

## LETTER FROM THE PRESIDENT



“Leading As Women.”

Thank you to all who attended our 46th Annual Executives' Night which we celebrated at the Des Moines Embassy Club. The night began with a cocktail reception followed by a wonderful meal! We awarded our 2017 ASSIST scholarship to this year's recipient, Bobbie Backer.

Our keynote speaker was Erin Kiernan, who gave an engaging presentation, entitled

The Executive of the Year award was presented to April Schmaltz, Vice President of Marketing and Business Development for Delta Dental of Iowa. Member firm Josephs Jewelers donated the beautiful award.

At Executives' Night you were able to meet Bobbie Backer and see how our fundraising efforts can and do make a difference to women in central Iowa. It's a great way to kick off our fall nut sales fundraiser. An order form is included in the newsletter so please contact your friends, co-workers and family to help us continue offering scholarships.

As I won't be able to attend our October installation of officers meeting, I wanted to take this opportunity to say thank you for allowing me to be your President this past year. It has been an amazing year of growth, change and new experiences both professionally and personally. Your support and friendship has been much appreciated.

Tara  
In Collaborative EWI Spirit,  
Tara E. Nagel, Chapter President  
Representing TEN Consulting



### 2016-2017 Board

#### President

Tara Nagel  
TEN Consulting  
[Tara.Ann.Ely@gmail.com](mailto:Tara.Ann.Ely@gmail.com)

#### Vice President

Katherine McClure  
Katherine McClure Photography  
[km@katherinemcclure.com](mailto:km@katherinemcclure.com)

#### Secretary

Beth Kneeskern  
KPMG LLP Accounting  
[bkneeskern@kpmg.com](mailto:bkneeskern@kpmg.com)

#### Treasurer

Jessinda Madonia  
Bankers Trust  
[jmadonia@bankerstrust.com](mailto:jmadonia@bankerstrust.com)

#### Sergeant-at-Arms

Marla Wylie  
Delta Dental  
[mwylie@deltadentalia.com](mailto:mwylie@deltadentalia.com)

#### Marketing Director

Sharon Porter  
Delta Dental  
[sporter@deltadentalia.com](mailto:sporter@deltadentalia.com)

#### Program Directors

Courtney Hill  
Premiere Credit Union  
[courtneyh@premiercu.org](mailto:courtneyh@premiercu.org)

Cyndi Lorenzen  
Iowa Events Center  
[clorenzen@iowaeventscenter.com](mailto:clorenzen@iowaeventscenter.com)

#### Communications Director

Christine Healy,  
TPI - The Printer Inc.  
[chealy1142@gmail.com](mailto:chealy1142@gmail.com)

#### Retention & Recruitment

Karen Andersen, UnityPoint  
Health – DSM  
[karen.Andersen@UnityPoint.org](mailto:karen.Andersen@UnityPoint.org)

#### Fundraising Director

Cindy Fleischacker,  
Coldwell Banker-  
Mid America Group Realtors  
[concierge@cbdsm.com](mailto:concierge@cbdsm.com)

## SEPTEMBER 2017 BOARD MEETING RECAP

**Secretary:** There were no changes to the August 7, 2017 Board of Directors Meeting minutes. A motion to approve them was made by Sharon Porter and seconded by Christine Healy with no objections.

**Treasurer:** Financials were provided through July 31, 2017. A motion to approve the following payments: \$100 to Jessinda Madonia for reimbursement for two delegates for LCAM; \$250 to Karen Andersen for reimbursement for Embassy Club down payment; \$200 to Erin Kiernan as keynote speaker at Executives' Night; \$4,406.38 for Embassy Club bill for Executives' Night. The Treasurer's report was approved by Karen Andersen and seconded by Carmella Heckard with no objections. Treasurer's notes: a check was deposited into the general fund for a member's meal. The member firm made the check out to their employee versus EWI. The check was returned. The general fund account balance will be less \$25 than what is showing until we get the new check. No fees were incurred due to the returned check.

**President:** Activities and Updates: Attended board meeting and event; Reviewed investments statement; e-mail Jessinda, Beth, Christine LCAM delegates; e-mail Jessinda and Kat about budget preparations; discussed logistics with Erin Kiernan for Executives' Night; e-mailed with Cindy F and Jessinda re: Central IA Floral check; e-mailed with Karen and reps re: Executives' Night program; called reps to see if they were going to register for Executives' Night; Executives' Night conference call; e-mailed with Carmella about Run of Show for Executives' Night; discussed logistics with Erin Kiernan for Executives' Night.

**Vice President:** Activities and Updates: Attended the August Meeting; shared images from the August meeting; continued discussions for board positions next year; received emails from board members; put together the July Board Packet and Business Packet and e-mailed it for Tara Nagel.

**Sergeant-at-Arms:** As of September 11, 2017, the Des Moines Chapter of EWI consists of: 35 member firms, 40 representatives, 8 chapter life members, and 2 sustaining members. Present at the August 7, 2017 Chapter meeting were: 26 member firms for 74% representation, 31 representatives for 78% attendance, 2 chapter life members, 2 sustaining members, 0 transitional members and 5 guests. Attendance of the Board Members at the August 7, 2017 Board Meeting was 100%. Reservation deadline for September 11, 2017 meeting: Friday, September 1, 2017. Board Members: please remember to sign in at the hospitality table!

**Marketing:** Activities and Updates: Attended EWI meeting at Baratta's – Member Appreciation Night; posted photos to EWI Des Moines website; attended West Des Moines Lunch Bunch at Wellman's; posted photos to EWI Des Moines website; prepared board report for September meeting.

**Retention and Recruitment:** Membership as of September 11, 2017: 35 member firms, 40 representatives, 8 chapter life members, and 2 sustaining members.

**Program:** The October 2, 2017 meeting will be Installation of Officers and will be held at Le Jardin, 2815 Beaver Avenue, #101, Beaverville. There is free off-street parking to the north of Le Jardin on Beaver Avenue. The agenda is as follows: 4:15 - 5:15 Board Meeting; 5:15 - 6:00 Socialize/Cash Bar; 6:00 - 6:45 Dinner; 6:45 – 7:30 Installation of Officers. RSVP deadline is 5:00 p.m. on Friday, September 22. The menu will be as follows: Chef Tag Grandgeorge creation. He will finalize the menu by September 8 and we will post it on the EWI Des Moines website.

**Communications:** I attended board and chapter meetings on August 7, 2017. Chapter website duties accomplished: updated meeting information for September event; prepared and sent emails for September event; prepared newsletter for website; updated member information on the website; updated our Des Moines member firms logo page – need Wells Fargo, Nourish Thrive Live, and Ryan Companies logos. I also did the following: sent newsletter reminder on August 11, 2017; sent revised August board minutes to Beth Kneeskern; sent the Executives' Night invitation on Thursday, August 24, 2017 and extended the reservation deadline to September 1, 2017. Sent meeting reminder on August 26 and August 29, 2017. The September 2017 Connect newsletter was sent to membership on Monday, August 21, 2017. Deadline for the next Connect newsletter is Friday, September 15, 2017. If you have information you would like to include in the newsletter, please send it to Christine Healy ([chealy1142@gmail.com](mailto:chealy1142@gmail.com)). My committee members are Aisha Syed, Robin Taylor, Kim Crocker and Anna Doud.

**Fundraising:** The Fundraising Committee would like to discuss starting the Nut Fundraiser in September. The current committee could begin the fundraiser in September and transition it to the new committee in October. The objective is to have nut delivery before Thanksgiving. Fundraising Committee Members are: Debbie Belieu, Paulette Schultz, Corinna King, Deb Lyons, Judy Smith and Cindy Fleischacker.

### **Other Business:**

#### Old Business

- None.

#### New Business

October Installation – Discussion was held on how it would go. Due to Tara's baby absence, Carmella will lead the installation. Tara gave her the charter/gavel.

### **Announcements**

- Board reports are due on September 26
- Deadline to RSVP for October is September 26
- Newsletter article deadline is September 15





## SEPTEMBER 2017 CHAPTER EVENT EXECUTIVES' NIGHT

EWI of Des Moines' September event was held at the Des Moines Embassy Club. The program featured recognition of the chapter's ASIST scholarship recipient, Bobbie Backer, and honored the Executive of the Year, April Schmaltz, Vice President of Marketing and Business Development at Delta Dental. The program was given by Erin Kiernan, news anchor for WHO-TV13 on "Leading as Women."



## FIRMS IN THE NEWS

### LightEdge Solutions acquires Cabela's Omaha data center

Des Moines-based LightEdge Solutions, an enterprise cloud services, co-location and consulting company, announced today that it is buying an Omaha data center owned by Cabela's Inc. and will retrofit it to support LightEdge cloud and co-location services. The 16,925-square-foot facility on 4 acres was originally constructed in 2010. As part of the transaction, Cabela's has signed a tenant lease with LightEdge and will continue to operate from the data center. Financial terms of the deal were not disclosed.

"LightEdge plans to immediately deploy our world-class enterprise cloud platform inside the new center, and fully integrate the facility via a private fiber backbone to existing carrier neutral colocation centers in Des Moines and Kansas City," LightEdge CEO Jim Masterson said in a release. The Omaha data center is scheduled to open in the fourth quarter. LightEdge also recently opened a second facility in Altoona. (Taken from the Business Record.)

### Wellmark Foundation awards over \$1 million in matching grants

The Wellmark Foundation has awarded 12 Iowa organizations Matching Assets to Community Health (MATCH) grants totaling more than \$1 million. Organizations were able to request up to \$100,000 in grant funding, and each community was challenged to match the grant amount dollar-for-dollar. Each of the grant recipients submitted projects that can help individuals, families and communities achieve better health through safe and healthy environments that encourage physical activity and access to and consumption of nutritious foods.

Central Iowa recipients included the city of Norwalk, which received \$100,000 to help build the Orchard Hills Park Trail and Recreation Area. Other local projects included the Raccoon River Valley Trail to High Trestle Trail Connector Phase I, which received a \$90,000 MATCH grant, and Iowa Homeless Youth Centers, which got a \$100,000 grant for its Rooftop Garden project. (Taken from the Business Record)

### New Ronald McDonald House planned for Hubbell 'extreme build'

The Ronald McDonald House at 15th and Pleasant streets in Des Moines' Sherman Hill neighborhood was demolished in August, then rebuilt larger and better over 11 days during Hubbell Realty Co.'s "Extreme Build."

"We've done three builds like this — in 2006, 2009, 2013 — and this year's is by far the largest project we've ever taken on as a company," Hubbell President and CEO Rick Tollakson said in a release.

After the month-long demolition, crews began construction on Sept. 11, then worked around the clock for the next 11 days to build an 18-room house, with each room capable of hosting families of four. The previous Ronald McDonald House was 12 rooms with a capacity of two occupants per room. Watch this [video](#) to see a week's worth of work in just 3 minutes. So cool to see the progress on the HubbellExtreme build!



## FUNDRAISING FOR SCHOLARSHIPS

**It's time to go nuts!!!!** This year's fall nut sale is starting a bit earlier to ensure plenty of time to "go nuts" with sales. Orders need to be in by October 20 and will arrive in time for all your holiday baking. Selections this year include the standard favorites of Fancy Mammoth Pecan Halves, Harvest Medley and Colossal Natural Pistachios plus two new items, Chipotle Mixed Nuts and Honey Roasted Peanuts. Check out the [Nut Fundraising Order Form](#) for the 17 items available this year posted on the EWI website.

Coordinated through Terri Lynn Inc., the nuts are of the highest quality as they use only the finest ingredients. Terri Lynn searches around the world to find the best. Their gourmet products have an irresistible taste that our customers continue to ask for. If you have any questions, please contact Cindy Fleishacker [CFleishacker@midamericagroup.com](mailto:CFleishacker@midamericagroup.com) or Laura Montgomery [laura.montgomery@hubbellrealty.com](mailto:laura.montgomery@hubbellrealty.com).



**Des Moines Chapter of Executive Women International  
2017 Fall Gourmet Nuts Fundraiser**

**Order Deadline:** Oct. 20 @ Noon

**Checks Payable To:** EWI – Pay at time of order

**Pick-Up Date/Time:** TBD/ prior to Thanksgiving

**Pick-Up Location:** In the Bag – 79 University Ave, Suite B, Des Moines

**Send orders to:** Cindy Fleischacker. Email: [concierge@cbdsm.com](mailto:concierge@cbdsm.com). Fax# 515-224-8889

**EWI Member:** \_\_\_\_\_ **Buyer's Name** \_\_\_\_\_

**Member's Phone:** \_\_\_\_\_ **Buyer's Phone** \_\_\_\_\_

**Firm Name:** \_\_\_\_\_

Product Number	Assorted Nuts and Chocolates	Quantity	Cost Each	Total
60000	Fancy Mammoth Pecan Halves—Natural – 1 lb. Bag		\$12	
60025	Deluxe Mixed Nuts—No Peanuts Rstd. & Salted – 1 lb. Bag		\$12	
60030	Giant Salted Whole Cashews Rstd. & Salted – 1 lb. Bag		\$12	
60045	Colossal Natural Pistachios Rstd. & Salted – 1 lb. Bag		\$11	
60050	Roasted Whole Almonds – 1lb. Bag		\$11	
60080	Heart Healthy Nut Mix-1 lb. Bag ( cashews, almonds, cranberries, raisins, pumpkin seeds, sunflower seeds)		\$9	
60087	Sweet & Salty Trail Mix- 1 lb. bag (cashews, almonds, peanuts, raisins, chocolate pieces—similar to M&Ms )		\$9	
60095	Harvest Medley (Pecans, Pistachios, Cashews, Dried Cherries & Cranberries) – 1 lb. Bag		\$12	
60097	Spicy Party Mix (crunchy blend of fresh peanuts, spicy Cajun corn sticks, sunflower seeds, sesame sticks, chili crescents and almonds)		\$9	
62005	Milk Chocolate Coated Giant Cashews – 1 lb. Bag		\$11	
62019	Dk. Chocolate Almonds- 1lb. bag		\$10	
62022	Milk Chocolate Peanuts – 1 lb. Bag		\$9	
62043	Chocolate Pecan Clusters- 9oz. box ( milk chocolate covered pecans and caramel)		\$10	
62047	Dark Chocolate Sea Salt Caramels- 8oz. box.		\$10	
62051	Dark Chocolate Peanut Butter Melts with Sea Salt – 8 oz Box		\$10	
60098**	Chipotle Mixed Nuts ** new item		\$10	
60064**	Honey Roasted Peanuts ** new item		\$9	
	<b>TOTAL</b>			

## 2017 LUNCH BUNCH 3<sup>RD</sup> TUESDAY & FOLLOWING THURSDAY OF EACH MONTH WEST DES MOINES & DOWNTOWN LOCATIONS

Date 11:30 am	West Des Moines Meets on <b>Tuesdays</b>	Downtown Meets on <b>Thursdays</b>
October 17 & 19	<u><a href="#">Urban Grill</a></u> 3651- 86 <sup>th</sup> Street, Urbandale 278-1016	<u><a href="#">+39</a></u> 1430 Locust St., D.M. 421-4500
November 21 & 23	<u><a href="#">Waterfront</a></u> 2900 University Avenue, WDM 223-5106	<u><a href="#">Centro</a></u> 1003 Locust St., D.M. 248-1780
December 19 & 21	<u><a href="#">Club Car</a></u> 13435 University Avenue, Clive 226-1729	<u><a href="#">Court Avenue Brewing Company</a></u> 309 Court Avenue, D.M. 282-2739

## AUGUST LUNCH BUNCH – WEST DES MOINES





## CALENDAR OF EVENTS

**Tuesday, October 17 – Lunch Bunch West**

11:30 a.m. – 12:30 p.m. Urban Grill, 3651- 86th Street, Urbandale 278-1016

**Thursday, October 19 – Lunch Bunch Downtown**

11:30 a.m. – 12:30 p.m. +39, 1430 Locust St., Des Moines 421-4500

**Friday, September 22 – Reservation Deadline for October Meeting**

Make sure to register for the October meeting at [www.ewidsm.org](http://www.ewidsm.org). Questions about payments? Please contact Marla Wylie at [mwylie@deltadentalia.com](mailto:mwylie@deltadentalia.com) or 263-2802.

### HAPPY BIRTHDAY!!

Janette House	Chapter Life Member	October 1
Sarah Roeder	LightEdge Solutions, Inc.	October 4
Judy Jones	Chapter Life Member	October 6
Kim Fankhauser	Greater Des Moines Partnership	October 8
Cindy Fleischacker	Coldwell Banker-Mid America Group Realtors	October 8
Marla Wylie	Delta Dental	October 12
Karen Fitch	Josephs Jewelers	October 21
Karen Crowell Bailey	Chapter Life Member	October 26
Judy Smith	Chapter Life Member	October 26

Find EWI Des Moines on Facebook 



## MEMBER SPOTLIGHT

Chris Harvey is a “new” old member of EWI Des Moines. A member for eight years through The Members Group division of the Iowa Credit Union League, Chris’s firm was purchased by CO-OP Financial Services this past spring. While her job did not move nor change substantially, her firm’s membership ceased and she has now joined as an individual member as she wanted to continue her involvement with EWI.

At CO-OP Financial Services, Chris serves as the Executive Assistant to Shazia Manus, Chief Product and Strategy Officer and her six vice presidents. A graduate of AIB with a Legal Secretary degree, Chris worked for several attorneys before coming to the Iowa Credit Union League 11 years ago. One of the most enjoyable aspects of her current role is the wide variety of work and the great people she has the privilege of working with.

Chris lives on her grandparents’ farm near Pleasantville. She married her high school sweetheart, Bill, four years ago. Their family now consists of her son Seth, daughter Abby and step-daughters Megan and Kate. Chris is kept busy enjoying eight grandchildren with number nine due in February.

When she is not attending her grandkids’ events, Chris likes to volunteer her time. She helps with fundraising efforts for Cystic Fibrosis, drives a tractor hauling the in-grounds trams at the Iowa State Fair with the Pleasantville FFA Alumni group, helps organize her town’s annual “Pig Out” event and volunteers time with the Iowa State Fair Blue Ribbon Foundation’s fundraising events. A fun fact about Chris is that she is related to Elvis Presley. Her 4th great-grandfather is a brother to Elvis’ 3rd great-grandfather. Next time you see her, ask Chris if she can draw that family tree!

Chris joined EWI eight years ago to network with others and to gain leadership skills and have access to personal development. Chris has served many roles in the Des Moines chapter, including as the treasurer and as the chapter’s president in 2014-15. Chris continues to look for ways to actively participate in the chapter and spread the word about EWI.



## CORPORATE INFORMATION

### What is EWI?

#### Mission

Executive Women International (EWI) brings together key individuals from diverse businesses for the purpose of promoting member firms, enhancing personal and professional development, and encouraging community involvement.

#### Vision

To be a global women's organization of 5,000 engaged members empowering others for positive change.

#### Values

Integrity | Excellence | Respect | Collaboration

### 2016-2017 Corporate Officers & Directors

#### President

Jill Gaffney  
Greenleaf Landscaping, Inc.  
EWI of Spokane

#### Vice President/ President-Elect

Cheryl Hawkins  
American Clinical  
Laboratory Association  
EWI of Washington, D.C.

#### Secretary/Treasurer

Christine Healy  
TPI – The Printer Inc.  
EWI of Des Moines

#### Directors

Darlis Vauble  
WoodmenLife  
EWI of Omaha

Maegan Brandt  
Insurance Solutions, LLC  
EWI of Honolulu

Christina Casiano  
Bill Miller Bar-B-Q  
Enterprises, Ltd.  
EWI of San Antonio

#### Advisor

Dianne Luckett  
Irby Electrical Distributor  
EWI of Jackson



### The Unspoken Code: A Businesswoman's No-Nonsense Guide to Making It In the Corporate World



**Tuesday, October 3  
2:00 PM CST**

Presenter: Marja Norris, [marjanorris.com](http://marjanorris.com)

- Women walk away with confidence knowing how to handle dealing with the Alpha business person in any setting. Confidence by knowing your worth and how to position yourself in projecting your value to create an aura of "I want to work with this executive". Learn to create your own walking business card by understanding the importance of "A Game" dressing for any day of the week by understanding the importance of the first impression. Tips on how to juggle busy schedules by creating an instructional value determination sheet and hearing tips from female Fortune 500 CEO's to Navy Seals on how to manage it all, based on your top values.
- **Marja Norris** is the CEO and Founder of [MarjaNorris.com](http://MarjaNorris.com), a company dedicated to helping women achieve their career goals with style and confidence. With a distinguished career in finance, Marja has successfully navigated the male-dominated business world. Working her way up from an entry-level assistant to a Senior Vice President, she draws on her three decades of experience in the corporate world to empower women to pursue their highest goals and blossom into everything they can be.



**EWI® Des Moines Chapter  
Monday, October 2, 2017  
Chapter Business Meeting**

<b>Date:</b>	Monday, October 2, 2017
<b>Program:</b>	Installation of Officers
<b>Program Location:</b>	Le Jardin 2815 Beaver Avenue, #101, Beaverdale There is free off-street parking to the north of Le Jardin on Beaver Avenue.
<b>Schedule:</b>	4:15 – 5:15 Board Meeting 5:15 - 6:00 Socialize / Cash Bar 6:00 - 6:45 Dinner 6:45 – 7:15 Installation of Officers
<b>Menu:</b>	<b>Salad:</b> Heirloom tomato salad, mixed greens, champagne vinaigrette, basil, mozzarella snow <b>Entrée:</b> Le Jardin Niçoise - Petite parmesan chicken breast, marinated green beans, Kalamata olives, roasted baby potatoes, boiled egg, avocado oil, smoked salt <b>Dessert:</b> Chef Ashton's chocolate torte, mixed berry coulis
<b>Cost:</b>	\$25.00
<b>Dinner Reservation Deadline:</b>	<ul style="list-style-type: none"> <li>• <b>Reservation deadline is Friday, September 26, 2017.</b></li> <li>• <b>Please remember that all Representatives <i>MUST</i> register on line at <a href="http://www.ewidsm.org">http://www.ewidsm.org</a>.</b></li> <li>• Representatives paying monthly or quarterly <b><i>MUST</i></b> complete the form below and mail it along with your check to Marla Wylie <u>by</u> the reservation deadline.</li> <li>• Representatives bringing a guest <b><i>MUST</i></b> register the guest online and mail the payment to Marla by the reservation deadline.</li> <li>• <b><i>Cancellation Policy:</i></b> If you have registered but are unable to attend, you <b><i>MUST</i></b> notify Marla before the reservation deadline in order to receive a refund or credit.</li> </ul>
<b>Mail this form to:</b>	Marla Wylie Delta Dental of Iowa 9000 Northpark Drive, Johnston, Iowa 50131 515-261-5504 <a href="mailto:mwylie@deltadentalia.com">mwylie@deltadentalia.com</a>

Firm: \_\_\_\_\_

Representatives: \_\_\_\_\_

Executives/Guests: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_ (Please make check payable to EWI)