

WILS—Chi Kappa Rho

Zeta Chapter

2010—2011

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Nicole Weedman

**Vice President**

Ann Mosack

**Secretary**

Sandy Werts

**Treasurer**

Kelly Mertes

**Past President**

Juli Seydell Johnson

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**Member Retention**

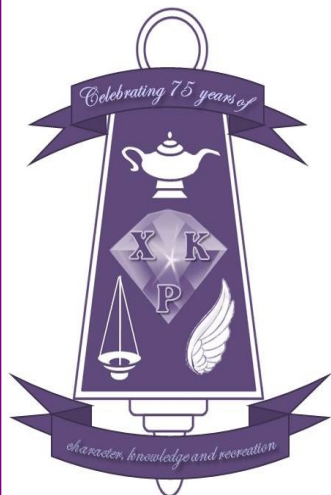
**Sunshine**

Lisa Abernathy

**Ways and Means**

Dianne Moe

**Historian**



## Women in Leisure Services The Professional Connection for Women



January/ February 2011

### President's Message

Nicole Weedman

*Is "less" really "more"?*

*How can you make your life simpler...and happier?*

*Is your attitude worth catching?*

One of the conclusions reached as I've grown in my journeys through various leadership trainings and readings is that...less is usually more. In other words, when given the opportunity to simplify your life...take it.

In one of my readings it was compared to pruning a tree. By removing the excess branches the tree has more energy to bear beautiful blossoms and healthy fruit. Life is no different. When you continually prune the areas not bearing fruit, you will be able to focus your energy on what matters most.

The reading went on to state that, "simplifying your life" means many things to different people. It can mean more time for you or your family, less stress, less clutter, fewer bills, and greater peace of mind. Your personal quest for simplicity may include one or all of these attributes. Consider these suggestions from the book:

**Say goodbye to "keeping up with the Joneses":** Chasing symbols of success can be an-consuming, hollow existence. Your focus on living in a larger house, driving a more luxurious car, joining the right clubs, and updating your wardrobe will bear no fruit when it comes to peace of mind. Before you make your next purchase, ask yourself these simple questions: Is this something I really need? Can I do without it? Will it make a positive difference in my life?

**Live by the 80/20 Rule:** In business, there's a rule of thumb that twenty percent of the sales people will generate eighty percent of the business, and that twenty percent of your customers will create eighty percent of your problems. It is suggested that you apply the rule to your personal life. First, identify the twenty percent of problems that create eighty percent of your stress in life. Then, focus on resolving that twenty percent. You'll be amazed at how much better you'll feel by making progress on these major issues. You'll also get a boost in attitude from just making the list.

**Unload your emotional baggage:** Hate, anger and resentment can lower an invisible ceiling on your future. Repeat to yourself the words of William Ward, "Forgiveness is the key that unlocks the handcuffs of hate."

Finally, each day I start with 3 questions that makes me slow down, appreciate and focus on the positives that will enter my life during the day or how I can create. They are:

**What am I going to enjoy about today?**

**Who am I going to reach out to today?**

**How am I going to grow today?**



# Sunshine News

## Baby Updates!

### Sarah Josephs and Family!

Sarah and her husband Jason welcomed their first child Lindsey Shain Josephs on Wednesday, December 15<sup>th</sup>. Lindsey was 7 lbs and 20.5 inches.

### Kari Hemp and Family!

Kari and her husband Mike welcomed Izaak William Hemp on December 29, 2010 at 12:50 p.m. He was 8 lbs. 2 oz. 21 inches long. Izaak was welcomed home by his 2 sisters and step brother!

All are doing well!



## Happy Birthday to our members!

### January Birthdays

Michelle Olson	1/1
Sue Bohnsack	1/4
Paula Nowariak	1/8
Karen Clark	1/9
Tria Mann	1/9
Anne Scanlon	1/18

### February Birthdays

Heather Thormodson	2/1
Elisabeth Fox	2/2
Margo Prasek	2/3
Sue Lacrosse	2/3
Pat Busch	2/9
Stacy Lombardo	2/17
Brenda Krapfl	2/19
Patricia Brown	2/20
Laurie Obiazor	2/21
Ann Mosack	2/26



If you know of an important life event of a WILS member please share with our Sunshine Chair, Lisa Abernathy labernathy@stlouispark.org

## Congratulations to Juli!



The Eagan Parks & Recreation Department is pleased to announce that volunteer running instructor, Juli Seydell Johnson, who is also Director of Parks & Recreation for the City of Eagan and Women in Leisure Services Past President is being honored with a *Breaking Barriers Award* from the National Women's Sports Foundation and the Minnesota Coalition of Women in Athletic Leadership as part of the National Girls & Women in Sports Day on February 1<sup>st</sup>. Juli volunteered to teach several Women's Running Classes and a running club that introduced and encouraged many women in Eagan and surrounding areas to try the sport of running. In addition, she also volunteers to provide race support with Team Ortho and as a volunteer pacer for many Twin Cities races.

The "Breaking Barriers" Award celebrates positive impact and contributions towards providing athletic opportunities for girls and women of all races, all ages, and all levels of abilities.

These awards are presented annually at the Minnesota Girls and Women in Sports Day Celebration, which is held at the State Capitol Rotunda in St. Paul, on **Tuesday, February 1, 2011 at 12 Noon.**

National Girls and Women in Sports Day (NGWSD) is a time to celebrate the accomplishments in girls and women's sports, to recognize our state's leaders and athletes, and to look to the future.

For a full article check out this link: <http://www.thisweeklive.com/2011/01/19/parks-director-honored-for-getting-women-up-and-running/>

# 2011-2012 Nominations

WILS Zeta Chapter Board of Directors is currently seeking members for the following annually elected positions. All members are encouraged to consider serving WILS in a leadership capacity. This is a great way to expand your skills, meet new people and add to your resume!



## **EXECUTIVE BOARD (3 POSITIONS): PRESIDENT-ELECT, TREASURER, AND SECRETARY**

Positions elected annually by the membership. All Executive Board positions require a one year commitment except for President-Elect which is a three year commitment in the roles of President-Elect, President and Past President. The following descriptions are only summaries of the responsibilities of the position. If you are interested in serving in an Executive Board position or nominating someone to serve in an Executive Board position, please submit information to Juli Johnson, 2010/2011 Past President, at [JSJohnson@cityofeagan.com](mailto:JSJohnson@cityofeagan.com) by March 15, 2011.

### **President-Elect**

The President-Elect shall serve as the Program Committee Chair and in the absence or disability of the President, perform all duties of the President.

### **Treasurer**

The Treasurer shall deposit all monies of the organization, disburse funds as ordered by the Board of Directors, keep and maintain adequate and correct books of account showing receipts and disbursements of the corporation and an account of its cash and other assets. She shall keep the books of account open to inspection by any member at all reasonable times.

### **Secretary**

The Secretary shall keep the minutes of all meetings and shall be responsible for the communication of the organization.

## **Mark your calendars for upcoming WILS meetings!**

Detailed meeting information will be available at the website: [wils-zeta.com](http://wils-zeta.com)

### **Tuesday, February 10 - Professional Development Workshop**

St. Louis Park Community Center

### **Tuesday, March 10 - Harmonic Workspaces Attract Ideal Customers**

Bloomington Civic Plaza

### **Tuesday, April 14 - TBD**

TBD

### **Tuesday, May 18 ~ Installation of 2011-12 Officers & Member Social**

5:00 pm — Kris Orluck's Home—Brooklyn Park



WILS Board meetings will be held for 1 hour after each monthly meeting.

All members are invited to attend board meetings.

# Professional Development Workshop

Thursday, February 10, 2011  
St. Louis Park Recreation Center

## *How to Be Your Best Self, Personally and Professionally*

Register today and gain insight, power and confidence at our annual Professional Development Workshop.

### Schedule

8:30-9am – Registration

9-10:15am - And She Sparkled with Joan Steffend

10:30-11:45am – Discover Your Strengths with Jean Nitchale

11:45am-12:45pm – Lunch/Networking

12:45-3:45pm – Energy, The Currency of a Happy Life with Chere Bork

3:45-4pm – Closing

### Fees

\$70/member through January 21st

\$80/member after January 21st

\$120\*/non-member

\*Join WILS now for \$25 membership fee and get the member rate of \$80. Save \$15!!

**Deadline for registration: February 3rd**

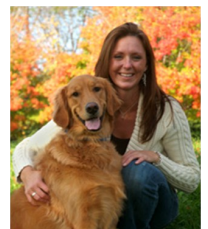


### **Keynote Speaker: Joan Steffend – Be Who You Are! Otherwise, You’ll Miss Your Life**

Do you ever feel stretched between what the world expects in general and what your family and friends expect in detail? Joan Steffend did, and she ended up writing a book because of it – trying to make sense of who she was, where she was and where she was going! The journey continues but Joan will share what she’s learned along the way.

### **Jean Nitchals – Strengths Finder: Utilizing Your Strengths for Maximum Success**

Are you spending time trying to work around or compensate for your weaknesses, or are you focused on utilizing your strengths for maximum results—and happiness? Join Jean for an interactive session exploring how playing into your strengths improves productivity, the four signs of a strength and your unique attributes, and how to put your strengths into play to achieve everything you want in your business—and for your life.



### **Chere Bork – Energy, The Currency of a Happy Life**

How to get it, keep it and give it away!

Feeling overwhelmed with not enough time in your day? Energy not time is the currency of having a happy productive life. Everything you do requires energy; every thought, action and emotion...for better or worse. Energy is more than eating and getting a good night’s sleep. The ultimate measurement of a successful life is not how much time we spend on this planet but rather how we invest in our energy with the time that we do have.



**Register at [wils-zeta.com](http://wils-zeta.com)**

# Marketing Tip

## Relationship Marketing

by Michele Bergh, Lodestone Dynamics LLC

*Using social media to develop and strengthen relationships with your customers.*

Facebook, Twitter, LinkedIn, oh my. Social media is everywhere. If you are not using it to grow your customer base, I highly recommend starting now. It's a great way to strengthen relationship with your customers and keep them in the loop. Here are a few points to consider:

1. **Be Consistent.** Do it well or don't do it at all. Start with one platform (I recommend Facebook - with over 350 million users, you can't go wrong) and get really good at it and then add in another rather than diving in and signing up for them all, ending up overwhelmed and not getting any value for your efforts.

2. **Be Authentic.** Look at what you do really well...what people know you for and highlight that. Keep information real. Create a buzz without being dishonest - for example, don't say something is almost full if it isn't. People sense insincerity and that isn't what you want to be known for. Share things like you're having a great time planning the upcoming season or preparing a flyer on an upcoming event or setting up for a program that evening. It's a great way to let people know what you have going on without blatant advertisements. People like this.

3. **Give Them A Reason To Follow You.** Offer discounts and specials that are available only to those who follow you on a site or share information that is only shared on that site. (Hint: it doesn't have to be all your information. If you come across an article about the value of what you do or is related to your field and you think your customers might be interested in it, share it. Become known as an expert or a resource in your field.)

4. **Encourage Others to Post.** Encourage your fans or followers to post. This gets others excited about what you are doing and they want to join in on the conversations. It's a great way to get some testimonials from participants and have others see them too.

5. **Stay Current.** The trends are constantly changing but one thing is for sure...social media isn't going anywhere any time soon. Use it and pay attention to what the current trends are. For example, people are moving away from groups on Facebook

and using fan pages instead. I personally wish they were called something else but it is what it is. Fan pages are viral where groups are not (the whole purpose of social media). Groups don't tend to be very interactive where it is much easier to get people to post on a fan page. I believe it's because people know others will see their posts where they might not in a group. There are also great resources out there like HootSuite.com that allow you to schedule out your posts to some of these sites so you can get something up regularly without having to be a slave to it. I schedule out some of my content so I don't have to remember to do it later. I also have Twitter and Facebook linked so that what I tweet about shows up in my Facebook too. Very easy to do.

6. **Promote, Promote, Promote.** If you don't share, no one will know to follow you. Have a link to your social media accounts on your website, in your brochure, on your flyers, on the emails of everyone in your department, on your voicemail...everywhere you can think of.

7. **Most Important - Have Fun!** If you aren't having fun with it. That's what it's all about. Life is too short to not enjoy it.



# WOMEN'S VOLLEYBALL TOURNAMENT A SUCCESS!

The 20<sup>th</sup> Annual Women's Volleyball Tournament held January 8, 2011 at Crystal Community Center and Maple Grove Junior High was enjoyed by all. The weather cooperated, no snowy morning! Forty eighty teams played in four different divisions.

## Tournament winners:

### **Class A:**

Champion - Yard Sale – Brooklyn Center  
Runner up – Schlepsters – Brooklyn Center

### **Class B:**

Champion – Niners - Minneapolis  
Runner up – Jump Dive and Wail – Brooklyn Center

### **Class C:**

Champion – Snow - Brainard  
Runner up – Dancing Nancies – Hopkins/Minnetonka

### **Class D:**

Champion – Blockbusters - Roseville  
Runner up – Fire in The Hole – New Brighton

\*Note: The city listed by the team name denotes the league location.

*Thanks* to all the volunteer site supervisors that made this tournament such a success:

Michele Bergh, Kathy Flesher, Eileen Kilpatrick, Sue LaCrosse, Diane Moe, Kris Orluck, Donna Tilsner, Rosey Vogan, and Mary Witek.

A special thank you to the long standing Volleyball Tournament Committee: Gene Hackett, Sue La-Crosse, Diane Moe and Jeanne Vestal. Gene and Sue are original volleyball committee members dating back to a co-sponsored Co Rec Volleyball tournament with the Mn Recreation and Parks Foundation. In 1991, WILS became the sole sponsor of the Women's tournament.



Class D Runner up - Fire in the Hole