

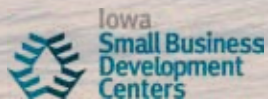
# 21<sup>st</sup> - Century Woman

*A one-day conference  
for the education,  
inspiration and  
empowerment of women*

*June 26, 2009*

*Southeastern Community College  
West Burlington, Iowa*

**Presented by  
the Center for Business at SCC  
and the  
Small Business Development Center**



# Featured Speaker



**Mary Schulte LoVerde** believes life is a balancing act. Her passion is finding creative ways to live a joyful and successful life. She has delighted audiences from Bangkok to Biloxi with her step-by-step strategies for a more balanced life. Embraced by both men and women alike, her diverse client list spans from the Mayo Clinic to the American Trucking Association.

Mary is a native of Mediapolis, Iowa, and the author of three best selling books: *Touching Tomorrow*, *I Used to Have a Handle on Life But It Broke* and *Stop Screaming at the Microwave*. She has appeared on ABC World News Tonight, a 20/20 special on women and stress and four times on the Oprah Winfrey Show. She is a contributor to the best selling books *Chocolate for a Woman's Soul*, *Chocolate for a Woman's Heart* and *Young for Your Life: The Best Anti-aging Secrets for Women*. Mary has touched millions through her articles in prominent magazines from the Wall Street Journal to Family Circle.

Mary served on the faculty of the University of Colorado School of Medicine for fifteen years as the director of the Hypertension Research Center.

She proudly serves as the national spokesperson for Camp to Belong, which reunites brothers and sisters placed in different foster homes for events of fun and empowerment.

Mary is the mother of three children. She happily resides with her family in their living laboratory in Aurora, Colorado.

## Session Descriptions

### **Keynote: "I Used to Have a Handle on Life But It Broke: Innovative Strategies for Thriving in Uncertain Times"**

Working 24/7 and still can't get it all done? Most of us feel that the only way to manage the mounting chaos in our lives is to take control. If only we could get a handle on life! No wonder we have overwhelming to-do lists that leave us feeling exhausted and powerless. In this heartwarming and funny program you'll learn straightforward, innovative techniques for keeping your balance no matter what life throws your way.

### **Capstone: "What If the Hokey Pokey Really IS What It's All About: Innovative Strategies for Dancing Through Uncertain Times"**

Dance Fever has swept the country- from "Dancing with the Stars" to "So You Think You Can Dance"- and we are mesmerized by the beauty and drama. There are also universal life balance principals that we can learn from the art-form. Mary is an addicted ballroom dance student with no plans for rehab. In this unique, fun, humorous and poignant program she'll explore the life lessons that dance has for each of us. Participants will leave armed with the specific steps they need to take to stay in balance.

# Conference Schedule

**June 26, 2009**

8:00 – 9:00 a.m.	Check-in and vendor tables open
9:00 – 9:15 a.m.	Welcome
9:15 – 10:30 a.m.	Keynote: <b>“I Used to Have a Handle on Life But It Broke – Innovative Strategies for Thriving in Uncertain Times”</b> – <i>Mary Schulte LoVerde</i>
10:30 – 10:45 a.m.	Break/Vendor tables
10:45 – 11:30 a.m.	Breakout sessions – various speakers
11:30 a.m. – 12:45 p.m.	Lunch/Vendor tables
12:45 – 1:30 p.m.	Breakout sessions – various speakers
1:30 – 1:45 p.m.	Break/Vendor tables
1:45 – 2:30 p.m.	Breakout sessions – various speakers
2:30 – 2:45 p.m.	Break/Vendor tables
2:45 – 3:45 p.m.	Capstone: <b>“What If the Hokey Pokey Really IS What It’s All About: Innovative Strategies for Dancing Through Uncertain Times”</b> – <i>Mary Schulte LoVerde</i>
3:45 – 4:00 p.m.	Door prizes and evaluations

# Breakout Sessions

**Breakout I (10:45 – 11:30 A.M.)**

## **Successful Recareering**

Whether you’re considering your options in the wake of a layoff, seeking a more fulfilling career path, or joining the growing numbers of retirees opting to explore a new field of endeavor, “recareering” is the latest buzzword. This session will lead you on an exploration of the topic, including: identifying what is meant by recareering; pertinent steps to follow during this transition; recareering voluntarily – is it right for you?; and strategies for successful recareering. *Yvette Harris, Iowa Workforce Development*

## **Going Online and Using Social Media to Promote Your Organization**

Perhaps you’ve heard about blogs, Facebook and Twitter. Maybe you’ve heard about LinkedIn, too. But are you on any of these online social media sites? How simple is it to set up on these online sites? What are the benefits of going online to promote your organization? The presenter has used a blog, Facebook and Twitter to advance Girl Scouts of Eastern Iowa & Western Illinois. Each has distinct and non-distinct audiences. Where should you start? If you’re already on these sites, we can talk about maximizing your presence. Come learn how to get out the word in 140 characters or less. *Chuck Gysi, Vice President of Marketing and Communications, Girl Scouts of Eastern Iowa & Western Illinois*

## **What’s Up in Design?**

Home design trends – where are they going and how do you stay with them? Join designer Carol Benne as she explores the latest trends in furniture styles, finishes (fabric design, fiber content and textures), and carpet as it impacts the entire room in color, style and care. It’s impossible to talk about trends without mentioning the “green” movement, so Carol will bring along textiles that are environmentally friendly and wonderful. *Carol Benne, Designer’s Viewpoint*

## **10 Ways to Improve Your Relationship – In 45 Minutes!**

Ten specific ideas will be presented for enhancing personal relationships. Learn how you can improve your relationships without waiting for your partner or friends to change! *Dr. Peg O’Rourke, The O’Rourke Group*

## **Self-Protection for Women**

Everyone has the potential to be a “victim of assault.” Few have time for strenuous, rigid physical training. Learn how to be less “victim easy” by changing/ becoming aware in your everyday schedule – work, home, travel, phone, shopping. A fun, eye-opening experience. *Kathy Skewes, past law enforcement officer with specialized training in sex crimes prevention*

## **Cooking With the Other Martha**

Who needs Martha Stewart when we have our own Martha Wolf? Join Martha, owner of the Ivy Bake Shoppe, as she demonstrates a couple of delicious recipes from her cookbook, Blackberry Scones and Caramel Apple Tart. *Martha Wolf, Ivy Bake Shoppe*

## **Breakout II (12:45 – 1:30 P.M.):**

### **Women & Money – Navigating Life Stages in Uncertain Financial Times**

Discussion of the life stages that will affect women and their money as they prepare for the economic hurdles and ultimate goal to retire with confidence. Learn how to avoid many missteps along the way that can be costly and avoided. *Curtis V. Cloke, CLTC, LUTCF, Two Rivers*

### **Planning for the Unthinkable**

Disasters can happen anywhere, anytime, with little or no warning. Is your business prepared? Is your family prepared? Are you prepared? Where should you begin? Begin by putting a disaster plan together. In this workshop you will learn how to communicate with your family if a disaster strikes, learn what is needed in a disaster supplies kit, and how to put a disaster plan together to safeguard your family and business.

*Gina Hardin, CEM, Coordinator and Homeland Security Representative, and Janine Clover, Regional Director, Iowa Small Business Development Center*

### **Container Gardening**

A fresh and imaginative spin on gardening: beautiful plants matched with pots that can be found in your kitchen, at a flea market – or right in your own backyard. *Nicole Hoben, Barnyard Blooms*

### **Women and Sleep**

Learn how women's sleep is impacted by things such as their menstrual cycle, pregnancy, menopause and sleep-disorder breathing.

*Kay Wyatt, Certified Respiratory Therapist, Registered Polysomographic Technologist, Great River Medical Center, Sleep Lab*

### **Healthy Meals in a Hurry**

Time? Money? Nutrition? Which most influences your mealtime decisions? Making nutritious food choices can be a challenge! "Healthy Meals in a Hurry" can help consumers of all ages blend time-saving convenience with nutritious, dollar-stretching food choices. Includes tips on modifying recipes to reduce sodium and fat and guidelines for alternative ways to prepare recipes for freezer storage. *Patricia Steiner, Nutrition and Health Field Specialist, Iowa State University Extension*

### **Eat That Frog**

In his book, Eat That Frog, author Brian Tracy identifies 21 ways to stop procrastinating. This workshop adopts five of these concepts that set you on the way to getting the right things done in less time: Set the Table, Consider the Consequences, Focus on Key Result Areas, Take It One Oil Barrel at a Time, and Develop a Sense of Urgency.

*Susan Dunek, Managing Consultant, Center for Business, Southeastern Community College*

## **Breakout III (1:45 – 2:30 P.M.):**

### **Food as Medicine**

Foods don't always earn the same letter grade as Lynda Murray, registered dietitian, syndicated newspaper columnist and author of "Keep the Skinny Kid Skinny" is here to tell us. Knowing the Super foods to eat can help you to avoid illness, and possibly chronic diseases such as diabetes, cancer, heart disease and overweight. Lynda will bring ridiculously healthy recipes and samples with her. The food choices you make today influence your choices for tomorrow. Join the Dietitian Magician as she makes getting healthy so easy it's almost magical.

*Lynda Murray, RD, LD, author/presenter/consultant, HyVee South*

### **Are You Ready to Be Your Own Boss?**

#### **Starting a Small Business and Resources for Women**

Starting a small business is exciting and terrifying at the same time. It is a very big step from a JOB to being self-employed...but you can take it one step at a time. In this workshop, learn the basic steps needed to start a business, from preparing a business plan, to finding financing, to the best ways to market your new business. Discover resources available to women. Questions are encouraged!

*Janine Clover, Regional Director, Iowa Small Business Development Center*

### **Yoga Stretch**

Yoga Stretch consists of traditional yoga poses executed with YogaFit styling. Participants will experience improved strength, flexibility, balance and posture. Yoga Stretch is friendly and suitable to members of all fitness and experience levels.

*Jamie Dengler, Great River Health Fitness*

### **Give 'em the PICKLE**

Prepare yourself for spectacular Customer Service with this highly entertaining and motivational session. Your business is not what you sell, it's who you serve. So...Give 'em the PICKLE! PICKLES are those special or extra things you do to make people happy. It's a hand-written thank you note with every order shipped. It's walking the customer to the item they're looking for rather than pointing...or maybe it's simply calling them by name. The trick is figuring out what your customers want and then making sure they get it. *Susan Dunek, Managing Consultant, Center for Business, Southeastern Community College*

### **Cooking With the Other Martha**

Who needs Martha Stewart when we have our own Martha Wolf? Join Martha, owner of the Ivy Bake Shoppe, as she demonstrates a couple of delicious recipes from her cookbook, Blackberry Scones and Caramel Apple Tart. *Martha Wolf, Ivy Bake Shoppe*

### **Rejuvenate and Refresh Your Soul!**

Come learn the newest haircuts, styles and trends of 2009. Learn the best ways to style and control your untamed hair. Also refresh with many spa treatments and massages so you can handle all of today's challenges while looking and feeling good.

*Cynthia Rackham, Curly Inn Salon, Day Spa & Boutique*

## Scholarship Opportunities

A limited number of scholarships are available for women who were adversely affected by the 2008 flooding. Call 319-208-5375, or toll-free, 866-722-4692, ext. 5375 to request an application.

## Early Registration Incentives

The first 25 women to register for "21<sup>st</sup> – Century Woman" will receive a free group e-mail consultation with Mary LoVerde, and be eligible to win a phone consultation with Mary, or one of her books or CDs.

## Vendors

A variety of businesses and organizations will have vendor tables at the conference offering a range products and services for women. Conference attendees are encouraged to visit the tables of these vendors who are supporting this event:

- 🕒 St. Ambrose University
- 🕒 Cobweb Corner Jewelry
- 🕒 Arbonne International
- 🕒 All in 1 Place – Beijo Bags
- 🕒 BC Mobile Day Spa
- 🕒 Jemstones & Jewelry
- 🕒 The O'Rourke Group
- 🕒 Rachel Lansinger, Silpada Designs Representative
- 🕒 Great River Health Fitness
- 🕒 Jan Filkins/Sales Director, Mary Kay Cosmetics
- 🕒 Planned Parenthood of Southeast Iowa
- 🕒 S&D Candles
- 🕒 GRADE A PLUS
- 🕒 Alterations, Etc.
- 🕒 Premier Designs Jewelry
- 🕒 The Wholesome Basket
- 🕒 Senior Medicare Patrol
- 🕒 Small Business Development Center
- 🕒 Curly Inn Salon, Day Spa & Boutique
- 🕒 Avon
- 🕒 Iowa State University Extension
- 🕒 Great River Medical Center

## Conference Registration

**Registration fee: \$59 through June 18**  
**\$75 AFTER June 18**

Registration includes lunch and conference materials.

### Three easy ways to register:

- **PHONE:** Call the Center for Business at 319-208-5375, or toll-free, 866-722-4692, ext. 5375  
Monday – Thursday, 7:30 am – 5:00 pm, Friday, 7:30 – 11:30 am.  
Ask for section #18630  
  
Pay over the phone with VISA, Mastercard, or debit card with VISA or Mastercard logo.
- **FAX:** Complete the attached form and fax it to 319-752-3407 with your credit card information.
- **MAIL:** Complete the attached form and mail it to:  
Center for Business  
Southeastern Community College  
Attention: Debbie Leone  
610 N. 4<sup>th</sup> St., Suite 220  
Burlington, IA 52601

### Make checks payable to: SCC

Must be postmarked by June 18 for early registration fee of \$59.  
After June 18, the fee is \$75.

### Cancellation Policy:

Cancellations must be received by June 18<sup>th</sup> to receive a refund.  
After June 18<sup>th</sup>, substitutions will be accepted but no refunds will be given.

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Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone (day): \_\_\_\_\_ (night): \_\_\_\_\_

Social Security # \_\_\_\_\_ Date of birth: \_\_\_\_\_

## PAYMENT METHOD (check one):

Check (made payable to SCC)     Mastercard     VISA

Credit card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

## AMOUNT PAID:

\$59 Must be postmarked or faxed by June 18, 2009

\$75 Postmarked after June 18, 2009

## MAIL THIS FORM WITH PAYMENT TO:

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Southeastern Community College  
Attention: Debbie Leone  
610 N. 4<sup>th</sup> St., Suite 220  
Burlington, IA 52601

OR FAX WITH CREDIT CARD INFORMATION TO: 319-752-3407