting ABWA- WDM Charter Chapter August 22, 2022 at 11:00 a.m. on Zoom

Attending: Susan Dunn, Sarah Walker, Jan Koopman, Lu Anne Gafford, Erin Lego, Marla Bundy, Marcia Hunter, Kathy Schooley, Kelli Smith, Lisa Wolf, Jenni Peirce

Meeting is called to order by President Susan Dunn at 11:04 a.m. Lu Anne will be timekeeper

Video and Housekeeping 11:00 - 11:10

Vision Statement: 11:10 - 11:15

Does it still give a good picture of our Chapter to Prospective members as well as ourselves? Current Vision Statement: To provide a welcoming environment offering a continuous opportunity for personal and professional growth to women of all ages and experience levels.

Read by Lu Anne and agreed by those in attendance that it still represents our chapter

Standing Rules: 11:15 - 11:20

Question: Are there any changes needed to be added to the Standing Rules?

- Need to add the position of VP elect to the Standing rules: On pg. 2 the executive board includes positions, pg. 4 under conferences, pg. 5 under finances item 2.
- Do we want to add a position of immediate past president to help with congruency of information? we need to check national bylaws for how many positions we are allowed. Alternatively, we have a past officers committee to have resources for the new officers.
- Kathy moved at 11:18 a.m. to make changes to add VP Elect to the executive board and have a new committee for past officers.
  - seconded by Jan
  - voted and passed unanimously
  - Will be presented to the membership at the October lunch meeting to be voted on.

GAP Analysis: 11:20 - 11:50 IDENTIFY

Goal Setting and Action Items: the five key result areas

Strategy, Operations Management, Annual Curriculum, Strength, and Vitality and ABW Brand

- 1. How are we performing in these areas?
- 2. In an ideal state, what would our Chapter look like? Identify things you would like to see
- 3. Last year we identified three goals and we hit all three, what's our group's appeal and what are we lacking? In an ideal state—Membership (increase recruitment and lower attrition- this year we were at 21% or 6 members), Scholarship education, professional development programs, networking, membership engagement we have new members but are we engaging them and members engaged into leadership, community connections isn't being used and we need to have a training, website/timely information/Communication where do you go for information, Lunch RSVP is streamlined its currently clunky and difficult and what do we do with people who come but don't want to eat Question: About how long are board positions held? All positions are elected for 1 year and can be reelected for a total of two consecutive years, committees have no term limit.

#### GOAL Setting 11:50-12:20 SOLVE

Based on the perfect Chapter idea; what are the goals and actions we need to take? Goals should be SMART (specific, measurable, realistic and time-sensitive)

Need top three goals and an action plan for how to meet them. Susan reviewed for the group last years and how they were achieved

#### Goals for this year:

- 1. Membership (lower attrition and increase recruitment)
- 2. Member engagement
  - a. website/timely information/Communication
  - b. Lunch RSVP is streamlined
- 3. Professional development programs
  - a. Scholarship education
  - b. Networking opportunities with purpose
  - c. APEX Courses
  - d. community connections

#### 1. Membership

Current State - we are at 43 or 44 members, our attrition is 22%

#### Goal

- To have 50 members
- To increase the amount of people on the membership committee, to have people dedicated to new members at lunch meetings, recruitment of 17 new members approximately 1-2 a month, and lower attrition down to 20%

#### Action and resources

encourage members to bring guests, continue to have virtual and in person meetings, offer speakers
membership, membership materials in paper and e-form, highlight committees at meetings to engage new
members, need to grow the membership committee to better help new members, have information about
committee and board on website, new member orientations

#### Who and When

the membership committee with support of the board through July 31, 2023

#### 2. Professional Development

Current State - we offer networking at luncheons and socials, we have speakers and professional development at every meeting, offer new member orientations at every meeting, APEX/Online learning is available

#### Goal

- a network focused question of the month for icebreaker and for networking
- scholarship information and steps on website and newsletter.
  - Kathy will put together the information
- community connections training done before the luncheon meetings,
  - have a flier at tables about opportunities such as committees and community connections or APEX courses

#### Who and When

Kathy Schooley and the professional development committee with support of the board through July 31, 2022

#### 3. Member Engagement

Current State - we have a website, we have evites for meeting and events and use ticketspice

#### Goal

- enhance the website with information about opportunities
- review lunch invite process with special committee
- encourage members to step into leadership and committees

#### Actions

Create calendar invites for lunch that has the link for signup, look into what other groups use

#### Who and when

- Special committee Susan, Lisa, Marcia, Jenni, LuAnne, Rachael
  - Completed by November 30, 2022

#### Treasure and Budget Report: 12:20-12:30 pm

Review of financials or changes for budget, when will new budget happen and Kathy Layton for the audit?

- Kathy Layton is doing the audit next week, after the audit materials will be passed to Jenni, the budget will be done after Jenni has all the materials. Changes in budget will be from we have to take into account new member numbers and dues, we need to discuss conference funds, and card usage has increased fees.
- current account balance is \$742
- Jenni is taking over as the new treasurer
- Question: In the current budget, social has not spent most of its budget, can we make a line for community outreach to split the social budget with them? We can just give them a line and funds without taking the social
- We need the budget by September to have it voted and approved in October

Community Competitors: 12:30 - 12:45

Who are we currently competing with for new members?

BNI

Centersphere

Chamber memberships

Chamber youth groups

WOW - women of worth

National women business owners

Metro women's groups

**FEM City** 

Business Publishing women's groups

#### Wrap Up and Next Steps: 12:45 - 12:55

- newsletter- We need to get someone to help Linda with gathering information for the newsletter
- October meeting is set with Titanic theme
- We have a speaker for November
- No meeting in December
- Next board meeting is in September
- ABW day dinner is coming up September 22 at Sherwood Forest Event Center
- need help with silent auction items

Question: In the past we have debated the idea of sponsoring charitable organizations for membership vs having a membership scholarship vs waiving dues on a case by case basis for members who are in need or members of charitable organizations, can we revisit this and make a decision as it will affect the new budget?

- Options discussed:
- We could put something in newsletter/website about sponsoring other members through donation and have a fund
- We could start a membership scholarship that has an application
- We discuss and waive dues of a member who is in need on case-by-case basis

Marcia makes motion at 12:55 p.m. that we waive the dues of a member who is in need on case-by-case basis

- Lisa seconded
- Voted unanimously to approve

Meeting is adjourned at 12:57 p.m. by Susan Dunn

Respectfully Submitted, Sarah Walker, Secretary

#### WDM Chapter received Level II Best Practices Award



The Best Practices award is given to chapters who support members in knowing and growing their value by providing opportunities to learn, rehearse and a master skill sets (goal setting, planning, fiscal management, communications, operations, negotiations, etc.). The Best Practices Seal of Excellence is awarded for a period of one year.



LU ANNE GAFFORD

KNWI 3737 Woodland Ave., Suite 300 West Des Moines, IA 50266

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## Marla Bundy

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defyinggravitycoaching@gmail.com www.defyinggravitycoaching.com

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#### Marcia Hunter

State Savings Bank Vice President - Risk Manager

(515) 657-4006 Direct Line marcia@ssb.bank

4800 Mills Civic Pkwy - Ste 100 West Des Moines, IA 50265



& Co.

HILARY PRALL INTERIOR DECORATOR, ONLINE STYLIST + E-DESIGNER

515 771 4925







BOOK A VIRTUAL DESIGN



Miki Weber Director of Catering

Hilton Garden Inn Des Moines/Urbanda 8600 Northpark Drive Johnston, IA 50131

T: 515 252 2391

F: 515 727 4949

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