‘TRANSFORMING JOURNEYS’ RESONATES IN 2015

Through our involvement in Iowa Women Lead Change (IWLC), we have had the opportunity to interact with women from a variety of different backgrounds. We have been inspired, awed and changed by many of these conversations in the last year.

IWLC’s theme in 2015 is “Transforming Journeys,” which resonates with us for many reasons.

• For the first time in its history, IWLC will host four conferences in Iowa during 2015 — in Sioux City, Eastern Iowa, Dubuque, and Central Iowa — as a result of an overwhelming interest in bringing IWLC’s resources “border to border.” IWLC is creating an awareness and understanding of the importance, relevance and impact of women’s leadership across the state. The rise of IWLC and its distinct mission of furthering women’s leadership has truly been a “transforming journey” since its founding in 2007.

• IWLC rebranded in 2014 to more accurately reflect the mission and vision of the organization. Iowa Women Lead Change (IWLC) encompasses the organization’s mission as a comprehensive statewide, nonprofit resource for all activities, events, opportunities, and organizations devoted to promoting women’s leadership.

• The “Transforming Journeys” theme is also deeply personal for us both. Through our tenure with IWLC, we have been changed for the better — not unlike the more than 10,000 women and men who have experienced IWLC through conferences, events and networking. Our commitment to IWLC and women’s leadership can be partially attributed to being raised by strong women who instilled in us core values that we hold dear to this day. Chief among them, the belief that our opinions matter!

We look forward to learning how you and other IWLC women experience 2015’s “Transforming Journeys.”

For now, in this annual report, we pause to celebrate the many successes that our volunteers, sponsors, speakers, donors and attendees made possible in 2014. Thank you for your support of our mission and for helping women take charge and lead change!

Marsha Schulte, Chair
IWLC Board of Directors

Diane Ramsey, Chief Executive Officer
IWLC
help organizations identify the policies and practices that will lead them to better business outcomes. 
research gives us the baseline data necessary to ensure that our efforts 
MOVING IN THE RIGHT DIRECTION.”

Leisha Barcus, member of the Nexus Executive Women’s Alliance

IOWA WOMEN IN LEADERSHIP ROLES IN BUSINESS

- NON-PROFIT ORGANIZATIONS: 50%
- PRIVATE FOR-PROFIT COMPANIES: 25%
- PUBLICLY TRADED COMPANIES: 22%
- BOARD MEMBERS OF PUBLIC COMPANIES: 16%

IOWA WOMEN IN LEADERSHIP ROLES IN GOVERNMENT

- LOCAL, COUNTY, STATE AND FEDERAL ELECTED OFFICIALS: 28%
- STATE BOARD MEMBERS: 49%
- COUNTY BOARD MEMBERS: 29%
- MUNICIPAL BOARD MEMBERS: 37%
Statistics about women-owned businesses in Iowa are shockingly bleak.

According to the 2013 The State of Women-Owned Businesses Report commissioned by American Express OPEN, Iowa ranks last in the nation for the cumulative growth in the number of women-owned firms and their revenue and employment.

When placed into context, the statistics are even more discouraging. Consider that more than 50 percent of Iowa’s population is female, that women earn over 50 percent of higher education degrees conferred in Iowa, and that more than 80 percent of Iowa’s women are in the workforce.

As a way to reverse these sobering statistics, in 2014 IWLC partnered with Ascent Iowa to assist women-owned businesses and start-ups, recognizing that the lack of women entrepreneurs is an economic and leadership issue. The result was “Invest in She,” a “shark tank” event celebrating female entrepreneurship.

Ascent Iowa solicited and reviewed applications from female business owners seeking investments and IWLC recruited eight power investors dedicated to investing $40,000 in Iowa-based women-owned businesses.

“This type of ‘pitch-and-grow’ competition has been done in many other settings,” says IWLC CEO Diane Ramsey, “but to my knowledge, this is the first time an event of this nature has focused on Iowa women entrepreneurs. We were very impressed by the caliber of businesses that were represented, as well as the knowledge, insight, and commitment provided by our investors. We look forward to hosting other similar events in the future to advance women in business and leadership.”

Debi Durham, director of the Iowa Economic Development Authority (IEDA), lauded the program and encouraged women who have considered starting their own business to reach out to groups like IWLC and Ascent Iowa, the latter of which was founded to help women-owned businesses grow.

Molly Clubb, a participant in “Invest in She” and partner at Hired Hand Software, was pleased with the results following the competition. “The investors had some tough questions and we had to be on our toes,” says Ms. Clubb. “I was surprised by the outpouring of support from our community and the women in attendance.”
Hired Hand Software, founded in 2005 and based in Cedar Falls, has grown to serve hundreds of agriculture operations and businesses across the nation, providing custom developed website software and an animal marketing system (AMS). The AMS is a tool custom-built for Texas Longhorn cattle, whitetail deer, and Quarter Horse markets, allowing breeders to easily manage their own website content while showcasing animals online.

The night’s other big winner, Nikki Hynek of Dollup Beauty, had the idea to create her own cosmetic case in 2013 after a frustrating and rushed morning trying to locate all of her makeup supplies. A makeup artist and aesthetician, Ms. Hynek knew from experience what her perfect makeup case would look like — so she created it. The Dollup Case has officially launched on www.ShopHQ.com, where it sells for $45.

“I plan to use the funds that I received to boost Dollup Beauty’s marketing campaign and to expand distribution,” says Ms. Hynek. “Specifically, I would like to exhibit at upcoming trade shows to get the Dollup Case in front of key buyers and retailers.”

In addition to pitching her business to the eight investors, Ms. Hynek also relished the opportunity to learn more about women-owned businesses in Iowa and to network with other entrepreneurs. “I am still in awe and surprised by the generosity of the investors and by the organizations that put the event on,” says Ms. Hynek.

IWLC is currently planning “Invest in She” programs in Des Moines and the Corridor in 2015.

“Invest in She” Investors Distributed $40,000 of Support:

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Molly Clubb and Jaymie Feldmann of Hired Hand Software</td>
<td>$13,000</td>
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<tr>
<td>Nikki Hynek of Dollup Beauty</td>
<td>$12,000</td>
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<tr>
<td>Dr. Stephanie Gray of Integrated Health and Hormone Clinic</td>
<td>$6,000</td>
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<td>Andrea Hansen of VenueFox</td>
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<td>Jean Wenisch of John Holladay Graphics</td>
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<td>Laurie Moritz of Sweet Raw Joy</td>
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“Invest in She” Investors
Susan Corrigan, President and Treasurer of the St. Martin Land Company
Tara Cronbaugh, President and Owner of The Java House
Bruce Lehrman, CEO and Founder of Involta
Lura McBride, COO, Van Meter
Heidi Parkhurst, First Vice-President — Wealth Management and Sr. Resident Director at Merrill Lynch
Ravi Patel, Principal and President, Hawkeye Hotels
Chuck Peters, President and Chief Executive Officer of The Gazette Company
Randy Portz, President of Industrial Energy Applications
Kristen Corey recently started a new position as the program planner for the Iowa Commission on the Status of Women. When she began the position in November 2013, she was in her early 30s and beginning her career — and she was nervous.

“When I started the job, I didn’t know what to expect,” says Ms. Corey. “I was incredibly nervous, but excited to be doing a job where I felt I could have a positive impact on women — especially on younger, emerging women in Iowa.”

After landing the position, Ms. Corey immediately started receiving inquiries about information she knew little about. She was given the challenge to plan two major events in three months with little time to plan.

At the same time, Ms. Corey also began to search for opportunities to become more involved in her community to help make an impact. As a member of the Iowa Women Leadership Project, she stumbled upon Iowa Women Lead Change (IWLC).

A resident of Ankeny, Ms. Corey hoped to attend the Des Moines conference on October 14, 2014. But she anticipated that budget restrictions would prevent her from attending.

“As a state employee we have a very limited budget and often we can’t go to [conferences],” says Ms. Corey.

She decided to apply for the conference scholarship offered to IWLC attendees. IWLC is committed to making conferences accessible to as many women as possible. Since the inception of its Scholarship Program, IWLC has awarded 82 scholarships to deserving emerging leaders. To facilitate this commitment to accessibility, IWLC implemented a scholarship committee made up of statewide volunteers who evaluate scholarship applications.

Shortly after applying for a conference scholarship, Ms. Corey was accepted as one of the recipients for the October Central Iowa conference. Her scholarship — like all IWLC conference scholarships — covered the full cost of the event registration.

During the conference, Ms. Corey networked with other women from around the state and learned from nationally recognized speakers. “Before attending the conference I was operating in ‘putting out the fires’ mode without a whole lot of planning for the future,” says Ms. Corey. Her reactive mentality was changed after hearing one of the conference

Ms. Wiseman’s presentation showed Ms. Corey that being a new employee should not be scary. Ms. Wiseman encouraged attendees to “see the world through rookie eyes” and explained why individuals are best at their job when doing it for the first time. She discussed how to reclaim and cultivate this curious mindset.

“Since the conference, I have started to take ownership for this position and also have been thinking of ways in which my life experiences as a younger working mom of two children could be used to reach out to those women who are often forgotten or discriminated against,” says Ms. Corey.

“Her speech allowed me revel in my ‘rookie status’ and use it to benefit my professional growth,” she says.

“I truly appreciated the opportunity to hear Ms. Wiseman speak and am grateful for the scholarship,” says Ms. Corey. “Not all organizations offer those resources. This gave me the inspiration to go back to work and be the best staff person I can be.”

“I was incredibly nervous, but excited to be doing a job where I felt I could have a positive impact on women — especially on younger, emerging women in Iowa.”

Kristen Corey, Iowa Commission on the Status of Women

**2015 IWLC Scholarship Committee**

State Co-Chair, *Flora A. Schmidt*
State Co-Chair, *Pam Lane*
Central IA Regional Event Co-Chair, *Christie Goodrich*
Central IA Regional Event Co-Chair, *Michelle Marsh*
Dubuque Regional Event Co-Chair, *Carisa Simpson*
Dubuque Regional Event Co-Chair, *Sarah Yoder*
Eastern IA Regional Event Co-Chair, *Andrea McVay*
Eastern IA Regional Event Co-Chair, *Suzanne Summerwill*
Siouxland Regional Event Co-Chair, *Roz Koob*
Siouxland Regional Event Co-Chair, *Rebecca Krohn*
At Large, *Amanda Atherton*
At Large, *Tamara Lyman*
At Large, *Jean Pollari*
At Large, *Kim Willis*
For the first time, IWLC will host a conference in Siouxland, March 17, at the Sioux City Convention Center, drawing women leaders from western Iowa.

The IWLC Siouxland Conference boasts a lineup of nationally recognized keynote speakers, including scholar, motivational speaker and humanitarian Dr. Tererai Trent, American Civil Rights advocate and legal analyst Lisa Bloom, and Susan Packard, co-founder of Scripps Interactive and former chief operating officer of HGTV.

IWLC engaged in conversations in 2014 with Siouxland residents and organizations that revealed an interest in sponsoring an IWLC conference in the community. “We are very excited about the reaction that local leaders and businesses have had to the conference,” says CEO Diane Ramsey. “Their genuine interest in hosting and planning their own event has been overwhelming.”

Gina Sitzmann, vice president and trust officer at Security National Bank and a member of the IWLC Siouxland Endorsement Council, has been instrumental in bringing an IWLC conference to the Siouxland. “I attended my first IWLC event this past fall and was very impressed at the number in attendance, and the high quality of speakers,” says Ms. Sitzmann. “The event was inspiring and really motivated the participants.”

The IWLC Siouxland Conference has been tailored specifically to the Siouxland by a local steering committee with IWLC staff assistance.

“Women at all levels in their career path and all walks of life need ways to enhance and strengthen their leadership skills and to network with others,” says Lea Greathouse, executive director of the Mercy Medical Center Foundation and a member of the IWLC Siouxland Steering Committee. “IWLC is leading the way for Iowa women to connect and be inspired for their next opportunity, whatever that may be!”

Presenting Sponsor

Lea Greathouse, Executive Director, Mercy Medical Center Foundation, Member of the IWLC Siouxland Steering Committee
DR. TERERAI TRENT is one of today’s most internationally recognized voices for quality education and women’s empowerment. She is a scholar, humanitarian, motivational speaker, educator, mentor and founder of Tererai Trent International Foundation. With a desire to give back to her community and the firm belief that education is the pathway out of poverty, Dr. Trent founded Tererai Trent International (TTI), whose mission is to provide universal access to quality education to children regardless of their gender or socio-economic backgrounds.

Host of her own national live daily talk show on Court TV for eight years, LISA BLOOM is a legal analyst for NBC, appearing frequently on The Today Show and MSNBC, as well as many other shows. She runs a prominent Los Angeles based general practice law firm, TheBloomFirm.com, representing celebrity clients and ordinary people seeking justice in their lives.

SUSAN PACKARD is co-founder of Scripps Interactive and former chief operating officer of HGTV. She has been recognized by industry peers, colleagues and employees as an innovator, pioneer, role model and mentor. She received the Woman of the Year award by Women in Cable & Telecommunications (WICT) and was profiled in Modern Visionaries, a book chronicling the contributions of women to the cable and telecommunications industry.
In 2015, IWLC expanded its footprint in Iowa, adding conferences in Sioux City and Dubuque, in addition to its Central Iowa and Eastern Iowa Conferences. Members of the Dubuque community have rallied around the idea of sharing IWLC resources in their community and making the October 8, 2015 conference their own.

“The fact that our leadership for the conference is local adds ownership,” says Jason Norton, senior vice president for marketing and business development at DuTrac Community Credit Union. “It becomes ‘our conference.’ Each IWLC conference has its own flavor and each city owns it. We are saying that we believe in the principles of women’s leadership and that we want to carry them out after the conference – when the real work begins in earnest.”

The IWLC Dubuque Conference, to be held at the Grand River Center, consists of a general track, Student Track Program and CEO Forum. Each piece of the program has been developed by a local Dubuque steering committee with the help of IWLC staff, ensuring the conference will be tailored to fit the needs of the women in Dubuque.

IWLC collaborates with local women’s groups to strengthen the leadership offerings within local communities. With Dubuque, IWLC has the pleasure of collaborating with the Dubuque-based Women’s Leadership Network (WLN). As part of the October 8 agenda, WLN will host the “Speed Networking” portion of the conference.

“IWLC is pleased to have the support of the Women’s Leadership Network (WLN),” says CEO Diane Ramsey. “Our groups are different in terms of outreach and organization, but we share the same goal: to encourage women’s leadership in Dubuque. It is our desire that an IWLC conference in Dubuque will grow the leadership potential for women leaders in this area.”

“IWLC’s conference will be a great addition to the current women’s leadership activities held in Dubuque,” says Lisa Bowers, president of WLN and a member of the IWLC Dubuque Steering Committee. “The conference will strengthen the dedication our community has to see women in our community be successful leaders through professional development.”

“TRANSFORMING JOURNEYS”

IWLC Dubuque : October 8, 2015
Grand River Center
Dubuque, Iowa

Presenting Sponsor

DuTrac Community Credit Union
In many instances, IWLC conferences result in the strengthening of local women’s leadership groups and to the recruitment of additional members to those organizations.

DuTrac Community Credit Union is the Presenting Sponsor of the IWLC Dubuque Conference. Other sponsors are critical to the success of the IWLC Dubuque Conference and believe that IWLC will benefit members of the Dubuque community. “Mystique Casino is proud to be a sponsor of the IWLC Dubuque Leadership Conference,” says Tom Wiedmayer, vice president and COO of Mystique Casino. “It is of the utmost importance that we provide the women of this community access to learn about effective leadership. I wholeheartedly believe that it is crucial that we develop the next generation of female leaders not only for Dubuque, but our state and the nation.”

It becomes ‘our conference.’

FLAVOR AND EACH CITY OWNS IT.

want to carry them out after the conference — when the real work begins in earnest.”

Jason Norton, Senior Vice President for Marketing and Business Development, DuTrac Community Credit Union

ERIKA WILLIAMS SIMON is a social impact strategist and appointed member of the World Economic Forum’s Global Agenda Council on Social Media. Through content development, cause campaign consulting, and training, she breaks down the theory and the practice of what it takes to create social impact in today’s diverse, youthful, technology driven world. Ms. Williams Simon was an NAACP 40 under 40 leader. She is also a World Economic Forum Global Shaper, a Case Foundation Social Citizen Ambassador, and O Magazine Women’s Rule Leadership Award Winner.

ALISON LEVINE is a history-making polar explorer and mountaineer. She not only served as team captain of the first American Women’s Everest Expedition, but she also climbed the highest peak on each continent and skied to both the North and South Poles—a feat known as the Adventure Grand Slam, which fewer than 40 people in the world have achieved. In January 2008, she made history as the first American to complete a 600-mile traverse from west Antarctica to the South Pole. She is the author of the book On the Edge: The Art of High Impact Leadership.

After a successful career as a counselor, CY WAKEMAN has spent the past 18 years consulting with some of the biggest companies in industries ranging from manufacturing, banking, government, high-tech, and healthcare, to help them incorporate reality-based concepts into leader and employee training programs. She is a dynamic national keynote speaker, thought leader, business consultant, author, and trainer, and a favorite blogger on FastCompany.com and Forbes.com.
As part of IWLC’s Eastern Iowa Conference, a cadre of nationally known speakers will captivate more than 1,100 women and men by offering personal stories, lessons of leadership and valuable insights.

The “Transforming Journeys” conference, to be held April 21–22 at the DoubleTree by Hilton Convention Complex in Cedar Rapids, brings together aspiring leaders from the Corridor and beyond.

The conference features the general track session, Student Track Program, CEO Forum and inaugural Men's Track Program, focusing on gender equity in the workplace.

“‘Transforming Journeys’ is an appropriate theme for IWLC this year for many reasons,” says IWLC Chief Executive Officer Diane Ramsey. “The IWLC journey began here in the Corridor in 2007 and we are excited to offer an inspiring two-day conference for women, men and undergraduate students.”

The IWLC Eastern Iowa Conference has been tailored specifically to the Corridor community by a local steering committee with IWLC staff assistance.
IWLC EASTERN IOWA CONFERENCE KEYNOTE SPEAKERS

SUSAN L. COLANTUONO is the CEO of Leading Women, one of the world’s premier consulting firms supporting corporate initiatives to advance women and close the leadership gender gap. Internationally known as an expert in women’s leadership development, gender dynamics and hidden gender bias, she has spoken on these subjects for TED, Global Women’s Leadership Summit, and in private engagements across Europe and Asia. When asked what leadership is, her response is “Leadership is about using the greatness in you to achieve and sustain extraordinary outcomes by engaging the greatness in others.”

WHEN CARLY FIORINA was recruited to Hewlett Packard, she became the first woman to lead a Fortune 50 business. She grew HP to the 11th most profitable company in the US. In her six years as Chairman and CEO of HP, she doubled its revenues to $90 billion; quadrupled its growth to 9%; tripled the rate of innovation to 11 patents a day; quadrupled cash-flow and achieved market leadership in every market and product category. She currently serves as the Chairman of the American Conservative Union Foundation; the Chairman of Good360, the world’s largest product philanthropy organization; and the Chairman of Opportunity International, the largest non-profit micro-finance lender in the world. In 2014, Ms. Fiorina launched the Unlocking Potential Project, a PAC aimed at engaging women voters. Carly Fiorina is a passionate, articulate advocate for conservative policies that advance economic growth, entrepreneurship, innovation, and effective leadership.

DR. TERERAI TRENT is one of today’s most internationally recognized voices for quality education and women’s empowerment. She is a scholar, humanitarian, motivational speaker, educator, mentor and founder of Tererai Trent International Foundation. With a desire to give back to her community and the firm belief that education is the pathway out of poverty, Dr. Trent founded Tererai Trent International (TTI), whose mission is to provide universal access to quality education to children regardless of their gender or socio-economic backgrounds.

GRETCHEL RUBIN is one of the most thought-provoking and influential writers on happiness. Her pioneering work on the subject, which is at the heart of her bestsellers The Happiness Project and Happier at Home (more than two million copies sold worldwide), has sparked powerful conversations about the human search for happiness. Ms. Rubin’s work has been widely covered in the national media and she speaks annually at major conferences. In a provocative yet practical new book, BETTER BEFORE: Mastering the Habits of Our Everyday Lives, she turns her attention to the crucial question: How do we change our habits?

LINDA ROTTENBERG has been named one of “America’s Best Leaders” by U.S. News and one of TIME’s 100 “Innovators for the 21st century.” A frequent lecturer at Fortune 500 companies, Ms. Rottenberg has been the subject of four case studies by Harvard Business School and the Stanford Graduate School of Business. Dell featured her in its “Take Your Own Path” advertising campaign; Veuve Clicquot named her Businesswoman of the Year; and Tom Friedman dubbed her the world’s “mentor capitalist” in The World Is Flat.

CARLA HARRIS is a Vice Chairman, Global Wealth Management, Managing Director and Senior Client Advisor at Morgan Stanley. She is responsible for increasing client connectivity and penetration to enhance revenue generation across the firm. She formerly headed the Emerging Manager Platform, the equity capital markets effort for the consumer and retail industries and was responsible for Equity Private Placements. Ms. Harris has extensive industry experiences in the technology, media, retail, telecommunications, transportation, industrial, and healthcare sectors. In August 2013, Ms. Harris was appointed by President Barack Obama to chair the National Women’s Business Council.
When Todd Barker participated in IWLC events in the past, he more fully understood how many women feel in the boardroom or in their work environments.

What was that feeling? It was the feeling one gets when being “the only one” in the room – meaning the only person of their gender.

But Mr. Barker can rest assured. On April 22, IWLC will host its inaugural Men’s Track Program at the Eastern Iowa Conference in Cedar Rapids. More than 200 men will join IWLC to learn about gender intelligence from one of the world’s foremost experts in the field, Barbara Annis.

The Men’s Track Program is designed for men looking to learn more about gender intelligence and how to use that knowledge to have a positive impact in the workplace.

Gender intelligence is the ability to comprehend the distinguishing characteristics of males and females beyond that of physical and cultural, to include their attitudinal and behavioral distinctiveness. It is a consciousness that values gender difference in conduct, rationalizations, and actions and, as a result, enables gender-aware individuals to engage confidently and effectively with members of the opposite gender in social and workplace settings.
Mr. Barker, a financial advisor with Merrill Lynch in Cedar Rapids, is excited that many of his male friends and colleagues will have the opportunity to experience IWLC and its rich leadership and gender intelligence resources.

The Men’s Track Program will “help convey and get the message out that IWLC is not just for women and that men can learn a lot from the content and networking that these events have.” “I know that I have learned a great deal [from IWLC] about issues that women face in the workplace and outside the workplace and have met some incredible women, not to mention some great presenters,” says Mr. Barker.

The inaugural Men’s Track Program particularly energizes IWLC Board Member Maureen Kler Osako, vice president of Informatics, Inc. “We recognize that women’s leadership is a global business issue that needs to be addressed systemically across the enterprise and include the involvement of both women and men at all levels of leadership,” says Ms. Kler Osako.

Mr. Barker believes that the inclusion of a separate, dedicated Men’s Track Program will drive home the point that proper, effective leadership is a skill set needed by both genders. “Leadership is important everywhere,” says Mr. Barker. “Whether you are leader of a family, a little league baseball team, an organization, or a company, there isn’t any area that doesn’t need leaders. Leadership is not a gender specific and while it is sometimes still considered a ‘man’s world,’ women are incredible leaders and when given opportunities in the workplace and other areas, they thrive. It is important for men to understand a woman’s perspective, issues, and how they are similar and very different, because therein lies the real strength – our differences.”

Ms. Kler Osako echoes Mr. Barker’s sentiments, and underscores the necessity of the Men’s Track Program for forming quality leaders.

“Everyone benefits when men and women work together to advance their organization’s talent agenda and competitive advantage by attracting, hiring, developing, retaining, sponsoring and promoting women in every industry sector. We are very excited about our first Men’s Track, which promises to be a dynamic session focusing on research about engaging men in the charge of advancing the women’s leadership agenda,” says Ms. Kler Osako.
For the second straight year, Eastern Iowa and Central Iowa leaders gathered for IWLC’s CEO Forums in 2014.

The CEO Forums, which are only open to IWLC sponsors and their leadership, are meant to present ideas to overcome the challenges with attracting, hiring, retaining and developing more women in Iowa workplaces.

Specifically in 2014, IWLC sponsors and their leadership teams heard messages about developing skills and resources to encourage the inclusion of gender differences in the workplace and bolstering communication among diverse leaders — all with the overall goal of advancing women’s leadership in the workplace.

“TWLC’s CEO Forums are designed for senior leaders from our sponsor organizations to have a peer-to-peer session with a strategic focus on leadership talent acquisition, development and retention from a gender lens,” says CEO Diane Ramsey.

Ms. Ramsey notes that the CEO Forum are different from the general session IWLC conferences because they focus specifically on organizational culture and leadership best practices.

The CEO Forum at the 2014 Eastern Iowa Conference featured high-profile panelists, including University of Iowa’s Director for Intercollegiate Athletics Gary Barta, Patrick Meyer, president and CEO of Pella Corporation and Scott Ham, president and CEO of Transamerica Life & Protection.

Chuck Peters, president and CEO of The Gazette Company, attend a CEO Forum despite an initial hesitation. “I didn’t know what to expect, but I went out of curiosity and was very impressed,” says Mr. Peters. “I’ve used the topics discussed in the forum in public speeches throughout the Corridor. I also had a follow-up meeting with Diane [Ramsey] in which we discussed that creating a truly inclusive environment is our focal point for the next year.” Mr. Peters believes the CEO Forum was a great way for time-
Barbara Annis, international expert on cultural, gender intelligence and inclusive leadership, led the forum’s panel discussion, offering her personal story of how she succeeded in dominating the “corporate game.” Ms. Annis described an imperative transformational shift for leaders: they must move from viewing men and women as equal in number to equal in value.

From his own corporate experience, Mr. Peters observes that it is important to recognize that there are unique characteristics in men and women that underlie any cultural differences. “When I was growing up the dominant idea was that everybody was equal and everybody should be able to do everything,” says Mr. Peters. “We can’t kid ourselves and we need to recognize there really are differences in men and women. We need to ask ourselves how do we work with those differences to create a truly inclusive environment.”

“The dominant narrative in our society was created by men the last couple hundred years and it has really run its course,” says Mr. Peters. “You have to take the best of what you have learned these past couple hundred years and make it better for everyone. That requires nuanced thinking.”

Mr. Peters believes that CEO Forums like those modeled by IWLC should be a priority for many CEOs and leaders. He argues that by starting these conversations, it opens the “reactivating system” and leaders become more sensitive to the topics and open up their ability to perceive the issue.

“We need to be purposeful about constructing a more inclusive culture.” says Mr. Peters. “The goal for the future is attracting and retaining talent and true talent likes collaboration across different perspectives. I think that particular CEO Forum raised the issue — and there is a lot of work to be done.”
The 2014 IWLC Central Iowa Conference in Des Moines proved to be one of the most sought-out conferences, featuring a sold-out crowd of 800 attendees.

IWLC is again expecting a powerful line up of speakers — including a keynote address by Arianna Huffington, chair, president and editor-in-chief of the Huffington Post — and strong community support at the 2015 Central Iowa Conference.

The 2015 conference will allow Central Iowa area women and men the chance to discuss women’s leadership in business and the gap that often exists in corporate America. Each IWLC conference has encouraged attendees to connect and collaborate through networking and learning.

In 2015, the venue for the IWLC Central Iowa Conference will shift to the Iowa Events Center in downtown Des Moines in order to accommodate a larger audience.

“We are thrilled that the Central Iowa Conference has become so popular and well respected that we needed change venues to accommodate more attendees,” says IWLC CEO Diane Ramsey. “The downtown Des Moines location is a great fit for IWLC and it is closely located to the headquarters of many of our sponsors and partners.”

The conference program will consist of a general Professional Track, as well as a Student Track Program and CEO Forum. A speed-networking program is also encouraged for attendees to maximize their involvement.
in the conference. The Professional Track includes keynote speakers, breakout sessions and a luncheon. The Student Track is intended for undergraduate students who wish to learn more about women’s leadership and career preparation. The CEO Forum invites executives — both male and female — to engage in powerful discussions about the importance of gender equity in the workplace.

ARAG Group, a global provider of legal solutions, is the 2015 sponsor of the CEO Forum. “At ARAG, more than half of our executive team members are women so we know firsthand how Iowa women lead change every single day,” says Ann Cosimano, General Counsel at ARAG. “Sponsoring the CEO Forum is an effective way for ARAG to educate decision makers about our products and services, as well as help professional women in Central Iowa develop into inspiring leaders.”

Many companies, such as the 2015 Presenting Sponsor, Principal Financial Group, benefit from IWLC conferences. “The Principal Group is frequently recognized as a corporation dedicated to helping women leaders succeed,” says IT Director, Liz Nilsson-Halder. “We are committed to providing the right development opportunities, leadership programs and education that give our female employees a chance to own their success. We are proud to extend that commitment to all women through our role as the Presenting Sponsor for the 2015 Conference, ‘Transforming Journeys’.”

ARIANNA HUFFINGTON is the chair, president, and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of fourteen books. In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2012, the site won a Pulitzer Prize for national reporting. In 2013, she was named to the Forbes Most Powerful Women list. In 2006, and again in 2011, she was named to the Time 100, Time Magazine’s list of the world’s 100 most influential people. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union. She serves on several boards, including EL PAÍS, PRISA, the Center for Public Integrity, and the Committee to Protect Journalists.
Our thanks to these generous corporate and organizational sponsors for helping IWLC advance women's leadership “border to border” in Iowa in 2014-2015.

2014-2015 IWLC PRESENTING SPONSORS

2014 & 2015 EASTERN IOWA CONFERENCE

2015 SIOUXLAND CONFERENCE

2015 DUBUQUE CONFERENCE

2014-2015 SPONSORS
(alphabetical)
ACT
Alliant Energy
America Trust
American Equity
ARAG
Bank Iowa
Bank of America/Merrill Lynch
Bankers Trust
Briar Cliff University
Casey’s General Stores
Cedar Rapids Bank & Trust
Cedar Ridge Winery
Charese Yanney/Guaranty Roofing
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Alzheimer’s Association
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IWLC wishes to thank the following organizations and individuals who made gifts between July 1, 2013 and December 31, 2014 to help sustain IWLC’s mission and operations.

GIFTS OF $1000 OR MORE
Janie Braverman
Tatum Buse
Marsha Schulte

GIFTS THROUGH $999
Anita Adams
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Jamie Toledo
Lisa Turner / Turner Events and Marketing
United Way of East Central Iowa
Julia Wasson
Kerry Wegman

IWLC 2014 FINANCIALS*

Numbers are in $ thousands.

2014 REVENUE: $692

- MISC [3%]
- BI ANNUAL [19%]
- CONFERENCE [78%]

2014 EXPENSES: $656

- G&A [10%]
- FUNDRAISING [12%]
- EVENT [78%]

2014 NET INCOME: 5%

* 2014 financials, from January 1, 2014 – December 31, 2014, are unaudited and do not include the value of volunteer in-kind time and donations.
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IWLC EXPANDS STAFF TO MEET GROWING DEMAND

To meet the growing statewide demand for women’s leadership resources, the Board of Directors has moved to expand IWLC’s staff. Chief Executive Officer Diane Ramsey now leads an organization of eight professional staff. For biographical information on IWLC’s professional staff, visit www.IWLCLeads.org/staff.

2015 SIOUXLAND STEERING COMMITTEE

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