



President's Message



A CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

West Des Moines Chapter - ABWA
December 2022 / January 2023

Ahh... December. The favorite month of many. The smell of freshly baked cookies is filling the air. Festive lights and decorations are making the atmosphere joyful and merry. Laughter and the feeling of home are filling our hearts. All this magic of the last month of the year got me thinking about the magic of our ABWA chapter.

Our chapter's growth is a testimony alone to the enthusiasm our members share. We keep changing women's lives—one woman at a time! Embrace the opportunities we offer to enhance all those inner skills you possess as well as learn new ones with your active participation! And then you too, will be part of the MAGIC!

I encourage you to reflect on how much you have accomplished this year as you welcome in Winter with a sense of renewal (along with a warm cup of your favorite beverage)! I appreciate all you do for our chapter to keep the Magic happening and I look forward to seeing each one of you next month!

Merry Christmas and Happy New Year!

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 Jenni Pierce
3478 NW 178 St.
Clive, IA 50325

Find us on the Web

MyApexCampus.org, click on *My Groups*,
click on *West Des Moines Charter Chapter*

Check us out on Facebook

ABWA - West Des Moines Charter Chapter



Professional Development Lunch

Speaker: Barb Ranck

Human Trafficking - In Plain Sight

Thursday, January 19, 2023

11:30 a.m.—networking

11:45 - 1:00 p.m.—business meeting and speaker

Hilton Garden Inn, 8600 Northpark Dr., Johnston



Garden Gate Ranch is a restoration home for female survivors of sex trafficking who are pregnant or have small children under age five. Those served by GGR receive love, support, and tools they may not have received previously. GGR helps the women take ownership of their own success as they help define what success means for **them**. A big question people often have is, "What circumstances lead a women to end up in trafficking?" This presentation will provide general context around how trafficking happens, and how it continues, in plain sight.

Barb Ranck is a committed wife, mother, and encourager. She grew up in rural Iowa, graduating from UNI with a degree in secondary education, and later earned a Master's in adult learning and performance from Drake. For over 23 years, Barb channeled her education and expertise into training employees and leaders in the companies for which she worked, one of which was a Fortune 500 financial services company headquartered in Des Moines. Barb's journey led her to pursue a second career starting her own company offering professional development and personal coaching for organizations and individuals. Barb also shares her services and wisdom with GGR's residents and staff, inviting them to find joy in their own courageous journeys.

Signup by 5 p.m. Monday, January 16 by copying to browser:

<https://abwawestdesmoines.ticketspice.com/january-2023-luncheon>

ABWA - WDM Charter Chapter 515-778-0655

ABWA FEBRUARY SOCIAL

TEXT ME

#LOVE

LIKE

SWEET TALK

SLAY

NOT SORRY

#BAE

2 Harts Boutique 250 W First Street Grimes, Iowa 50003

Wednesday, February 8, 2023 from 8:30 AM to 9:30 AM CT

Join us for breakfast at this charming women's boutique in Grimes
We will have coffee and rolls and lots of networking!
Bring a guest. Please RSVP through evite by February 4

Professional Development Lunch

Speaker: Lori Vande Krol

Life Made Simple

Thursday, February 16, 2023

11:30 a.m.—networking

11:45 - 1:00 p.m.—business meeting and speaker

Hilton Garden Inn, 8600 Northpark Dr., Johnston



Lori Vande Krol, owner of Life Made Simple and creator of the ProAction Planner™, is a productivity consultant, speaker, and trainer who helps busy professionals and growing businesses across the country implement systems to increase efficiency and success. Lori has developed programs that help her clients tackle being overwhelmed by better managing time, space, and information. Her work has resulted in savings of thousands of dollars and hundreds of hours for her clients, in addition to a considerable reduction in stress and frustration.

After receiving a BS in Mathematics from Iowa State University, Lori worked 13 years as an Actuary and Risk Manager in a Fortune 500 company. This experience, along with her experience as a productivity consultant, personal role as wife and mother of three, and community roles with various organizations have provided Lori with a great understanding of how an organized and productive environment can impact all areas of life. Lori is passionate about helping her clients get clear on their business and life goals and implement the best tools and strategies to achieve success.

Lori currently serves on the NAWBO Iowa Board of Directors. She is a Golden Circle member of the National Association of Productivity and Organizing Professionals (NAPO) and served on its Board of Directors from 2015-2018. She was honored with the NAPO President's Award in 2019. Lori received her Fellowship in the Society of Actuaries in 2000 and graduated from the Greater Des Moines Leadership Institute Class of 2015.

Lori lives in Urbandale, Iowa with her husband, three beautiful daughters, and two cats. When she isn't working on new ways to find and help clients, Lori enjoys reading, working out, traveling with her family, and finding great content on Netflix.

Signup by 5 p.m. Monday, February 13 by copying to browser:

<https://abwawestdesmoines.ticketspice.com/february-2023-luncheon>

New Member Orientation Meeting

From Kathy Schooley:

I am inviting recently joined members to a New Member Orientation session at 11:00 a.m. on Thursday, February 16, at the Hilton Garden Inn/Urbandale. We will meet at the conference table in the lobby and go over some benefits of membership. Immediately following the session we will go to the meeting room for the luncheon. Questions, contact me at 515-210-3803 or email me

kathyschooley1@gmail.com



Business Spotlight

Our first Business Spotlight fundraiser of Touchstone Crystal jewelry was fun and successful! I will be presenting a check to the Chapter at the January lunch meeting.

*Thanks,
Marla Bundy*

Professional Development Lunch

Speaker: Jolene Goodman

Sharing the Advertising Umbrella

Thursday, March 30, 2023

11:30 a.m.—networking

11:45 - 1:00 p.m.—business meeting and speaker

Hilton Garden Inn, 8600 Northpark Dr., Johnston



Jolene Goodman is the Vice President at Big Green Umbrella Media. Big Green Umbrella Media was started in 2003 by her husband, Shane Goodman. You may be familiar with their company as it publishes CITYVIEW, 13 Living magazines, three Living Weeklies, The Daily Umbrella, Lake Panorama Times, The Guthrie County Vedette, over 30 annual publications, websites, emails and they also host events. Jolene is responsible for the sales and revenue side of the business.

Jolene began her advertising journey in college when she worked at the Iowa State Daily. She was always drawn to the layout and design aspect of publishing, but found her true love working with businesses on marketing strategies, concepts, design and planning. The first 20 years of her career were spent both locally and nationally working at the Shopper News Network, The Des Moines Register, Meredith and paper associations. Today, Jolene is passionate about helping local businesses succeed and building partnerships in the community.

She, and her husband Shane, have three adult daughters. Outside of the work day you'll find Jolene outside hiking, boating, golfing, walking, skiing and working in the yard.

Signup by 5 p.m. Monday, March 27 by copying to browser:

<https://abwawestdesmoines.ticketspice.com/march-2023-luncheon>



A Book Discussion Social

was held November 14 at the Clive Library with the librarians (seated in front). Besides the numerous programs that the library offers, did you know there is a section of past book club books, that you can also check out games and tools (such as a level)? Behind seated librarians: Linda Henson, Kathy McBride, Susan Dunn, Heidi Kroll, Helen Evans and Jan Koopman.

Community Outreach Events

On November 15 Community Outreach participated in a cheer box wrapping event for EveryStep Hospice (pictured right).

The Community Outreach Committee delivered goodie trays, which they had baked at Kelli Smith's home, to four Mosaic group homes in December (pictured below).



Penny Schmidt and Marla Bundy with Mosaic personnel



Erin Lego, Laurel Pronk, Kelli Smith, Paula Underwood, Marla Bundy

November 14 Board Meeting Minutes

Susan Dunn called the ABWA Board meeting to order 7:32 a.m. November 14, 2022.

In Attendance: Marla Bundy, Susan Dunn, Lu Anne Gafford, Kathy Schooley, Jan Koopman, Jenni Pierce, Erin Lego, Marcia Hunter

Approved Minutes from October Meetings

Treasurer's Report by Jenni Pierce

Account Balance: \$7,709.47

Membership Report by Kathy Schooley

We have 45 members. Vanessa has a different job and won't be able to renew. Orientation will be 11 a.m. before meeting Nov. 17. Discussion about new member photos being added to brochure in January and a cumulative post on FB page.

Meeting Location

Lu Anne gave the committee report. The decision made to stay at the Hilton and keep eyes open. Based on searches, the committee felt we have a great deal at the Hilton. Dates have been saved for 2023. March might be changed to a breakfast meeting at a different location due to a conflict with Hilton. They are currently holding March 30 if we decide to go that route. New pricing will be explained at November meeting. We will decide in January how we proceed.

Professional Development

Erin reported that the November speaker is Susan Mitchell. There is no meeting in December. The committee is meeting to formulate the schedule of speakers for the new year.

Business Spotlight

Erin reported that Marla has the featured business this month. We will ask Hilton for an extra table to be near registration.

Susan reminded everyone to please ask people to take photos at events and send them to Linda and Rachael.

Scholarship money for Kathy Schooley will be rewarded at November meeting with an explanation so that members understand the concept.

Community Outreach

Marla reported that they will be wrapping Christmas gifts November 15 for Hospice, and is looking to coordinate a cookie making event in December where treats would be delivered to a MOSAIC house or Senior Community.

Social Committee

Jan reported that we will be at the Clive Library on November 14 for discussion group and December 2 will be Grinch Holiday Party at the Dunns' home. Looking for ideas for 2023 calendar—never one in January. Will promote more members to get involved with our social calendar at lunch meeting.

Newsletter went out early to remind members of the three events this week.

April Membership Drive Event

We need some others to help plan event, ideas for a theme... working with membership committee. All agreed best is a lunch again with including a possible non-profit to donate to.

Council Report

Susan reported that there still has not been meeting to discuss profits from ABW event.

Meeting adjourned at 7:55 a.m.

Respectfully submitted, Susan Dunn

ABWA's Proud Code of Conduct

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.
- Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

West Des Moines Chapter November 2022 Treasurer's Report

Income	November	Year to Date		2022-2023 Budget
		Actual	Difference	
ABWA Day	\$ -	\$ -	\$ (400.00)	\$ 400.00
Dues	\$ -	\$ 1,210.00	\$ (2,590.00)	\$ 3,800.00
Meal Income	\$ 610.00	\$ 1,947.00	\$ (4,703.00)	\$ 6,650.00
Fundraiser	\$ -	\$ -	\$ (600.00)	\$ 600.00
Name Badge Income	\$ -	\$ 15.00	\$ 15.00	\$ -
Website Ads	\$ -	\$ -	\$ -	\$ -
TOTAL INCOME	\$ 610.00	\$ 3,172.00	\$ (8,278.00)	\$ 11,450.00
Expenses				
ABWA DSM Presidents Council	\$ -	\$ -	\$ 100.00	\$ 100.00
Conferences and Travel	\$ -	\$ 1,170.00	\$ 1,830.00	\$ 3,000.00
Credit Card Expense	\$ 26.29	\$ 125.76	\$ 324.24	\$ 450.00
Donation	\$ -	\$ -	\$ 275.00	\$ 275.00
Meal Expense	\$ 633.74	\$ 1,616.71	\$ 4,383.29	\$ 6,000.00
Misc Cards - Member Gifts	\$ -	\$ -	\$ 300.00	\$ 300.00
National ABWA Fees	\$ -	\$ -	\$ 125.00	\$ 125.00
Recruitment, Membership	\$ -	\$ -	\$ 300.00	\$ 300.00
SBMEF Donation	\$ -	\$ -	\$ 100.00	\$ 100.00
Social	\$ -	\$ -	\$ 250.00	\$ 250.00
Speaker Fees, Gift Cards, Supplies	\$ 16.04	\$ 328.85	\$ 71.15	\$ 400.00
Community Outreach	\$ -	\$ -	\$ -	\$ 250.00
Website	\$ -	\$ -	\$ 400.00	\$ 400.00
Campaign Deposit	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENSES	\$ 676.07	\$ 3,241.32	\$ 8,458.68	\$ 11,950.00
INCOME - EXPENSES	\$ (66.07)	\$ (69.32)		
Financial Position				
	11/30/2022	10/31/2022	9/30/2022	
Balance Per Our Books	\$ 7,643.40	\$ 7,709.47	\$ 7,993.60	
Petty Cash	\$ 20.00	\$ 20.00	\$ 20.00	
Total	\$ 7,663.40	\$ 7,729.47	\$ 8,013.60	
Change in Balance this month	\$ (66.07)	\$ (284.13)	\$ -	
WDM Chapter Bank Balance 7/31/2022	\$ 7,643.40			
WDM Chapter Book Balance 7/31/2022	\$ 7,643.40			
WDM Campaign Account 7/31/22	\$ 68.28			

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.

Member Business Spotlight

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 multi-day 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.
- Signup with the Vice President Elect (Erin Lego) to be added to the calendar.

Birthdays

December

1 Nancy Hall

January

3 Megan Flynn

8 Kathy Schooley

30 Marcia Hunter

February

8 Janet Koopman

12 Kathy Layton

16 Linda Henson

17 Rachael Faldet

20 Vanessa Lamont

25 Cynthia Letsch

Anniversaries

December

2011 Char Austin

2014 Amber Weger

January

2021 Ariel Pleva

2021 Rana Scarlet

2022 Emily Bakker

2022 Jeannie Crosby

2022 Erin Lego

March

2018 Kelly Keller

2021 Rachael Faldet

2022 Susan Mitchell

2022 Heather Morgan



November Lunch Meeting Minutes

The West Des Moines Charter Chapter of ABWA met on Thursday, November 17, 2022 at 11:30 a.m. for it's regular lunch meeting at the Hilton Garden Inn/Urbandale. The following members attended: Emily Barber, Marla Bundy, Susan Dunn, Rachael Faldet, Megan Flynn, Lu Anne Gafford, Linda Henson, Marcia Hunter, Lisa Kannapel, Lori Konzen, Janice Koopman, Heidi Kroll, Erin Lego, Kathy McBride, Kathy Schooley, Kelli Smith, Jackie Stoken, Memory Turner, Paula Underwood, Sara Velander and Melissa Wardlow. Guests included Wendy Wilson-Rice, Kim McIntire, Lillian O'Keefe, Christy Vahanian, Karen Margaard and Wendy Chapman.

President Susan Dunn opened the meeting with the ABWA Mission statement followed by the reading of a letter sent by Executive Director Rene' Street along with an Anniversary Certificate celebrating the 25th Anniversary of the West Des Moines Charter Chapter. Marla Bundy was called to the front for the Business Spotlight, focused on her jewelry business, Touchstone Crystal. She invited attendees to shop at her table with the profits from the sales going back to our chapter. The link to the fundraiser can be found in the chapter newsletter, or by reaching out directly to Marla.

Committee Reports:

- **Community Outreach**—The EveryStep Cheer Box wrapping event was a success. The next upcoming event will be baking treats for Mosaic to be hosted at Kelli's home on Wednesday, December 7. The committee is also working on a date for serving a meal at a homeless shelter in Des Moines.
- **Membership**—We have 45 Members on the roster. The Fall Recruiting Campaign ends on November 30 and members are encouraged to invite new members. Chair, Kathy Schooley, held a New Member Orientation 30 minutes before the lunch meeting. The next orientation planned for 11:00 a.m. prior to the February lunch meeting.
- **Social Committee** —The Holiday Event is Friday, December 2, at Susan and Tom Dunns' home with a Grinch theme. Please rsvp on evite. Janice reported that the committee is working on the 2023 Social Calendar.
- **Notices and Announcements**—We will not have a lunch meeting in December. Due to an increase in the cost of meals at the Hilton, the lunch cost will be \$28 beginning in January. The chapter will absorb the remainder of the new rate to keep the cost lower for members.

Vice President Lu Anne Gafford presented Kathy Schooley with a check for reimbursement of money spent for the CEU hours earned at the National Women's Leadership Conference. This is part of the **Business Skills Tuition Reimbursement** program through the **Stephen Bufton Memorial Educational Fund**. Our chapter made a \$1,000 contribution to the fund making \$700 available for reimbursement of monies spent with the following criteria:

Pictured—top: Susan Mitchell, middle: Kathy Schooley, Lu Anne Gafford, lower: Erin Lego, Susan Dunn, Kathy (server)



- The applicant must be a woman and United States Citizen.
- The course must have been completed in full by the applicant.
- The course must be a US institution that is accredited, licensed or state-approved.
- A certificate of course completion must accompany the application.
- The completed application must be given to the Professional Development Chair, Lisa Wolf, for submission within 60 days of completing the course.

For those wanting information about the BSTR program, the information can be found on Community Connections or by contacting Kathy Schooley.

Paula Underwood introduced speaker Susan Mitchell who spoke about *life as a series of new beginnings*. Susan specializes in transitions and helping her clients find a new purpose. A few of the books she recommended are: **The Purpose Driven Life, The Power of Neuroplasticity, Becoming, Coach Yourself To Success, Ride the Wind, The Road Less Traveled**. A few of her takeaways included the following:

- Growth always starts with awareness.
- Hardship is the path to peace.
- Be careful what you focus on,

After the presentation, Marla drew names for the door prizes.

Susan adjourned the meeting at 1:00 p.m.

Minutes submitted by
Kathy Schooley



December 2 Christmas Party at Dunns' Home



Back: Grinch (Tom Dunn), Susan Dunn, Erin Lego, Lisa Wolf, Jeannie Crosby, Lu Anne Gafford

Front: Ava Dunn, Callie Wolf, Jan Koopman, Heidi Kroll, Laura Kohnert, Helen Evans, Kathy McBride, Sara Walker





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.

November 9, 2022

Susan Dunn, President
W Des Moines Charter Chapter
14609 Woodcrest Dr
Clive IA 50325

Dear Susan:

Congratulations to the members of W Des Moines Charter Chapter in the anniversary month of its founding on 12/11/1997.

I encourage each member to work ***Together Towards Tomorrow***. Embrace opportunities to enhance your existing skills and learn new ones through active and wholehearted participation. Be proud of your accomplishments and view them with justifiable pleasure.

Remember, every member is part of a dynamic national network of women who are achieving extraordinary personal and professional goals through ABWA.

I challenge each of you who belong to W Des Moines Charter Chapter to make a commitment to provide professional development and networking opportunities to working women in your communities. Apply enthusiasm and strong work ethics to your projects then celebrate each triumph as it occurs.

The entire National ABWA Support Team joins me in sending our best wishes as you keep changing women's lives – one woman at a time.

Warm regards,


















Rene' Street
Executive Director
American Business Women's Association



Changing women's lives ...one woman at a time™

American Business Women's Association

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<p>Patrice C. Anderson</p>  <p>Life Coach 480-650-8814</p> <p>defyinggravitycoaching@gmail.com www.defyinggravitycoaching.com</p>	<p>JACQUELINE M. STOKEN, D.O.</p> <p>Board Certified Physical Medicine & Rehabilitation Independent Medical Examination Holistic Medicine</p> <p>Adjunct Professor of Rehabilitation, Des Moines University</p> <p>Pain Management Electrodiagnosis</p> <p>Osteopathic Manipulation Medical Acupuncture</p> <p>1454 30th St., Ste 109 West Des Moines, IA 50266 www.DrStoken.com</p> <p>Tel: 515-327-0046 Fax: 515-327-9389 Jacqueline.Stoken@DMU.edu</p>	<p>Certified Personal Trainer Corrective exercise specialist Cancer Exercise Specialist Nutrition Coach Menopause specialist</p> <p>Hope MOVES You</p>  <p>Jerrinifer Spasotto</p> <p>Insanely Active Wellness 8711 Windsor Pkwy Johnston, IA 50131 515-210-0819 jerriniferspasotto2019@gmail.com</p> 
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