

WomenInManagement

The Professional Women's Network

## Green Bay Spotlight

**Name: Karen Kraus**  
**Title: Service Line Manager/  
Business Development**  
**Company: Aurora BayCare  
Medical Center**  
**Years at the company: 3.5**



**I love my job because** every day is like a box of chocolates... Some days I'm helping develop new programs other days its process improvement. Most days though, I just eat the dang chocolates.

**Through networking with other women in management, I would like to** meet women from other industries and learn best practices that may be adopted by healthcare.

**In my free time** I love to be outdoors hiking, running, boating, skiing or just playing with our puppy. I also tend to work out a lot... dang chocolates.

**My most interesting job I ever had was** Christmas tree salesperson. It's impossible to NOT be happy selling Christmas trees. I've had a lot of weird jobs, though: handyman, painter, guide on the Appalachian Trail, rock climbing guide, ropes course facilitator, captain, marina service tech... the list goes on. I love learning new things (and getting a little dirty now and then is good for the soul!)

**Something I want others to know about me is** I love a challenge. Tell me something can't be done and I'll prove you wrong.

## Letter from the President

Dear valued members and guests of Women in Management,

Is it really important to learn the rules of etiquette and protocol in today's high-speed, high- tech world of business? Etiquette is a common language that can be a bridge between cultures, personalities and differing viewpoints. Knowing the rules of business etiquette will put you at ease and make your colleagues and clients more comfortable with you so that you can focus your agenda and not on yourself. People choose to do business with people they like, but you already know that. Successful relationships begin when you exhibit courtesy, kindness and respect others. Taking the time to embrace the concept of business etiquette and protocol is worthwhile and I would like to begin with a simple act of gratitude; the thank you note.

As your President, I would like to express my gratitude to our engaged, knowledgeable and dynamic board members of the Green Bay Women in Management Chapter. In addition, I truly appreciate the voice and contributions of each and every member and guest. It is my greatest wish that we continue to learn and grow in leadership and diversity with and for each other's success and prosperity. I believe taking action steps toward that goal will benefit the whole beyond measure.

Always Thankful,  
Joyce White Nelson

## Quote of the month . . .

"Etiquette is the science of living. It embraces everything. It is ethics. It is honor."

-Emily Post

# Upcoming Events

All meetings are held at: Midway Best Western at  
780 Armed Forces Dr. in Green Bay, from 11:30am - 1pm

Price: \$10 for members, \$13 for non-members

Reservations required to [members@wimigb.org](mailto:members@wimigb.org)

## December 14, 11:30a.-1p.

Topic: Mastering Business Etiquette

**Speaker: Barb Jordan; AdvantEdge Success Coaching**

Jordan has 20 years experience helping people meet goals and improve their lives. She is both a professional leadership coach and a personal life coach. In either case, she works with highly motivated people who want to overcome the gap between where they are now and where they want to be in their personal and professional lives.

*"I help people determine what they want, what they are willing to do to get it, and how to stay on track until they have it."*

In her role as a personal life and professional career coach and consultant, she has helped individuals manage their careers while helping small business entrepreneurs, managers, and other business leaders develop people skills, manage stress and time, and achieve their personal or professional goals. Jordan also delivered workshops in topics such as stress and time management, managing difficult employees, coaching skills for managers, and building dynamic teams to meet goals and achieve results.

## January 11, 11:30a.-1p.

Topic: Speech vs. Presentation

**Speaker: R.J. Foster; Word Smithing by Foster**

Agenda: 11:30-11:45 Networking & registration; 11:45-Noon Announcements & introductions; Noon-12:30 Lunch & keynote speaker; 12:30-1:00 Q&A / Networking

## This Month.. Holiday Raffle

This month join us for a festive event with lots of door prizes!

Each member will receive 5 tickets, guests will receive 1 ticket, with additional tickets available to purchase!

If you'd like to donate a door prize please bring it to the event! Don't miss your chance to win!

## Membership Corner

Don't forget to login to [www.wimiwi.org](http://www.wimiwi.org) and update your member profile! Let other members become familiar with you as you take advantage of such great networking possibilities!

For more information or for a membership application email: [membership@wimiwi.org](mailto:membership@wimiwi.org)

# WIMIWI Green Bay Board

Secretary / Polly Kopke | Treasurer / Kelly Fitt | Past President / Karen Kraus  
President / Joyce White Nelson | Membership / Karen Kraus  
Speakers & Events / Vicki Perron; Debbie Prosser | Web / Gina Christenson  
Public Relations / Janna Turner | Newsletter / Amber Christian

\* We're looking for a president elect. If you are interested, please contact Karen at [kjkraus@hotmail.com](mailto:kjkraus@hotmail.com).

## Mission Statement . . .

Dedicated to the success of women, our three-fold purpose and mission is to:

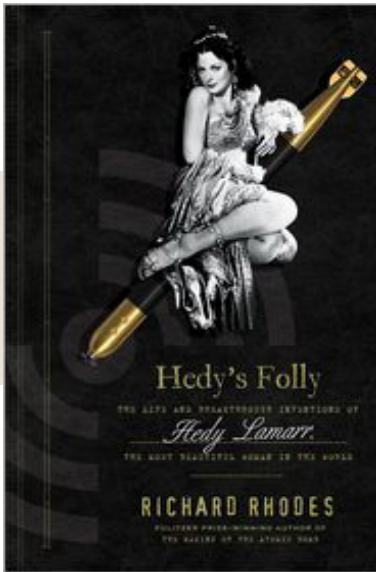
- Further the professional development of managerial and entrepreneurial women currently employed in established careers, which include managerial responsibilities, through the association of its members, through educational and training opportunities, and through the exchange of knowledge and experiences.
- Promote higher standards and to increase the status, authority, and influence of managerial and entrepreneurial women.
- Establish new Chapters and maintain a liaison among the individual members, Chapters, and Organization

# Professional Development . . .

## Test Your Business Etiquette By: [www.gradview.com](http://www.gradview.com)

Social & business etiquette can be tricky, and making the right moves can make a big difference. Take this quiz and see how you fare in the following business situations. The answers are on the next page.

1. Your boss, Ms. Alpha, enters the room when you're meeting with an important client, Mr. Beta. You rise and say "Ms. Alpha, I'd like you to meet Mr. Beta, our client from San Diego." Is this introduction correct?
  - a) Take it with you
  - b) Fold and place it to the left of your plate
  - c) Loosely fold it and place it on the right side
  - d) Leave it on your chair
2. At a social function, you meet the CEO of an important Japanese corporation. After a brief chat, you give him your business card. Is this correct?
3. You're entering a cab with an important client. You position yourself so the client is seated curbside. Is this correct?
4. You're hosting a dinner at a restaurant. You've pre-ordered for everyone and indicated where they should sit. Are you correct?
5. A toast has been proposed in your honor. You say "thank you" and take a sip of your drink. Are you correct?
6. You're in a restaurant and a thin soup is served in a cup with no handles. To eat it you should:
  - a) pick it up and drink it
  - b) use the spoon provided
  - c) eat half of it with a spoon and drink the remainder
7. You're at a dinner and champagne is served with the dessert. You simply can't drink champagne yet know the host will be offering a toast. Do you:
  - a) tell the waiter "no champagne"
  - b) turn over your glass
  - c) ask the waiter to pour water into your champagne glass
  - d) say nothing and allow the champagne to be poured
8. You're at a table in a restaurant for a business dinner. Midway through the meal, you're called to the telephone. What do you do with your napkin?
  - a) serve your spouse first
  - b) serve your client's spouse first
  - c) serve you and your spouse last
9. You're hosting a dinner party at a restaurant. Included are two other couples, and your most valuable client and his wife. You instruct the waiter to:
  - a) at 7:00 PM
  - b) anytime between 7:00 PM and 9:00 PM
  - c) between 7:00 PM and 7:30 PM
  - d) go early and leave early
10. You're invited to a reception and the invitation states "7:00 to 9:00 PM." You should arrive:
  - a) When you're introduced
  - b) At their home
  - c) At their office
  - d) On the street
11. You're greeting or saying good-bye to someone. When's the proper time to shake their hand?
  - a) just the person to whom you're speaking at the moment?
  - b) each of the four, moving your eye contact from one to another?
  - c) no one particular person (not looking directly into anyone's eyes)?
12. When you say good-bye you're talking with a group of four people. Do you make eye contact with:
  - a) just the person to whom you're speaking at the moment?
  - b) each of the four, moving your eye contact from one to another?
  - c) no one particular person (not looking directly into anyone's eyes)?
13. The waiter's coming toward you to serve wine. You don't want any. You turn your glass upside down. Are you correct?
  - a) Open it immediately
  - b) Wait for the host to take his napkin before taking yours?
  - c) Wait for the oldest person at the table to take his?
  - d) Wait for the acknowledged head of the table to take hers before taking yours?
14. When you greet a visitor in your office, do you:
  - b) say nothing and let her sit where she wishes?
  - c) tell her where to sit?
  - d) say "Just sit anywhere"
15. You're invited to dinner in a private home. When do you take your napkin from the table and place it on your lap?
  - a) order your lunch and eat?
  - b) continue waiting and fuming that your associate isn't there?
  - c) tell the head waiter you're not staying and give him our card with instructions to present it to your associate to prove you were there?
  - d) after 15 minutes call your associate?
16. You're scheduled to meet a business associate for working lunch and you arrive a few minutes early to find a suitable table. 30 minutes later your associate still hasn't arrived. Do you:
  - a) write a letter of apology?
  - b) send flowers?
  - c) keep quiet and hope he forgets about it?
  - d) call and set up another appointment?
17. You've forgotten a lunch with a business associate. You feel terrible and know he's furious. Do you:
  - a) write a letter of apology?
  - b) send flowers?
  - c) keep quiet and hope he forgets about it?
  - d) call and set up another appointment?



# Book Review

## Hedy's Folly:

The Life and Breakthrough Inventions of Hedy Lamarr

By: Richard Rhodes; Reviewed by: Barbara Spindal

Hedy Lamarr is remembered most for the asset she valued least: her beauty. Richard Rhodes, himself best known for doorstep histories including 1986's *The Making of the Atomic Bomb*, is out to change that with *Hedy's Folly: The Life and Breakthrough Inventions of Hedy Lamarr*. The slim volume may not possess the gravity of the Pulitzer Prize-winning author's four-part history of the nuclear age, but it certainly doesn't lack for charm or contemporary relevance. For in addition to being a legendary screen siren,

Hedy Lamarr was an inventor whose contributions to the technology that now surrounds us (you may be employing some of it to read this article) have largely gone unheralded.

Rhodes begins his captivating narrative in Vienna, where the young Hedwig Kiesler, born in 1913, dropped out of school at the age of sixteen to become an actress. Within a year she'd won the lead role in a Czech film, *Ekstase*, which was so steamy for its time that Hedy's father forced the family to walk out during the premiere. Two short years later found her married to Fritz Mandl, a wealthy Austrian arms dealer almost twice her age. While the unhappy union left her feeling, as she later wrote, like "an object of art which had to be guarded," it also introduced her to the subject of modern weapons development, as apparently chatty Austrian and German politicians, diplomats, and engineers were guests at the couple's frequent parties.

In 1937, Hedy finally escaped her marriage, managed to book passage on the same transatlantic ship and by the time she arrived in the United States, signed to MGM Studios rechristened as Hedy Lamarr. Her American film career was launched with 1938's *Algiers*, which made her a star.

Lamarr, possessed of a restless intellect, "didn't drink and...didn't like to party, so she took up inventing" to fill the idle months between movies, Rhodes writes. Her early projects included a tissue-box attachment to hold used tissues and a bouillon cube that, when dropped in water, would create cola. But with the start of World War II, her inventing took a more purposeful turn, and she began thinking about how to invent a remote-controlled torpedo to attack submarines."

The actress's idea was to create a frequency-hopping radio signal and to synchronize the frequency changes between a ship or plane and its torpedo, thus preventing the enemy from jamming the signal; Antheil's role, according to Rhodes, was "to help her reduce [the idea] to practice." Herself and her partner worked tirelessly and received a patent for their efforts in 1942, but the military, after evaluating their system, declined to use it.

Years later, unbeknownst to Lamarr and Antheil (who died in 1959, the year their patent expired), the government secretly revived research on the frequency-hopping system. It became the basis of spread-spectrum technology, which makes wireless networking possible, but the two remained uncredited, which Lamarr noted with bitterness late in her life. Recognition, though long delayed, did come at last, and in 1997, the eighty-two-year-old Lamarr, by then married and divorced six times and living alone in Florida, received the Electronic Frontier Foundation's Pioneer Award, three years before her death.

ANSWERS: 1. No. Introduce the more important person first. (The Client is more important!) 2. No. In Japan business cards are taken as a serious reflection of their owner and are exchanged with great ceremony. 3. Yes. When your client steps out of the car, (s)he will be on the curbside. 4. Yes 5. No. If you do, then you're toasting yourself. 6. B. It's not a cup of coffee, for heaven's sake. 7. D. It's more polite not to call attention to the fact that you can't drink champagne. 8. D. Leave it on your chair. Definitely don't put it on the table. 9. B and C. Sort of a trick question, but this is important. 10. A, B, or C. It's terribly impolite to arrive early. 11. A, B, C, D, and E. In other words, it's rarely improper to shake someone's hand. 12. B. Make eye contact with all of the individuals you're talking with. 13. No. 14. B. Indicating where your guest should sit will make her feel more comfortable. 15. B, C, or D. Just don't grab it first unless you're playing one of these roles. 16. A. You've waited 30 minutes. Expect an apology. 17. D. Call and set up another appointment. And don't forget to apologize for your error.