



**WomenInManagement**  
The Professional Women's Network

## Member Spotlight

**Name:** Laurie Godes

**Title:** Director of Client Experience

**Company:** Home Instead Senior Care  
(18 Years of Healthcare Experience)

**I love my job because** it has rewarding experiences. We play a key role in providing services to seniors to help them continue living in their homes safely and remain as independent as possible. I work with such a great group of caring people who want to make a difference in people's lives; it doesn't get much better than that!

**Through networking with other women in management,** I would like to gain the skills and confidence to overcome barriers by surrounding myself with women who are empowered to achieve their professional and personal goals.

**My very first job** was working for my Dad. He was a commercial milkman for all the local grocery stores. He needed someone to market new flavors of ice cream. I would work on Saturdays handing out free samples of ice cream cones to customers. This experience taught me first hand customer service at a very young age.

**Something I want others to know about me** is I have lived in several states, from coast to coast, and Wisconsin is one of my favorite places that I've lived. The people here have been just wonderful and I've made some of the best friendships.

## Letter from the President

Dear Friends,

I am delighted to introduce you to yet another version of our newsletter! We've morphed it a lot in the past year, but I believe we finally found something that will stick for awhile. What do you think?! I huge thank you goes out to Heather Nohr, a dear friend and graphic designer for the Green Bay Press Gazette for her fabulous work!

And my how time flies! Can you believe it's almost 2011? I certainly can't. Every year around the holidays I start to think about what I want to accomplish in the year to come. Sometimes it's personal, sometimes professional, but I always make some sort of mental "Big One" list. Like "move home to Wisconsin," or "accept love wherever I find it," or even "go for the promotion or get out." Did you know that if you actually write your list down, you're 80% more likely to accomplish it? I write mine down and sometimes tape it to my bathroom mirror as a daily reminder of my goal.

In 2011, my goal is to "find my purpose." Author Rick Warren discusses this as a spiritual journey in "The Purpose Driven Life," and Roy Spence, CEO of GSD&M (a marketing firm) discusses it on a business level in "It's Not What You Sell, It's What You Stand For." I don't care which playing field I find it on, I just want to find it.

I hope you enjoy the new newsletter as much as I do!

*Karen*

## Quote of the month ...

*"Where your talents and the needs of the consumer intersect, therein lies your purpose"*

- Roy Spence

# 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 8

### Topic: Increasing Your Productivity in the Workplace

#### Speaker: Dena Martin, Executive Director, Learning Rx

With a greater demand on individuals to produce more with sometimes less time and fewer people, it's imperative to have strong memory and processing skills. Today we'll take a look at ways to sharpen those skills in order to increase overall productivity.

Dena Martin, Executive Director of LearningRx Green Bay, has spent the last five years empowering people of all ages to learn, think, and read faster through the use of a unique 1:1 brain training program. Prior to joining LearningRx, Ms. Martin spent 25 years in public education, first as a teacher and later as a principal. Her goal in life has always been to help those who desire to improve themselves. Ms. Martin is married, has two college-aged children and lives in Little Chute, WI.

## January 13

### Topic: Marketing 2011

#### Speaker: Sarah Fracek

How do you reach your audience in the digital age? The mainstreaming of DVR and iPods means TV and radio ad exposures are diminishing; and web-based news outlets are leading to declines in traditional newspaper readership. What's a marketer to do? "Go where the consumers are," says Sarah Fracek, Account Executive and Marketing Consultant in Milwaukee. "With the addition of so many new mediums, marketers are actually better poised to tailor their messages to specific consumers – spending money more wisely on highly targeted audiences."

As a Social Media Supervisor, Sarah has stayed on the forefront of electronic media and the ever-changing marketing dynamic. Join us as Sarah walks us through marketing in the digital age for consumers of any age group.

## In case you missed it...

In November, Julie Musial, franchise owner of The Growth Coach, joined us to discuss Maximizing our Effectiveness. Julie gave us many tools on prioritizing our work to make sure we get the "big stuff" done. Julie suggested "blocking" time on our calendars for specific projects and not letting other things interfere with our work (like phone calls and co-workers stopping by). Julie also taught us about the "Not-to-Do" list: if it doesn't add value, don't do it.

## Membership Corner

Did you know Women in Management offers corporate memberships? They're an ideal way to build relationships both within your company and in the community.

Corporate membership dues are \$67 per member for the first 30 members with a minimum of 15 members. Additional memberships are available at a reduced rate.

For more information, please contact Joyce Nelson, Member Chair, at [members@wimigb.org](mailto:members@wimigb.org)

# WIMIWI Green Bay Board

President / Karen Kraus | Secretary / Polly Kopke | Treasurer / Kelly Fitt  
Membership / Joyce Nelson | Program / Vicki Perron  
Publicity / Tami Pederson | Web / Gina Christenson

\* We're looking for a newsletter chair and 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 . . .

## What Happened to Accountability?

By Tom Wall, Dairy Interactive

Remember the famous sign on President Truman's desk, *The Buck Stops Here*? Regardless of whether you're a politician who was voted out of office last week or a head football coach who lost his job yesterday; if you're a leader, you probably already know that the buck stops with you.

As an employer or manager, you're accountable to everyone who depends on the success and viability of your dairy... your management team, your employees, your customers, your vendors, your lenders, your neighbors, and last but certainly not least, yourself and your family.

So does that mean you're the only one at your company who should be held accountable for their decisions and actions? Of course not. Despite being the main person in charge, you still need to expect every person on your team to be accountable for themselves and the work that they do.

Unfortunately, it seems that some employees believe that accountability primarily means 'showing up on time'. Think back to conversations you've had in the past with employees regarding raises. Have you ever had employees argue that they deserved more money simply because they "never miss work"? And yes, I agree sometimes that's a good place to start. But how did employees start believing that perfect attendance was the only thing they needed to earn more money? Sure, some employees probably already believed that from the start. But at some point, I'd bet this mentality was reinforced by bosses who gave in to the 'as-long-as-you-show-up argument'. And since that's all that some managers expected from their employees, that's all that these managers got!

So how do you create a sense of accountability and spread it across the rest of your team?

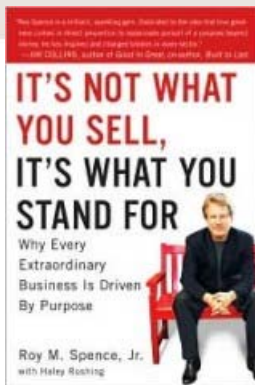
I believe accountability starts at the same place that the buck stops, at the top. *You* set the tone for what's expected of each person on your team. By setting high standards for your employees and providing them with the necessary tools, training, and support to achieve this level of performance, your team will truly know what's expected of them every day. By utilizing job descriptions and written protocols to communicate and evaluate the work that each person does, you'll be able to hold everyone accountable for their personal performance and overall contribution. And now, instead of rewarding employees for merely 'showing up', you'll be recognizing them for how well they actually do their job.

Whether it's a politician and his constituents, a football coach and the team's owner, or a manager and his employees; we all answer to somebody. The success of your company is counting on your team, and your team is counting on you.



# Book Review

Want to read more, but don't have the time? Here's our Cliff's 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 [kjkraus@hotmail.com](mailto:kjkraus@hotmail.com).



## It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

The goal of *It's Not What You Sell, It's What You Stand For* is to show that every business should strive for more than just profit. **Purpose is "a definitive statement about the difference you are trying to make in the world"** and the "secret ingredient" of extraordinary companies.

The top three take-aways are:

- 1) Employees need purpose. Many people wake up not knowing why they get up to go to work every morning. If you share your purpose with employees you will become more than just a paycheck to them.
- 2) Defend employees over your customers when necessary. A customer can be replaced but a chastized employee can be a cancer to your organization and make even more customers upset.
- 3) Stick to your purpose and strategy even if competitors are doing something that seems more successful. This is not stubbornness, but awareness of the fact that you can't be all things to everyone.

The first half of the book guides the reader through a series of practical steps to accomplish the following: understand why having a purpose is so important, determine how to discover the purpose of the

organization, establish ways to communicate that purpose to the marketplace, build an organization around the purpose, and provide leadership to continually keep the purpose at the center of all decision-making in the organization.

The second half of the book provides a series of real-life examples on discovering and leveraging an organization's purpose from Southwest Airlines, BMW, the PGA Tour, the American Legacy Foundation, the American Red Cross, Wal-Mart, Norwegian Cruise Line, AARP, Texas A&M, and the American Council for Education. The reason why these examples were so useful is because the authors have worked with all of these organizations to help them discover and articulate their purpose in ways that have generated extraordinary results.

In reading these examples, the suggestions from the first half of the book seemed much more realistic and meaningful. In seeing how other companies have used the approaches to discover and articulate a compelling purpose helps the reader see the steps that he or she can reasonably take to accomplish similar objectives. It becomes very clear that the ideas on purpose are universal and can be applied to any type of organization.