

ADVANCE WOMEN LEADERS

Bold &
BRILLIANT
WLC 2025



**WOMEN LEAD CHANGE
2025 ANNUAL REPORT**



FROM THE CEO



As I reflect on 2025, one word rises above the rest: momentum.

At a time when two sides of the coin are true: more women than ever are stepping into leadership, and more women than ever are also downshifting or exiting the workforce altogether, the mission and work at WLC has never been more urgent, the need for support for women is imperative, going beyond a want support has turned into a need. The pressures facing working women today are real: caregiving demands, burnout, lack of flexibility, and broken systems continue to push talented leaders out of the pipeline. While opportunity has expanded, it remains uneven. Our work exists to keep women in the workforce, growing as leaders, and connected through meaningful community and support.

This year, our impact was strong and visible. Our Cedar Rapids and Quad Cities Conferences sold out, filling rooms with bold ideas, and leaders ready to grow. We expanded our Elevate Leadership Program into Des Moines, extending one of our most transformational programs into a new region. Our Own It! Podcast reached a new milestone as well, now downloaded on every continent, including Antarctica, a reminder that our message, though rooted in Iowa, resonates far beyond it.

We also approached growth with focus and honesty. While we're proud of our progress statewide, we know there is opportunity ahead, especially as we continue to strengthen and grow our Des Moines Conference. Growth doesn't happen without intention, and we remain committed to building deeper impact in every community that we serve.

Our Women Connect communities continue to be the heartbeat of Women Lead Change across the Corridor, Cedar Valley, Metro, and Quad Cities. These groups are creating real connections, peer to peer support, and they remind us that none of this work is meant to be done alone.

Looking ahead, we are energized by what's next, including welcoming Joanna Gaines to Cedar Rapids in 2026, a milestone moment that reflects both our growth and our bold vision for the future.

To our sponsors, partners, volunteers, board members, and every individual who showed up in 2025, thank you. You are driving this mission forward. Together, we are not just responding to the moment we're in but we are shaping what comes next.

With gratitude and excitement,

Tiffany O'Donnell
CEO, Women Lead Change



WLC is for everyone who wants to grow as leaders in their companies, communities, and careers.

WLC is for those that want to meet, learn from, network with, and be mentored by leaders who understand women's unique challenges, gifts, and perspectives.

WLC is for all who want to succeed, surpass, and have fun in the process.

WLC is for employers who want to invest in their current talent and develop their future leaders.

Your success is our mission.

2025 AT A GLANCE



4,700+

ATTENDEES AT WLC EVENTS AND PROGRAMS

Bold & Brilliant **WLC 2025**

Hosted annual conferences in
**CEDAR RAPIDS,
DES MOINES, AND
QUAD CITIES**

Quad Cities hosted a sold out crowd of over
**800 TOTAL
ATTENDEES**

ALL-ACCESS VIRTUAL SERIES

hosted participants from
13 STATES,
with 13 thought leaders
from across the country.



ELEVATE WOMEN LEAD CHANGE

**30 CURRENT AND
EMERGING LEADERS**
participated in the
Elevate Program

Launched the Elevate Leadership Program in Des Moines with a full inaugural cohort.



2025 AT A GLANCE

Bold & BRILLIANT WLC 2025

CONFERENCES

CEDAR RAPIDS CONFERENCE

April 22-23, 2025

- Presenting Sponsor: BAE Systems
 - **1,157 Total Attendees**
-

SPEAK TANK

Kate Gladdin was the winner of the 2025 Speak Tank Competition and is set to take the main stage at the 2026 Women Lead Change Conference: Cedar Rapids

DES MOINES CONFERENCE

October 15-16, 2025

- Presenting Sponsor: F&G
 - **925 Total Attendees**
-

IOWA WOMEN OF ACHIEVEMENT AWARDS LUNCHEON

- Sponsors: Athene, Farm Bureau Financial Services, Nationwide
 - **Honorees: Susan Clark, Ann Hutchinson, and Mary Armbrecht**
-

QUAD CITIES CONFERENCE: SOLD OUT!

November 12, 2025

- Presenting Sponsor: Enterprise Mobility
- **814 Total Attendees**



WORKSHOPS & OTHER EVENTS

EVERYTHING IS NEGOTIABLE: HOW TO GAIN CLARITY, COMMUNICATE YOUR BOUNDARIES, AND OVERCOME CONFLICT FOR BETTER COLLABORATION WITH DR. MEG MYERS MORGAN

February 13, 2025

- **447 Virtual Attendees**
-

THE ART OF SHOWING UP: UNLOCK CONFIDENCE THROUGH STYLE PSYCHOLOGY WITH NICOLE SALLIS

April 2, 3, 8, and 23, 2025

- **566 Total Attendees**
-

NEW EVENT! LEAD YOUR LIFE: WOMEN'S HEALTH 2025

August 13, 2025

- **84 Total Attendees**
-

SPARKLIFE: UNLOCK YOUR PASSION, STRENGTHS, & PURPOSE TO LIVE INTENTIONALLY WITH LYNSEY MULDER

September 3, 9, 10, and October 16, 2025

- **621 Total Attendees**

PROGRAMMING & INITIATIVES REVIEW



LEADERSHIP CONFERENCES

- Three, regional conferences: Cedar Rapids, Des Moines, and Quad Cities
- Nationally-known keynote speakers and breakout sessions led by local talent
- Speakers included: Maria Shriver, Chad Greenway, Mallory Weggemann, Rachel Eslick, Debbie Antonelli, JJ Moses, Paula Faris, The Carpool Podcast, Vanessa McNeal, Kate Gladdin, Lisa Bluder, and Cy Wakeman
- **2,896 Total Attendees**



EPIC CORPORATE CHALLENGE

- EPIC partners commit to set voluntary measurable goals in at least one of the following areas:
 - Increase the percentage of women of color in current and emerging leadership positions, including boards of directors
 - Actively recruit and retain women at all levels of the organization, in order to increase the percentage of women in company's workforce, including women in non-traditional roles
 - Increase the percentage of women among the top 10% of the company's senior positions
 - Increase the number of women on the board of directors
 - Monitor pay by gender and address gaps as discovered
- Sponsor: Delta Dental of Iowa and Transamerica



WOMEN CONNECT

- Regional membership groups that engage women through sharing best practices, peer-to-peer networking, and providing professional/personal development opportunities for their organizations.
- Women Connect Regions:
 - Cedar Valley Women Connect: **17 Member Companies**
 - Corridor Women Connect: **27 Member Companies**
 - Metro Women Connect: **40 Member Companies**
 - Quad Cities Women Connect: **34 Member Companies**



ALL ACCESS

- Once a month, 45 minute virtual learning sessions that span across many differing topics.
- One, two hour virtual live workshop took place in February
- **77 Annual Passholders**

PROGRAMMING & INITIATIVES REVIEW



ELEVATE LEADERSHIP PROGRAM

- Women's leadership development program for emerging leaders in the greater Cedar Rapids and Des Moines regions.
- **30 Graduates**



IOWA WOMEN OF ACHIEVEMENT BRIDGE & AWARDS

- Recognizes contributions of historical Iowa women who made outstanding and lasting contributions or have advanced the well-being of others throughout the world.
- **26 award plaques to date** are featured on the Iowa Women of Achievement Bridge in downtown Des Moines.
- **2025 Honorees: Susan Clark, Ann Hutchinson, and Mary Armbrecht**



OWN IT! WOMEN LEAD CHANGE PODCAST

- The Own It! Podcast features thought leaders, industry experts, CEOs, and senior leaders who recognize the imperative to advance women leaders at all levels with topics ranging from personal stories of perseverance to tactical development insights.



GIRLS WITH GOALS FUND

- Supports Iowa non-profit organizations that inspire girls to recognize their inner strength, celebrate the characteristics that make each girl one of a kind, spark the interest in girls to pursue studies and careers in male-dominated fields, and empower girls of all ages through mentorship.
- Awarded \$8,000 in grants.

2025 Grant Recipients

- Big Brothers Big Sisters of Cedar Rapids & East Central Iowa
- Cedar Amateur Astronomers Inc.
- Eastern Iowa Arts Academy
- FC United Soccer Club Inc.
- Hawkeye Area Council, Boy Scouts of America
- Junior League of Cedar Rapids
- NewBoCo
- Young Women's Resource Center



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 BH Management
 BITCO Insurance Companies
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 EnerNova Partners
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 Estes Construction

F&G
 F&M Bank
 Fareway Stores, Inc
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 Federal Home Loan Bank of Des Moines
 Fifth Season Consulting
 Follow Your Strengths
 General Mills
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 LCS
 Leader Valley
 Lincoln Savings Bank
 LyondellBasell
 Markey's
 McCarthy-Bush Corp
 McGrath Auto
 Mel Foster Co
 Mercy Medical Center
 MidAmerican Energy
 Midland Davis Corp
 MidWestOne Bank
 Mindspring Mental Health Alliance
 Modern Woodmen of America
 Nationwide

Ohnward Bancshares, Inc
 On With Life
 One Step Inc
 PDCM Insurance
 Pella Corp
 People Inc
 Perry Lutheran Homes
 Pigott
 PMC Integrity
 Polk County
 Principal Financial
 PC Kinetix - Coralville
 Quad City Bank & Trust
 Quad Cities Business Journal
 Quad Cities Investment Group
 Quad Cities Waterfront Convention Center
 RBC Wealth Management
 River Cities Engineering
 Royal Neighbors of America
 RSM US
 Russell
 Sammons Financial Group
 Schneider Electric
 SCOUT of Marion
 Shive-Hattery
 SmartHER Money
 Stillwater Coffee Co

Symetra
 The Iowa Clinic
 The Merrill Hotel, Muscatine
 The Mutual Group
 The People Company
 The Waldinger Corp
 Transamerica
 TrueNorth
 UConnect Solutions, Inc
 UFG Insurance
 University of Iowa Healthcare
 University of Iowa Tippie College of Business
 Uplifting Caregivers Association
 Upload Media Group
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 Van Meter
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 Wright Service Corp
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