



WomenInManagement  
The Professional Women's Network

## Welcome

New Members:

Susan Harju  
Mary Kriescher  
Jen Christenson  
Lori Godes

### Quote of the month

*"Praise works with only three types of people; men, women, and children."*

-- Anonymous

### Letter from the President

Dear friends,

I had such a great time meeting new friends at the social event on Oct. 19. Thank you for joining us! If you haven't done so yet, remember to sign up for your 2011 membership today to save \$10! (Offer ends Nov. 1)

The October event was the first event at our new location - the Best Western Midway near Lambeau Field. Becky and her team did a great job and I look forward to seeing what they have in store for our regular lunch meetings. Remember to update your calendar with the new location.

Your board is in the midst of 2011 planning and would like your feedback. We're on the prowl for speaker and/or topic suggestions. If you would like to share your ideas, please send them to [members@wimigb.org](mailto:members@wimigb.org) and we'll take care of the rest! This is *your* organization; let's make it great together!

One last reminder: guests are always welcome at our lunch programs. If you know other women in management who may benefit from our programs, please bring them along. The more people we have join us, the better our discussions and networking will be!

See you on Nov. 10!

*Karen*

### Member Spotlight

**Name:** Sue Harju

**Title:** Owner

**Company:** The Urban Frog

**DAYS at the company:** 1! (It's official today! Prior to this, I was the Accounting Manager at Fox Converting 13 years)



**I loved working in accounting** at a smaller company because of the variety of projects and people I was able to work with. Now at the Urban Frog I will have new challenges which I am excited about, lots of contact with our customers, encouraging my employees, promoting health conscious food at the cafe and being an active part of the growing "On Broadway" community of small businesses.

**Through networking** with other women in management I hope to share knowledge and ideas about all of our businesses. Hopefully we can all learn from and encourage each other!

**Something to know about me:** I grew up in San Diego, CA. Moved to Green Bay after graduating from San Jose State University in California. I am married to a wonderful guy named Jim who works as an electrical engineer. We have a dog named Buddy and a cat named Knuka that we share our lives with. We have an organically certified farm that we operate together. We love planting a big garden every year.

**My passion** for all things organic started a few years ago when I went to an organic, holistic, and chemical-free treatment facility for breast cancer. I am a work in progress, but have gained so much health since then and hope to continue on the path to wellness.

**I am really excited** about being in this group and look forward to getting to know every one!

# Upcoming Events

All meetings are held at: Midway Best Western at 780 Armed Forces Dr. in Green Bay, 11:30am - 1pm  
Price: \$10 for members, \$13 for non-members  
*Reservations required* to members@wimigb.org

**Nov. 10**

**Topic: How to Maximize your Effectiveness**  
**Speaker: Julie Musial**

Julie Musial is a franchise owner and coach of The Growth Coach. The Growth Coach is #1 in business coaching throughout the United States and Canada. During this session, Julie will discuss Planning for and executing high-level, high priority and high-leverage activities to produce optimal results.

- Handling "urgent" matters rather than attending to priority matters.
- How to apply the 80/20 principles to your business or personal life to produce monumental gains in your productivity.
- The start of a "Not-to-Do" list!

**Dec. 8**

**Topic: Increasing Your Productivity in the Workplace**  
**Speaker: Dena Martin**

With a greater demand on individuals to produce more with less time and fewer people, it's imperative to have strong memory and processing skills. During this presentation, Dena Martin, Executive Director of LearningRx, will show us ways to sharpen those skills in order to increase overall productivity.

Dena 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, Dena spent 25 years in public education, first as a teacher and later as a principal.

*In case you missed it...*

October 19 was our annual social event and 2011 membership enlistment event. The event was a success with 28 women in attendance and 8 women taking advantage of the \$10 discount by registering for their 2011 membership at the event. More than half the women at the event were new to WIMI - let's all make them feel welcome!

## Membership Corner

*When are membership dues, due?*

Memberships run on a calendar year starting Jan. 1 but you may join anytime of the year. Annual dues are \$85. If you join after July 1, rates are pro-rated to \$50 for the remaining part of the year.

*Are there any discounts available?*

What would a women's organization be without a sale?! Pay 2011 dues by Nov. 1 and you get a \$10 discount!

*Where can I get an application?*

Membership applications are available at all our events, on our Web site and by e-mailing members@wimigb.org.

## The WIMWI - Green Bay Board:

<b>Secretary</b>	<b>President</b>	<b>Treasurer</b>	
Polly Kopke	Karen Kraus	Kelly Fitt	
<b>Membership</b>	<b>Program</b>	<b>Publicity</b>	<b>Web</b>
Joyce Nelson	Vicki Perron	Tami Pederson	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

## Thinking Outside the Proverbial “BOX”

By: Dustin Wax, [www.lifehack.org](http://www.lifehack.org); *edited for space*

Thinking outside the box is more than just a business cliché. It means approaching problems in new, innovative ways; conceptualizing problems differently; and understanding your position in relation to any particular situation in a way you'd never thought of before. Ironically, it's a cliché that means to think of clichéd situations in ways that aren't clichéd. Here are 11 ways to beef up your out-of-the-box thinking skills:

### 1. Study another industry.

Go to the library and pick up a trade magazine in an industry other than your own, or grab a few books from the library, and learn about how things are done in other industries. You might find that many of the problems people in other industries face are similar to the problems in your own, but that they've developed really quite different ways of dealing with them.

### 2. Learn about another religion.

Religions are the way that humans organize and understand their relationships not only with the supernatural or divine but with each other. Learning about how such relations are structured can teach you a lot about how people relate to each other and the world around them. Starting to see the reason in another religion can also help you develop mental flexibility.

### 3. Take a class.

Learning a new topic will not only teach you a new set of facts and figures, it will teach you a new way of looking at and making sense of aspects of your everyday life or of the society or natural world you live in. This in turn will help expand both how you look at problems and the breadth of possible solutions you can come up with.

### 4. Read a novel in an unfamiliar genre.

Reading is one of the great mental stimulators in our society, but it's easy to get into a rut. Try reading something you'd never have touched otherwise – if you read literary fiction, try a mystery or science fiction novel; if you read a lot of hard-boiled detective novels, try a romance; and so on. Pay attention not only to the story but to the particular problems the author has to deal with. For instance, how does the fantasy author bypass your normal skepticism about magic and pull you into their story?

### 5. Write a poem.

While most problem solving leans heavily on our brain's logical centers, poetry neatly bridges our more rational left-brain though processes and our more creative right-brain processes. Though it may feel foolish (and getting comfortable with feeling foolish might be another way to think outside the box), try writing a poem about the problem you're working on. Your poem doesn't have to propose a solution – the idea is to shift your thinking away from your brain's logic centers and into a more creative part of the brain. Remember, nobody has to ever see your poem...

### 6. Draw a picture.

Drawing a picture is also right-brained, and can help break your logical left-brain's hold on a problem the same way a poem can. Also, visualizing a problem engages other modes of thinking that we don't normally use, bringing you another creative boost.

### 7. Turn it upside down.

Turning something upside-down, whether physically by flipping a piece of paper around or metaphorically by re-imagining it can help you see patterns that wouldn't otherwise be apparent. The brain has a bunch of pattern-making habits that often obscure more subtle patterns at work; changing the orientation of things can hide the more obvious patterns and make other patterns emerge. For example, ask what it would look like if the least important outcome were the most important, then try to solve it.

### 8. Work backwards.

Just like turning a thing upside down, working backwards breaks the brain's normal conception of causality. This is the key to backwards planning, for example, start with a goal and think back through the steps needed to reach it until you get to the start.

### 9. Ask a child for advice.

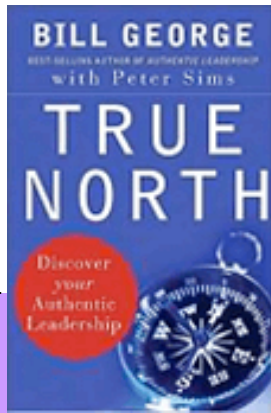
Children think and speak with an ignorance that is often helpful. Ask a child how they might tackle a problem, or if you don't have a child around think about how you might reformulate a problem so that a child *could* understand it if one was available. Don't run out and build a boat made out of cookies, though – the idea is to jog your own thinking into an unconventional path.

### 10. Invite randomness.

Artist Jackson Pollock exercises a great deal of control over his brushes and paddles, in the service of capturing the stray drips and splashes of paint that make up his work. Embracing mistakes and incorporating them into your projects, developing strategies that allow for random input, working amid chaotic juxtapositions of sound and form – all of these can help to move beyond everyday patterns of thinking into the sublime.

### 11. Take a shower.

There's some kind of weird psychic link between showering and creativity. Who knows why? Maybe it's because your mind is on other things, maybe it's because you're naked, maybe it's the warm water relaxing you – it's a mystery. But a lot of people swear by it. So maybe when the status quo response to some circumstance just isn't working, try taking a shower and see if something remarkable doesn't occur to 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 [kikraus@hotmail.com](mailto:kikraus@hotmail.com).*

### **True North, Discover your Authentic Leadership by Bill George (Book Review by Business Week, March 12, 2007)**

At the heart of *True North* is a series of interviews with 125 managers, from Novartis CEO Daniel Vasella to Palm co-founder Donna Dubinsky. George and Sims indulge in a few anecdotes that flatter their subjects. But they also get interviewees to talk about failures, emotional challenges, personal tragedies, regrets—in short, life events that knocked them off typical career paths. Taken together, the stories illustrate *True North's* thesis: that there is no single way to become an ideal leader. The volume is both memorable and perceptive.

*True North* has three parts. The first is an anecdote-rich section that describes what it means to be an "authentic leader" and examines how various people arrived at this status or lost their way. There's Kevin Sharer, who abandoned General Electric for MCI, only to find that he was miserable and that Jack Welch wouldn't take him back. ("Hey, Kevin, forget you ever worked here," Welch told him.) Sharer learned patience and humility and went on to become chairman of Amgen. The key experience for Novartis' Vasella, in contrast, came from childhood: He endured years of illness and learned the value of compassion in health care.

The book's second section, which focuses on the five key facets of a leadership plan, is its most useful. First comes "knowing your authentic self," i.e., learning to be self-aware. This proved difficult for David Pottruck, a former CEO of Charles Schwab who found that his long workdays and aggressiveness made colleagues resent and distrust him. His answer, on the job and in his third marriage, was to force himself to seek feedback on a regular basis. Next, after you attain a measure of self-awareness, you should focus on the values and principles that matter to you. David Gergen and Jon Huntsman, both of whom served in the Nixon White House and experienced the Watergate scandal up close, had to learn to draw ethical lines. Huntsman recalls, "an amoral atmosphere permeated the White House." The growing realization, highlighted by a request to entrap a politician, prompted him to leave. A third step in the construction of a leadership plan is discovering what motivates you. The most successful leaders, the authors learn, rarely start out wanting to get rich. They are inspired to make a difference, to test their limits, to follow a passion. In many cases, they abandon secure posts for the unknown. Fourth in the authors' scheme is building a support team. Here, we read that Intuit Chairman Bill Campbell, whom George calls the "dean of mentoring", aided many in Silicon Valley, including Palm's Dubinsky. Howard Shultz of Starbucks found inspiration in management guru Warren Bennis. Finally, you should try to forge what George and Sims call "an integrated life" that augments work with such things as family, friends, community service, exercise, church, and whatever else matters in your life.

*True North's* last section deals with empowering the people around you. The authors ask leaders—including many women (more than in any other part of the book)—to talk about the higher calling of their work. Avon Products' Andrea Jung explains that "what we do is elevate women in the community," while Anne Mulcahy of Xerox talks about trying to motivate personnel as the company struggled to stave off bankruptcy. As elsewhere in the book, this is no victory lap. At one point, Mulcahy recounts pulling over on a highway after a tough day, saying to herself: "I don't know where to go. I don't want to go home. There's just no place to go." Most readers will relate to at least some of the subjects' struggles, whether they involve watching a sibling die or fighting to keep ego from getting in the way of results. These people come across as fallible, emotional, and, yes, authentic. A series of exercises at the end of each chapter may help readers evaluate their priorities and practices. While *True North* offers no simple answers, it provides plenty of fodder to help readers figure out for themselves how to become a leader.