



WomenInManagement

The Professional Women's Network

## Green Bay Spotlight

**Heidi Eggers-Ulve DDS, MS**

**Title: President/Owner**

**Company: Pediatric Dentistry  
Clinic of Green Bay S.C.**

**Years at the company: 1996**



**I love my job because** I get to make a positive impact on the lives of children each and every day. As a business owner I have been able to create an environment that allows me to work on my terms and have both the career as a pediatric dentist and the time as a mom that I desire.

**Through networking with other women in management, I would like to** build professional alliances, contacts and referral sources. Over the past 15 years as a business owner/manager I have found the needs, style, and issues females face in business can often be quite different than our male counterparts. This organization seems like a good fit for addressing some of those differences.

**In my free time** (What free time?) I spend as much quality time with my children as I can. We do whatever it is that they want to do, so sometimes I am crafty, or arranging fun outings, and others I am just snuggling watching movies. I love to cook and read, and those are probably the only hobbies I still have time for right now. In life before 4 kids I collected wine, gardened, played tennis and golf, and enjoyed upland gamebird hunting, and fishing.

**My very first job was** janitor at the practice I now own. I moved up to dental assistant, secretarial roles etc, and from there the rest is history. I think my team appreciates a boss who has done everything they are expected to do, and fully understands their positions.

**I love it when my kids** run to greet me at the end of a long workday like they haven't seen me in weeks, demanding hugs and kisses. Nothing like a snuggle from them to make all the cares in my world go away. This euphoric feeling of course only lasts until they start fighting over who gets to hug mommy, whose turn it is, "she's MY mommy!" etc.

## Letter from the President

Dear valued members and guests of Women in Management,

As leaders it is of utmost importance that we demonstrate honesty, integrity and authenticity. These are three of the top qualities that will attract others and when well developed it will become a leadership style that creates leaders of leaders rather than leaders of followers. When we add appreciation, value and voice to the above qualities the people we are leading will flourish and return to us what we demonstrate to them. I firmly believe all of these qualities can be summed up in the word trust. I say, never underestimate the power of trust.

Our esteemed speaker Mr. Tom Wilhelm states, "If you don't otherwise trust the person you are asking to sign a contract, any contract, including a Confidential Disclosure Agreement, don't do business with that person. Contracts rarely, if ever, take the place of good interpersonal relationships in business." "Better to delay your project, or to accept a person/company of somewhat lesser skills, than to enter into a business relationship with someone you do not trust.

My dad was a great mentor to me. When I was in my pre-teen years he told me that trust is something that each person has to earn. It is not a gift. As women, no matter what the scenario, I would like to suggest we take the advice of Debbi Fields and our speaker Mr Wilhelm and set ourself the highest standards in the area of being a person that is always trusted. This most certainly will become one of our outstanding assets in our "Competitive Edge"

To quote another great, "Be the Change You Want to See."

Always Thankful,  
Joyce White Nelson

## Quote of the month ...

"Good is never enough. Set your standards high so that even the flaws are considered excellent."

-Debbie Fields

# 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@wimigh.org](mailto:members@wimigh.org)

## November 9, 11:30a.-1p.

**Topic: Safeguarding Your Competitive Edge**

**Speaker: Mr. Tom Wilhelm, Wilhelm Law**

Mr. Wilhelm is the president of the Wilhelm Law Firm, with many years of experience in the practice as an intellectual property lawyer. He was formerly with the American Can Company before starting the Wilhelm Law in Appleton, Wisconsin. For several years, he served as a professional patent agent while in the process of establishing his own firm. He is a member of many prestigious professional organizations related to intellectual property law.

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

**Topic: Mastering Business Etiquette**

**Speaker: Barb Jordan; AdvantEdge**

## 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

## In Case You Missed It!

During our last Women In Management meeting, the women introduced themselves by telling the group one success they recently had and one thing they need help with.

The exercise was a lot of fun. Joyce asked everyone present to reach out to someone else that was there before next meeting.

Also, Beth Kirby from Aurora BayCare Medical Center met with us to discuss appropriate protocol and steps to take in dealing with difficult employees.

## Membership Corner

### Welcome New Members

**Shelley Austin**  
MetLife

**Renee Ladwig**  
Head Quarters

**Heidi Eggers-Ulve**  
Pediatric Dentistry Clinic

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

## Protect Your Confidential Information & Maintain Your Competitive Advantage

By: Thadford A. Felton; Arnstein & Lehr LLP

Though you may not have “secret recipes” for cola drinks or fried chicken... your company undoubtedly has some process or information that you believe gives you an advantage over your competitors. This confidential information may take many forms such as a customer list that you have built through the years at considerable expense and effort; a product design that your competitors do not have; or a pricing formula that generates greater profits. Importantly, if you take certain steps to keep this information confidential the law will help you protect it from becoming public information and getting into the hands of your competitors. On the other hand, if you do not take the correct steps your competitors are free to gain access to your information and use that information to their advantage. From a legal perspective all of these steps are recognized as necessary in order to protect the confidentiality of your information.

**Identify Your Confidential Information:** Before you can protect your confidential information, or expect someone else not to disclose it, you must be able to identify what the information is that you consider to be confidential. The more specific you are, the better chance you have of protecting it under law.

**Be Realistic In Identifying Your Confidential Information:** Obviously not all information can be classified as confidential. Generally, confidential information is known only to you and not publically available.

**Make Sure Your Employees Understand What Information Is Confidential:** Once you have identified it, it is essential that your employees understand what information is considered confidential. You do not have to tell them the precise nature of the information, but you need to tell them enough so that they know not to disclose it to others.

**Include A Confidentiality Statement In Your Employee Handbook:** Your employee handbook should identify what you consider confidential and his/her obligation not to disclose it.

**Use Non-Disclosure Agreements:** Certain people within your company, and consultants or others outside of your company, will have access to your confidential information. In such cases you should have those individuals sign Non-Disclosure Agreements.

**Protect Your Confidential Information:** It almost goes without saying that you should not leave confidential information in the open. There are different steps you can take to prevent others from gaining access to the information. For a smaller company, these steps might involve keeping the information under lock and key, while for a larger company, it might mean keeping the information

in a password protected database.

**Limit Access to the Confidential Information to Those With a Need to Know:** Depending on the size of your company and the nature of your confidential information, not everyone should be given access to your confidential information.

**Protect Your Computerized Confidential Information With Advances in Technology:** At a minimum, access to these computers, where information is stored, should be password protected with the password being changed at regular intervals. In addition, you might consider a confidentially “reminder” pop-up on the computer screen before confidential information can be accessed.

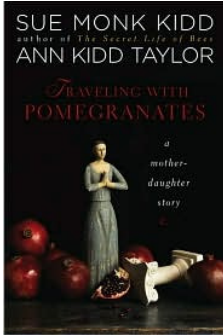
**Label The Information As Confidential:** Consider placing labels on your confidential information that clearly states that the information is “confidential.” This label can appear on the information itself and/or on the container in which it is kept. It is yet another reminder to your employees and others that you consider this information to be confidential and protected.

The steps outlined above are all fairly easy to implement. The more of these steps that you undertake, the more likely your employees will understand and honor your insistence that certain information be kept confidential, and the more likely a court will help you protect your confidential information.

Finally, you should review the steps you have taken to protect your confidential information on a yearly basis. Protections that you have put in place one year may need to be updated the following year due to developments in the law and changes within your company. Implementing the steps above will help you protect your confidential information and maintain your competitive advantage.

# Book Review

Want to read more, but don't have the time? Here's our Cliff Notes version! Each month, this section will highlight a book for personal or professional development. If you have a suggestion or a book review you would like to submit, please send it to [dynamicamber@netnet.net](mailto:dynamicamber@netnet.net)



## Traveling with Pomegranates

By: Sue Monk Kidd and Ann Kidd Taylor Reviewed by: Lydia Disham

When cradling their satisfying heft in the palm, it is easy to see how pomegranates have been bestowed with the weight of spiritual symbolism across centuries and cultures. The outer layer, rose-flushed and tough, peels back to reveal chambers paved with bright drops clinging to opaque membranes. The jewel-like seeds, once plucked, demand to be eaten. It is no wonder they have been cast as everything from forbidden to fecund to transformative.

*Traveling with Pomegranates* is a memoir that takes cues from all those traditions. By, and about, a mother and a daughter, it unfolds in alternating chapters penned by Sue Monk Kidd -- the novelist best known for *The Secret Life of Bees* -- and her daughter Ann Kidd Taylor.

For Sue and Ann, pomegranates too represent more than food. The authors employ this metaphorically rich fruit as a thematic touchstone for a meditation on their dual journeys through life, separately and together, employing the well-known myth of the mother-daughter pair of Persephone and Demeter. Abducted by Hades, lord of the underworld, young Persephone samples one of his pomegranates before her mother Demeter can intervene: the seeds she eats correspond to the months she must return every year to the land of the dead, which in turn are reflected in the earth's seasons. For Sue and Ann, this story -- and the magical fruit at its heart -- suggests the link between the soul's need to taste and explore darkness in order to become rejuvenated and return to a more sunlit reality.

And so the book begins with loss. And a journey to Greece. As Sue counts time until her 50th birthday, she contemplates the end of youth -- both hers and Ann's -- as well as relinquishing fertility and crossing the border to old age and death.

Prompted by a poem from May Sarton that begins, "Old Woman I meet you deep inside myself," Sue responds by trying first to articulate the sense of going through a transformation: "I only know there's something unsettling about a door that closes forever. I feel a vague lament about the changing of my body, the alterations in my appearance, the bleeding out of motherhood, the fear that I will not find that mysterious green fuse again. As I listen carefully to myself, I overhear a confused murmuring inside: What now? What will be born in me now?"

Ann is thrilled to travel back to Greece, the place where "all the dangling wires of my future came together to throw a spark." She writes poignantly of her comfortably quiet relationship with Sue, as well as the desire to keep her mother from the disappointing news that her post-collegiate plans -- ignited by an earlier visit to Greece -- have fallen apart. She's not been accepted to graduate school to study the classics and she's just been turned loose from a love who insisted she deserved better.

With multiple references to journaling and tending the garden of the soul, it would be easy to dismiss this book as another new-age chronicle of female empowerment. That would be a mistake. It is dense with experiential wisdom, some episodes offering a burst of joyful tart juice, others offering the bitter fruit of disappointment. The entire story moves with a sure, light step to its conclusion in fewer than 300 pages and each account is tempered by a restrained grace that saves both writers from coming off as overwrought or self-indulgent. Perhaps this is because their writing is fearless, even as they both probe deep reservoirs of self-doubt. As Sue explores the roots of myth and spiritual traditions alongside her search for an evolved self, she's never heavy-handed, never proselytizes. Ann's ah-ha moments are equally balanced and erudite.

I'm not giving anything away to say that their final chapters yield an experience that is satisfyingly complete, yet leaves room to wonder what the next bite will hold. Just like a pomegranate.