

Greater Rochester



# The Networker News

September

2005

## From the President With Pizzazz

*It is hard to believe that a year has passed since I became the GREN President. It has been a very rewarding year for me, but I have to admit that I look forward to being able to sit down at a meeting and just enjoy the networking and speakers.*

*As I look back to our retreat of the Board last year, we set forth some goals and I think we have met or at least worked on a lot of them, if not met them. We had a goal to have interesting speakers, at least two "member to member" networking meetings, to choose a Network Woman of the Year and Top Ten Candidate, to work towards growth in membership; allow for more participation from members, and to have a commitment to each other as a Board to pursue these goals.*

*We are still a relatively new group and still have a lot to learn and improve on. Our new board will be holding their retreat in the next week or two and I really hope that if any of you have suggestions for them to use in setting their goals for the coming year, that you will contact one of them. Your new board is Shelly O'Groske, President; Kim Radke, Vice President; Barb Brown, VP Finance; Cheri Ordahl, VP Membership; Angie Slattery, VP Communications; Kristen Asleson, VP Programs; Teresa McCormack, VP Marketing. You can find contact information for any of them on the Network website: [www.abwagren.org](http://www.abwagren.org). They will welcome your input.*

*Having been part of the formation team for GREN in the fall of 2002, I couldn't have imagined what I would gain personally from ABWA and the Express Network. Those of us on the team knew that this was a new ABWA format that we thought the Rochester Area needed and we have been met with expressions of gratitude from many of you for putting this together. I hope that all of you will consider getting involved in any activities or consider board positions next year. I truly believe that you will grow and expand both personally and professionally, as I believe I have. Thank you all for making this happen.*

*I'll see you at the meetings!!*

**Margaret**

Please call 507-289-4239 or e-mail me ([mheise2@charter.net](mailto:mheise2@charter.net)) anytime if you have any questions or just want to visit.



# Member Bio—Deb Chesser—T.A.S.K.

**Where did you grow up?** Tomah, Wisconsin

**Month/Date of your birthday?** November 1 but celebrate on Halloween (as my brother says "there is nothing saintly about me".)

**Describe your hobbies or favorite activities:** Rubber Stamping (making a variety of items from cards to whatever will work), Reading mostly Mystery's and Traveling

I am Divorced, raised my daughter from age 2 with the help of my parents. We are three generations under one roof. My Mother Marjorie who will soon be 83 years young, myself and my daughter Keri. We have a 15 year old female cat named Tinkerbell and 2 year (only male in the house) Pug dog named Bailey Joe. We moved to Minnesota in 1992 after I got downsized from nearly 20 years as a Federal Employee at Ft. McCoy. Went to work for Manpower at IBM until 1999 when I once again got downsized, decided to start my own business with the help of a dear friend and client. My business evolved from a sole proprietorship to a S Corporation in 2003.

**Tell us something we may not know about you:** I am a disabled Vietnam Era Veteran, I served in the US ARMY from 1973 to 1977 as a Data Systems Analyst both overseas and state side.

**Where did you train/go to school and what was your major?** The majority of my training for my work has been on the job. I try to take classes when I can afford them and have the time. I am majoring in Business Administration and my goal is the get my Bachelors Degree by the time I am 65. So I have 10 years to finish and I have only been working on it for 20 years.

**What made you decide on this field?** Because of my background in Private and Government Business Management.

**How did you get into this field?** Applied for the jobs when they became available and worked very hard.

I have over 20 years as a Federal Employee which includes 4 years active duty in the US ARMY as a Computer Operator, Key punch Operator, Tape Librarian, Accounts Clerk, Accounts Manager and Equipment Manager for the installation at Ft. McCoy (I was instrumental in getting the Military Equipment to and back from Saudi during the last Gulf War).

I have primarily worked in the Computer (Information Technology) Area, as a Data Systems Analyst (Troubleshooting computer hardware and software problems and resolving them), Writing Technical Manuals (user manuals) , Tested Software and made recommendations to changes if needed.

**Tell us what you do for your company:** I assist small business owners with all areas of Office help, from Bookkeeping, Payroll, Writing Letters, setting up meetings etc. out of my home. Setting up offices and training employees.

My daughter does Website designs and I do Desktop Publishing. Brochures, Pamphlets, Design business cards and I also have done several Church Bulletins for Weddings.

See my website at [www.task-inc.com](http://www.task-inc.com). My business goal is to set up a network of specialized in-home workers that we can pool from for specific or large jobs. To offer my clients whatever is needed from TASK to insure that their business will succeed.

**What's your favorite part about your job?** The desktop publishing, I am able to incorporate my two favorite things, by using my artistic skills and writing skills.

**What's your biggest professional challenge?** Keeping up with the constant changing technology.

**How did you hear about GREN and why did you join?** From Barb Wright Quarton, when I joined the ABWA Charter Chapter. I am a Charter Member of GREN

**What do you want to get out of GREN?** This is a hard question, as I really don't look to get any one thing out of being a member of GREN and ABWA. I just need an outlet with people who share some of the same goals and purpose from life and the business world.

**Which of the following areas interests you?**

I guess I am a multi faceted individual all appeal to me. I enjoy meeting people, I do a lot of Community Service and have many projects that I use my hobby to fulfill. Publicity sound interesting but not my strongest suite and working behind the scenes is probably my strongest suite. I always have ideas, many not so great, but some that are workable.

- Outreach - meeting new people and creating connections
- Community service - identify key community needs that GREN can fill
- Publicity - work with print, radio or newspaper media to get our message out.
- Behind the scenes



# Member Bio—Barb Wright-Quarton, Home Federal Savings Bank

**Where did you grow up?** Born in Thief River Falls, MN ; Lived in MPLS until 5 years old; moved to St. Charles 6-18yrs.

**Month/Date of your birthday?** 6/19

**Describe your hobbies or favorite activities.** Golf, movies, RAC work-outs, theatre, travel, reading.

**Any other information that you'd like to share?** 1 daughter, Chloe, 19; 1 cat; 1 boyfriend, Greg.

**Tell us something we may not know about you.** Lived in Europe for 8 years, and wanted to be an Interpreter.

**Where did you train/go to school and what was your major?** Rochester RCTC -Dental Assisting; U of MN, MPLS-Dental Hygiene; Goette Institute Rotenbrg ob der Tauber, Germany & Zurich, Switzerland- Interpreter's School for German; RCTC & Winona State University (Rochester& Winona)- finished Bachelor Degree, and started Masters Degree; Dearborn Financial Institute, MPLS- Insurance classes & licensure, and Series 6, 63,7, & 65 for Stockbrokers classes & licensure.

**What made you decide on this field? How did you get into this field?**

I had a work related injury to my neck and hands that resulted from working for 13 years as a dental hygienist. After 9 months of physical therapy, my Dr. at Mayo said the only solution was to change careers. I took a Career Exploration class at RCTC and it pointed me in the direction of Insurance, Finance, and Banking. I finished my bachelor degree, and then pursued the courses required for Insurance Agents, and Investment Representatives.

**Please summarize your professional work history:**

In high school I worked as a dental assistant.

1977 graduated from the University of MN Dental Hygiene program.

1977 Worked in the Mayo Periodontal Department

1978 -1983 Moved to Zurich Switzerland and worked as a Dental hygienist for several dentists.

1983 -1986 Moved to England, married and raised 3 children.

1997 Moved back to Rochester, MN and worked for several dentists in So. Eastern MN

1992 -2001 Taught in the Dental Hygiene program at RCTC, part-time

1998-2000 Worked for Waddell & Reed as Ins. Agent and Financial Advisor

2000-Present Worked for Home Federal Investment Services as Ins. Agent, Stock Broker and Financial Advisor  
In Rochester, Winona, and LaCrescent.

**Tell us what you do for your company.** I see bank, and non-bank clients, and advise them on financial decisions for their insurance, retirement and investment needs.

**Give us some information about your company** - My mission is to help Individuals, Small Business owners, and Organizations find the retirement plan, investment, or insurance plan that is most helpful to meet their financial goals.

**What's your favorite part about your job?** Meeting new people and helping them sort through the vast range of insurance and investments available. I like to simplify the process for my clients.

**What's your biggest professional challenge?** Having enough time in each week to meet the demands of this profession.

**How did you hear about GREN and why did you join?** I was one of the 5 ABWA members that founded this group.

**What do you want to get out of GREN?** Network and grow my business through referrals.

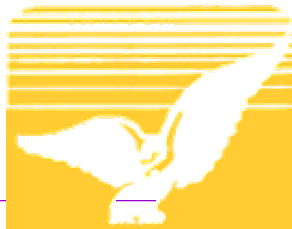
**Which of the following areas interests you?**

- xx Outreach - meeting new people and creating connections
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- xx Behind the scenes

**What type of meeting topics are you interested in?** Anything to do with health and business.

**Do you have any ideas for programs that you would like to hear?** I was Program chair last year, and I am looking forward to the new Program VP's speakers.

**What kind of topics might you be interested in presenting?** I would like to present on Financial Planning strategies for Women, and Couples.



# 2005-2006 Board

## President – Shelly O’Groske

The President presides at all meetings of the network and the Executive Board; countersigns checks with network VP Finance, or VP in absence of VP finance; brings agendas to the meeting; and coordinates Greater Rochester Express Network Annual Business Plan.

## Vice President – Kimberly Radke

VP serves as the official hostess of the network; performs duties of the president in her absence or when called upon by president; reviews the Standing Rules; countersigns network checks in absence of either President or VP Finance; arranges for help at the front desk for meetings. She shall receive payment of and give receipts for network dues or other monies in the absence of the VP finance. She assists in member retention efforts. At the end of her one-year term, she is encouraged to become president of the network.

## VP Finance – Barbara Brown

VP Finance has custody of network funds and is responsible for all money collected, for depositing network money and for collecting network dues. She shall disburse all money as approved by the network or executive board; all disbursements shall be made by check, countersigned by president or in her absence, the vice president. She shall present a monthly financial report to network and shall be responsible for obtaining and filing all necessary tax forms.

## VP Communication – Angie Slattery

Records the minutes of each network and executive board meeting; she provides one copy of minutes to the president and sends a quarterly meeting report to National Headquarters. She preserves in a permanent file all minutes and records of value to the network. She handles network correspondence as requested; provides monthly meeting notices to local media; distributes the meeting notices to members.

## VP Marketing/Publicity – Teresa McCormack

VP sends promotional information to all appropriate media covering national, network, and member achievements as well as network activities. She sends copies of major publicity coverage to National Headquarters and also lists or files information about network with sources for potential member contact in community such as local chamber of commerce or public libraries. Oversees the brochure manager and develops plan for distribution of the brochure.

## VP Programming – Kristen Asleson

Is responsible for the planning, selection, and scheduling of educational programs/speakers for network meetings and other special events as requested. Responsible for coordinating the networking time at monthly meetings and special events as requested; responsible for planning the time, place, food, and other special arrangements needed for these meetings and events. She solicits table toppers and corporate sponsors; and oversees the facilities manager. She contacts members for display tables (2 per month).

## VP Administration/Membership – Cheri Ordahl

Is responsible for reporting all name, status, and address changes to network members and National Headquarters; maintains the Network member roster; maintains name tags for members and guests. Encourage membership retention and promotes membership recruitment, sends new members and guest’s e-mails to VP Communication for notification of upcoming events; mans the sign-in table for each meeting.

Brochure Manager – Designs and arranges to have printed the Network brochure. Reports to the VP of Marketing

Newsletter Editor – Kristen Asleson - edits news of happenings & items of interest to group – monthly / bimonthly to be put on website. Reports to VP of Communications

Web Master – Kari Toft - Maintains and updates the Network website. Reports to the VP Communications

## 10 Tips For Better Speeches

**Focus your topic.** Resist the temptation to throw in everything you know. Mark my word: If you try to say everything, the audience will probably remember nothing.

**Analyze your audience.** What do they need? What do they want?

**Target your research.** Use variety: interesting statistics, personal anecdotes, powerful examples, lively quotations, clever definitions, real-life comparisons, etcetera.

**Organize your material.** Make it easy to follow.

**Simplify your language.** Make it easy to understand. (Don't say "at this particular point in time." Say "now.")

**Give it some style.** Try: triads, rhetorical questions, parallel structure, repetition, word play.

**Use humor; don't abuse humor.** Remember: You never get the chance to "un-do" a tasteless joke.

**Avoid relying on slides as a crutch.** The plain truth? Slides usually do more harm than good.

**Allow enough rehearsal time to IMPROVE your delivery.** It isn't what you say ... it's how you say it.

**Get media coverage.** A good speech gets quoted in the press and produces valuable publicity. Get the attention your speech deserves.

Every one thinks about changing the world, but no one thinks about changing themselves.  
-Tolstoy

### NEXT MEETING

Tuesday, September 6, 2005  
Kahler Grand Hotel  
Hiawatha Room A

6:30- 7:00 a.m.  
Networking & Breakfast

Jeff Jensen, Express Personnel  
The Power of  
Personal Accountability



**Mission Statement:** The Express Network is an opportunity for savvy, ambitious business professionals to help each other be successful by networking, sharing experiences and hearing enthusiastic, motivating speakers.



**Mission Statement:** To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.



Visit our website: [www.abwagren.org](http://www.abwagren.org)  
User Name: first name\_last name  
Password: 1234

## 2005-2006 GREN Board Members

- **President—Shelly O’Groske**  
Weekenders, 951-5217, [shelly.ogroske@frontiernet.net](mailto:shelly.ogroske@frontiernet.net)
- **Vice President—Kim Radke**  
Paws and Claws, [kimberlyradke@yahoo.com](mailto:kimberlyradke@yahoo.com), 261-7511
- **VP of Finance—Barb Brown**  
Countrywide Home Loans, 289-3606, [barb\\_a\\_brown@countrywide.com](mailto:barb_a_brown@countrywide.com)
- **VP of Communications—Angie Slattery**  
Youth Minister, [angie@rochesterhomeguide.com](mailto:angie@rochesterhomeguide.com), 358-6522
- **VP of Marketing/Publicity—Teresa McCormack**  
The Urban Studio, [tus@charter.net](mailto:tus@charter.net), 285-5043
- **VP of Programming—Kristen Asleson**  
Specialty Office Solutions, 292-0044, [kristen@kmword.com](mailto:kristen@kmword.com), [www.kmword.com](http://www.kmword.com)
- **VP of Membership—Cheri Ordahl**  
Midwest Wireless, [cheri.ordahl@midwestwireless.com](mailto:cheri.ordahl@midwestwireless.com), 251-7520

**Webmaster—Kari Toft** of The Nordic Shopper, 356-4505 or [ktoft@mayo.edu](mailto:ktoft@mayo.edu), [www.nordicshopper.com](http://www.nordicshopper.com)

**Newsletter—Kristen Asleson**

