

## WLN Conference Schedule

Wednesday, September 28, 2011  
NICC Town Clock Center for Professional Development

**8:00 - 8:20 a.m.**  
Registration/Continental Breakfast

**8:20 - 9:20 a.m.**  
Welcome/Keynote

**9:20 - 9:40 a.m.**  
**Break and Book Signing**

**9:40 - 10:55 a.m.**  
Personalized, Positive & Memorable  
The Under-Performing or Difficult Employee

**10:55 - 11:05 a.m.**  
Break

**11:05 a.m. - 12:20 p.m.**  
Where Does the Time Go?  
The Under-Performing or Difficult Employee  
Women and Social Media

**12:20 - 1:00 p.m.**  
Lunch

**1:00 - 2:15 p.m.**  
Learning to be Smart with Feelings  
Flex Your Communication

**2:15 - 2:30 p.m.**  
Break

**2:30 - 3:30 p.m.**  
Women in Leadership

**3:30 - 4:30 p.m.**  
Closing

### Conference Location Details:

NICC Town Clock Center  
for Professional Development  
680 Main Street, Dubuque

**FREE** parking is located at the 4th Street  
Ramp, behind the Chamber of Commerce.



*The Women's Leadership Network mission is  
to provide an annual conference for women  
that promotes personal and professional  
development at all levels.*

[www.dubuquewln.org](http://www.dubuquewln.org)

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NICC Town Clock Center  
for Professional Development  
680 Main Street  
Dubuque, Iowa 52001



Leading on All Levels

# Choosing Your Path

9th Annual Women's Leadership Conference

**Wednesday, September 28, 2011**

**8:00 a.m. - 4:30 p.m.**

NICC Town Clock Center  
for Professional Development  
680 Main Street, Dubuque

Northeast Iowa Community College provide equal opportunities for admission,  
employment, and participation in programs and activities without regard to gender,  
race, age, disability, religion, marital status, or national origin.

WOMEN'S LEADERSHIP NETWORK  
[www.dubuquewln.org](http://www.dubuquewln.org)



Leading on All Levels

# Choosing Your Path

Name \_\_\_\_\_

SS# last four digits \_\_\_\_\_

DOB: \_\_\_/\_\_\_/\_\_\_ (To assist the college to identify you correctly. All information provided is strictly confidential)

Business \_\_\_\_\_

Address  Home  Work \_\_\_\_\_

City \_\_\_\_\_

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Daytime Phone \_\_\_\_\_

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Full Day Fee for Session #5323 (includes lunch):

WLN Member \$130  Non-Member \$150

Visa  Mastercard  Discover

CC# \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Please return registration and payment by

**Thursday, September 22, 2011**

Make checks payable to NICC.

**Mail registration to:**

NICC Town Clock Center for Professional Development  
680 Main Street, Dubuque, IA 52001

**Email Registration to:**

Wendy Knight - knightw@nicc.edu

**Phone Registration call:**

563.557.8271, ext. 380

**Online Registration:**

www.nicc.edu/continuing

Refund Policy: 5 or less business days prior to conference no refund.

## Women's Leadership Conference 2011 – Leading on All Levels: Choosing Your Path

**8:00 - 8:20 a.m. Registration/Continental Breakfast**

**8:20 - 9:20 a.m. Welcome/Keynote**

**Keynote Tracy Butz - Room 106**  
*Conscious Choices: Powerful Strategies to Grab Control and Transform Your Life*

In this signature keynote, Tracy Butz will share action-based strategies, innovative ideas and captivating stories designed to help you create the life you want to live, rather than reacting to what life gives you. Learn to grab control of your thoughts, because what you focus on becomes your reality.

Discover impactful ways to transform your life by consciously choosing to align your decisions with what matters most to you.

Objectives:

- Make enhanced decisions using a defined five-step process.
- Influence your choices and outcomes by altering your thoughts.
- Achieve greater success by how you view & commit to personal goals.
- Live a more balanced, healthier and fulfilling life by choosing to simplify.
- Overcome obstacles by learning from and *appreciating* setbacks.

**9:20 - 9:40 a.m. Break and Book Signing**

**9:40 - 10:55 a.m. Breakout Sessions**

**Breakout Session 1:**

**Tracy Butz - Room 106 B**

*Platinum Service: Personalized, Positive & Memorable*  
Creating a positive, memorable service experience, one that causes your customers to want to keep coming back...that is the *Platinum Edge*. Learn how to make a strong, positive impact on your customers so you build long-lasting loyal relationships.

Objectives:

- Recognize that the customer's needs *are* our business.
- Enhance communication skills needed for building loyal relationships.
- Understand specific service steps to exceed customer needs and desires.
- Explore and develop skills to effectively deal with difficult customers.
- Create personalized *Platinum Edge* service strategies, specific to your style, which produces positive, memorable experiences for every customer.

**Breakout Session 2:**

**Brenda Hamilton Clark - Room 110**

*Holding Accountable the Under-Performing or Difficult Employee*

Employee accountability expert Michael Henry Cohen (What You Accept Is What You Teach, 2007) states, "The employee you hold accountable for poor performance will never cause you as much trouble as those you don't hold accountable but should." How

do you, as a supervisor, hold accountable an employee who is performing below standards and/or who is just plain difficult to work with? In this session, you will learn several strategies for setting clear expectations for staff, and we will outline a step-by-step approach for giving corrective feedback and following through when an employee is not performing up to those standards.

**10:55 - 11:05 a.m. Break**

**11:05 a.m. - 12:20 p.m. Breakout Sessions**

**Breakout Session 1:**

**Laura Lewis-Barr - Room 106 A**

*Where Does the Time Go??? Principles in Time Management*

What would you do with an extra hour each day?

This session provides current theory and practical tips to transform your habits and help you utilize your time more effectively.

Objectives:

- Identifying time wasters.
- Recognizing goals and setting priorities.
- Creating effective "to-do" lists.
- Matching energy levels to tasks.
- Dealing with interruptions like drop-in visitors, telephone calls, and emails.
- Overcoming procrastination.
- Learning to work in "flow."
- Working smarter, not harder!

**Breakout Session 2:**

**Brenda Hamilton Clark - Room 110**

*Holding Accountable the Under-Performing or Difficult Employee*

**Breakout Session 3:**

**Kate Lydon - Room 112**

*Women and Social Media*

Does your business or employer take advantage of social media?

Come and learn how social media has changed how women communicate in their day-to-day lives, about social media etiquette, and what works and what doesn't work for business. You will learn why businesses use social media, what platform is right for you, and the mechanics of Facebook and Twitter through live demonstration. A brief question and answer session will follow.

**12:20-1:00 p.m. Lunch**

**1:00-2:15 p.m. Breakout Sessions**

**Breakout Session 1:**

**Laura Lewis-Barr - Room 106 A**

*Emotional Literacy - Learning to be Smart with Feelings*

Are your emotions friend or foe? According to Time Magazine, "Emotional intelligence may be the best predictor of success in life." Many experts now feel that EI is a better predictor of achievement than IQ. Emotional Intelligence is a new field that

utilizes brain research to confirm two vital ideas: emotions offer us a unique kind of knowledge AND we can learn to manage our emotions intelligently.

Objectives:

- How emotions function and why they are so hard to manage.
- The purpose of emotions.
- The benefits of "emotional literacy" at work—recognizing the early stages of conflict, communicating more authentically, deepening our empathy and improving our decision-making.

**Breakout Session 2:**

**Melanie Hoffner - Room 110**

*Flex Your Communication for Phenomenal Leadership Gains*

It may seem like some leaders are "gifted" when it comes to communicating effectively, while others leave frustration or confusion in their communication's wake. Explore Dr. Susan Dellinger's powerful communication system, *Psycho-Geometrics®*, an analytical approach to identifying your personal communication style and *flexing* to the communication style of others. Her system has been used in U.S. and multi-national corporations, government agencies, universities, law firms, and non-profit organizations for over 30 years. Discover the *shape* of your communication and learn the power of *flexing* to create phenomenal gains in your relationships and in your leadership!

Objectives:

- Participants will identify their primary and secondary style "shapes."
- Participants will learn the two theories that form the foundation of the Psycho-Geometrics™ System.
- Participants will explore characteristics of each of the five styles.
- Participants will identify strategies to "flex" to different each of the five styles.
- Participants will apply this system to create an action plan to "flex" their communication with someone in their life. They will be encouraged to choose someone they lead.

**2:15 - 2:30 p.m. Break**

**2:30 - 3:30 p.m. Group Panel Discussion**

**Women in Leadership - Room 106 B**

**Marilyn Althoff, Danielle Gratton, Kelley Deutmeyer, Ginger Sakas**

This panel of fantastic women will share how they have enhanced their leadership ability by learning from their mistakes and how their path has helped them obtain personal and professional success. The session will be interactive and the participants will have the opportunity to dialogue with the panel participants.

**3:30 - 4:30 p.m. Closing**

Join us for a hilarious, make your stomach hurt with laughter closing presentation. This is a very unusual presenter with a unique presentation that you do not want miss!!