



# NETWORK NEWS

DECEMBER 2009

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Palmer Group  
225-7000

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*Executive Vice President - Membership*  
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Greater Des Moines Partnership  
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Essman/Companies  
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*Vice President – Communications  
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Wellmark Blue Cross and Blue Shield  
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*Treasurer*  
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Freedom Financial Bank  
698-1000

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Merit Resources  
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*Advisor*  
JOHN IRVING  
Baker Electric Inc.  
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**LEADERSHIP NETWORK**  
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## DECEMBER BUSINESS LUNCHEON

### LOOKING AHEAD

#### A WORD FROM OUR PRESIDENT



It's hard to believe we are already nearing the year end. The Christmas season is upon us and everyone is preparing for this busy time of year. It's not only busy taking care of things at home, but this is a time where many businesses are planning and budgeting for the New Year while trying to wrap up all necessary business for our current year. Just a friendly reminder to get those performance reviews taken care of!

I want to thank everyone who attended our Holiday Happy Hour on December 1<sup>st</sup>. We had a good turnout and everyone had a nice time nibbling on a few appetizers, indulging in the beverage of their choice, and conversing with their Leadership Network friends. In addition, I feel we have had a great first three lunch meetings with good member turnouts and some great speakers. For the December meeting, we are going to mix it up a bit and have what you may call a "Semi-Annual Meeting." While the board feels very positive about what has been happening with our group this year, we want the opportunity to talk as an entire group and hear what our current members like about what is happening and where we as a group can improve.

We have a strong group of members and again, we want to hear your thoughts on any subject that focuses on bettering our group. We want to know if you have program ideas, how you feel we can best grow our membership, how to get a larger presence at the lunch

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**LOOKING AHEAD** CONTINUED

meetings, etc. At our November luncheon meeting, I mentioned one of the ideas the board has been discussing, which is making the Leadership Network more of an exclusive network based on industry. The strategy was proposed as a way to grow our network and if this is one way to do it, we feel we should look into it further. I know there will be those on both sides of the fence regarding this issue.

Here is how we think it would work: Current members are automatically grandfathered in. Secondly, non-profits, any and all, are welcome and would not be subject to this rule. Finally, industry can be divided so many ways. If we have a mortgage banker and a personal banker wants to join, they would be welcome to do so as they do not directly compete with the current member. The main reason we have been discussing this is that we feel this might be a good recruiting tool to use to help go and get members from industries that are not currently being represented, therefore growing our membership. I know we could have an 8-hour meeting on this subject alone, but I don't want this one subject to be the focus of our entire meeting. The board just wants to just get some initial thoughts and reaction on whether you feel this is a good idea or not a good idea and why. I hope this will be one of the many subjects we get to discuss over lunch.

Also, at this December meeting, for all of those who have any company items that you would like to share with the entire group, this would be a good opportunity to do so. We have time to see what kind of cool items our fellow members have brought and get a chance to mingle with everyone. We are all part of this group for so many reasons and I hope this meeting gives everyone a chance to continue to get to know each other better.

The last thing that I want to announce is the recipient of our \$250.00 charitable donation. I appreciate everyone who voted and this certainly is a great way for us to help others in need. We asked the membership to choose one of four different entities through an online survey. The choices were Mentor Iowa, Orchard Place, Central Iowa Hospice, and Beacon of Life. I am happy to announce that Hospice of Central Iowa will be receiving our generous donation. They are a great organization and provide a very valuable service. Again, I thank all of you for your vote and I hope as an organization we are in a position to do this for years to come.

I look forward to seeing all members at the lunch meeting, and your guests are also welcome, as always. It should be a good time and some great conversation. If at any time you have ideas on ways to improve our group, please feel free to contact me or anyone of our board members directly.

Happy Holidays!

*David Leto*

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## **LUNCHEON MEETING DETAILS**

**THURSDAY, DECEMBER 17, 2009**

11:45 A.M. TO 1:00 P.M.

**THE DES MOINES EMBASSY CLUB**

801 GRAND AVENUE, 40<sup>TH</sup> FLOOR

\$20.00 cash or check payable to **Leadership Network**

*Exact amount appreciated!*

**RESERVATIONS** (or cancellations) accepted through noon on Tuesday, December 15<sup>th</sup>.

**Don't forget to bring those fun and useful company logo giveaways!**

E-mail to [desmoinesleaders@yahoo.com](mailto:desmoinesleaders@yahoo.com) or phone Marlena at 286-4953

**Contact Us** Page -- [www.dmladershipnetwork.org](http://www.dmladershipnetwork.org)

## **CAMPUS CORNER WITH BMA**

With the New Year quickly approaching and the snow starting to fall, BMA members are in high gear with fundraising efforts and as jolly as can be. We can only think about sandy beaches and palm trees as the temperatures here in Iowa dip lower and lower. While our new goal is lofty, we know that with team work and numerous nights at Wells Fargo Arena, our goal will be surpassed. This year did bring us an unexpected challenge with our fundraising at the Arena as the Iowa Chops are no more, but no obstacle is too large. If you attend any events, we encourage you to stop by, say hello, and support your student chapter.

Like many of your companies, December also brings the annual Christmas party. This year we will be enjoying time at the Brenton Skating Plaza downtown and will return to AIB to share gifts, enjoy Christmas goodies, and watch the famous "National Lampoon Christmas Vacation" starring Chevy Chase. (Highly recommended if wanting a good Christmas laugh). Service opportunities also continue to come forth, and BMA has adopted two children for Christmas. Bringing Christmas cheer to those most in need is so rewarding during the holiday season...the children's eyes just light up with glee as they open their gifts. Also in the holiday spirit, BMA decorated a fireplace at the Fort Des Moines Museum for all who pass through to enjoy.

As 2009 comes to close, we wrap up another Campus Corner and look forward with great enthusiasm to 2010.

Happy Holidays!

## WHAT'S NEXT?

**More business luncheons!** All meetings begin at 11:45 a.m. at The Des Moines Embassy Club, 40<sup>th</sup> Floor, 801 Grand Avenue.

[January 21, 2010](#) MidAmerican Energy Company presentation on wind energy. Spotlight Member: Jill Boyle, Freedom Financial Bank.


[February 18, 2010](#) Gary Slater, Fair Secretary/Manager/CEO, Iowa State Fair. Enjoy a break from winter chill! Listen to plans for the 2010 Iowa State Fair -- NON STOP FUN!

[March 18, 2010](#) Barry Griswell, President of Community Foundation of Greater Des Moines.

[April 15, 2010](#) Program to be determined.

[May 20, 2010](#) Annual Meeting. Election of Board of Directors. Celebrating Leadership Network's 15+ years in the metro area. Presentation of \$1,200 scholarship to AIB College of Business student.





**DES MOINES LEADERSHIP NETWORK**

Preparing tomorrow's leadership team today

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Meets 3rd Thursday of the month -- September to May  
11:45 a.m. to 1:00 p.m.  
**Des Moines Embassy Club**  
801 Grand Avenue, 40th Floor

[dmLeadershipNetwork.org](http://dmLeadershipNetwork.org)  
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515-286-4953

## The Des Moines Leadership Network is an established networking group for professionals in Greater Des Moines.

### Our Mission

To enhance the leadership experience, knowledge, growth, and commitment to ethical practices and professionalism of our members through program meetings and networking with one another.

CLIP AND SAVE MEETING REMINDER

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## New Member Application

**Regular Member Annual Dues: \$95.00**

Retirees may join for half price

Name \_\_\_\_\_

Title \_\_\_\_\_

Company or employer \_\_\_\_\_

Street address or postal address \_\_\_\_\_

City \_\_\_\_\_ ZIP Code \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_ Mobile # \_\_\_\_\_

Professional certification \_\_\_\_\_

Company/employer Web address (for Leadership Network Web links)

**MAIL WITH PAYMENT TO:** Leadership Network P.O. Box 30128 Des Moines, IA 50310