

May 2012

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Personal Branding—

TEMPO's Professional Development Program

Your reputation - who you are and the value you provide to others - influences your career opportunities and earning potential.

When you identify your unique attributes and consciously “live them”, you create impressions that transforms into mindshare. Mindshare reinforced over time becomes your Personal Brand.

In this interactive program, Christine McMahon will discuss the value of intentionally crafting your Personal Brand and will guide you through a series of activities to refine your Personal Brand attributes. Some of her clients include: Microsoft, Hewlett Packard, Baird and Lakeside Foods.

The Details

When: Friday, May 11th, 2012

Time: 7:30 – 8 a.m.: networking | 8 — 9:30 a.m.: program

Where: Italian Conference Center

Fee: \$30/person

Register: www.tempoilmilwaukee.org

Journal Communications President and Publisher Betsy Brenner

Elizabeth (Betsy) Brenner is President and Publisher of *The Milwaukee Journal Sentinel*. She oversees Wisconsin's largest newspaper, community newspapers and magazines, its websites, and related businesses. Prior to coming to Milwaukee, Brenner was president and publisher of two newspapers in the Pacific Northwest. She had leadership responsibilities at The

Denver *Rocky Mountain News*; *The Miami Herald*; and *The New York Times*. She began her career as a reporter at the Chicago Tribune. In addition to sharing her insights as a 35 year veteran of the newspaper industry, Brenner will address the transformation of the publishing industry as news and information gets delivered in print, online and via tablet and mobile devices.



The Details

When: May 17th, 2012

Time: 11:30—noon: networking | noon—1:30 p.m.: program

Where: University Club

Fee: \$35/guest

Register: www.tempoilmilwaukee.org

From the Executive Director

The only thing that all questions have in common is the punctuation.



As leaders, we spend a lot of our time answering questions – but some of the most effective leaders I've had the privilege of working with are best at asking the questions. In a recent meeting, I saw this play out: The group was debating a critical issue for what seemed to be

hours. The momentum was building – people were excited, people were frustrated, there was tension in the room – it was a little bit out of control. Then someone asked the most powerful question—“why?” There was silence. We were immediately slowed down – we took a step back – analyzed the ‘why’?

As it turns out, we were way off course in our original thinking. Others who were questioning the process now became involved in the conversation and we were able to come to a more inclusive solution. While the person who asked the ‘why’ was not leading the meeting, but played a critical role in the outcome.

We are often encouraged to ask those good questions, but conditioned not to make waves. Good questions though, do not create waves but rather, a level playing field of greater understanding.

Good questions serve a number of purposes: They....

- demand an answer
- provoke thought
- uncover facts
- keep you in control
- focus the conversation
- steer us towards a solution

There is nothing worse than walking away from a meeting feeling like you should have asked the question – ‘why are we doing this’ – whether you are looking for clarification or trying to pursue a line of thinking. There is a “yin” to this “yang” ...in order to be effective, we must not only ask those good questions, but listen to the answers too.

As executives, we spend an average of 50 – 80% of our working hours in meetings – let's make that time meaningful. Ask those good questions and listen as those answers unfold.

I'm truly grateful to have worked with Amy Rislov, this past year, as President of TEMPO Milwaukee. She had a brilliant way of asking poignant questions that were game-changers in a conversation. Her style created a culture of inclusiveness that worked so well for the board. As we begin a new chapter with new leadership, there will be new group dynamics and new questions. Check out the announcement about our newest board members on page 7.

Everyone is a leader; we all influence one or more other people. We don't get to choose whether we will lead, we only get to choose HOW we will lead.*

What do you think?

Tracy Johnson

Welcome Sarah!

I'm pleased to introduce you to the newest addition to the TEMPO Milwaukee crew—Sarah Puchalski. She joins us as the Member Affairs Director—in fact, you may have already heard from her. Most recently she worked with Milwaukee County in a variety of roles from the Principal Executive Assistant to the County Executive, to a research role with the Milwaukee County Airport. She is a recent graduate from the University of Wisconsin—Milwaukee with a degree in communications. She will be working closely with you, the members, and with me, as we make your membership experience as fulfilling as we possibly can, while working to further leadership positions for women in our community. If you would like to welcome Sarah directly, her email address is spuchalski@tempomilwaukee.org.

* <http://www.what-are-good-leadership-skills.com/effective-leadership-style.html>

Farewell Letter from Amy Rislov—"A Bright Future"

This is my final letter to TEMPO Milwaukee as President.

I am very pleased with where we stand today. I leave full of pride in the amazing work of our board, committees, and individual members of TEMPO Milwaukee, who truly are the heart and soul of the organization. We celebrated the contributions of key committee members at last month's membership meeting, and in doing so, truly scratched the surface of the depth of the work that has been accomplished in this year. In addition, I would like to thank Tracy Johnson, our executive director, for helping to grow TEMPO Milwaukee into the vibrant organization it is today. Not only does Tracy commit a great deal of time to our work but she also commits her strong mind to helping TEMPO Milwaukee continue to evolve into a stronger network.



I am also proud of where we are heading. Jennifer Bartolotta has taken the reigns as President of TEMPO Milwaukee. She and the new board share the passion and energy our organization needs to continue to develop into an even more powerful network for you. Early in my presidency we had done some visioning work, as many strong organizations do. This led to a decision that we did great work in achieving what we set out to in our 2010-2015 strategic plan and that we now need to dig even deeper as an organization. We resolved that it was time to move into the next phase of planning, capitalizing on this forward-thinking energy, the results of which will begin to be unveiled later in 2012.

I thank you for the opportunity you afforded me to serve TEMPO Milwaukee as your President. It was an incredible experience that I forever will cherish.

Amy

A handwritten signature in black ink that reads "Amy J. Rislov".

TEMPO President 2011/12

FOR YOUR INFORMATION

Members share articles about leadership, women, and business in our LinkedIn Forum on a daily basis—here is one that received a lot of feedback on the online forums and seemed particularly relevant to a number of issues TEMPO members talk about every day. **From the May 7, 2012 Wall Street Journal: The XX Factor: What's Holding Women Back?** [READ THE ARTICLE HERE](#). *"A task force of business, government and academic leaders set out to confront obstacles that keep women from participating fully in the economy."*

..."Business and government leaders have been talking for decades about advancing more women to top leadership and professional roles. Young women today are entering the workforce better prepared and more ambitious than ever, with more education and higher career aspirations than men. In the executive suite, the idea is no longer even controversial. When McKinsey & Co. asked senior executives at 60 big companies recently why they are trying to advance women, "they laughed at us," says Dominic Barton, McKinsey's global managing director. The common response, he says: "Are you kidding?" Almost nine in 10 CEOs agree that tapping female talent is important to "getting the best brains" and competing in markets where women now make most of the purchasing decisions, the McKinsey study says."...

Focus on Committees!

Are You A “Connector”?

Join the Mentoring Committee!

If you like being a “connector” and meeting a wide array of TEMPO Members, then you could be a great asset on the TEMPO Mentoring Committee. This committee is entering its fourth year of servicing TEMPO members with one-on-one or peer-to-peer Mentoring Circle matches, a highly valued service of TEMPO membership. The committee is seeking a couple more committee members who have a good knowledge of the TEMPO membership base, are good listeners and have an intuitive sense of personalities that will click. Current committee members say it’s highly satisfying to help fellow TEMPO members connect in these relationships. Contact Committee Chair, Cathy Girard, at catherine.Girard@goodwillsew.com if you would like to join a committee that is making a big impact for our members.

New HR / Compliance Peer-to-Peer Mentoring Circle Forming

A new Circle of Human Resources and Compliance leaders is in the early stages of formation. If you have interest in exploring the potential to join this Circle, please contact Susan Stein, TEMPO Mentor Committee member at ssstein@ssnc-milw.org. Anyone whose job includes

responsibility for human resources or compliance functions is welcome, including leaders of small to medium-size organizations.

Why participate in a Circle?

The intent of a Circle is to provide an open and confidential exchange of insights that will help members grow in their leadership skills, their decision-making, and in some cases, technical skill base. Circles meet as frequently as the particular Circle members determine appropriate for their group, but most meet monthly.

- Circles are facilitated by two Circle volunteers.
- Circles meet for at least six months and cease when Circle members feel they no longer want to meet regularly.
- Members benefit from learning / sharing with a small confidential group.

The TEMPO Mentoring Committee offers member to member and small group mentoring opportunities to interested TEMPO members. For more information, contact one of our committee members, Sarah Puchalski, or Tracy Johnson.

2012/13 Committee Listing

If you are interested in becoming involved in one or more of TEMPO’s committees, please contact the listed chair, co-chair, or Sarah Puchalski at spuchalski@tempomilwaukee.org or by telephone at (414) 881-9909.

Communications and Branding

(Co-Chairs: Heather McAvoy and Sara Meaney)

Governance

(Co-Chairs: Gina Alberts-Peter and Cynthia LaConte)

Leadership Event

(Co-Chairs: Sara Alger and Jayne Hladio)

Membership

(Co-Chairs: Jody Lowe and Marilyn Krause)

Member Engagement

(Chair: Rose Spano Iannelli)

Mentor Awards

(Co-Chairs: Kathy Pederson and Lynn Sprangers)

Mentoring

(Chair: Cathy Girard)

Programs

(Chair: Linda Newberry—Ferguson)

Professional Development

(Chair: Kim Wynn)

Recognizing TEMPO Volunteers

Volunteerism is, undoubtedly, one of the defining attributes of TEMPO's culture. We feel extremely lucky to be surrounded with members that share their time, knowledge and expertise in helping to fulfill TEMPO's mission. At the 2012 Annual Meeting, we recognized some of our most dedicated volunteers. Thank you to all volunteers, especially this year's featured members! Please read about this year's honorees. A few sentences were offered by each of the committee chairs for inclusion in this recognition piece.

Mentoring

Cheryl Farnsworth (Succeedia)



Cheryl has been a very active force on the Mentoring Program since she joined it early in her own membership within TEMPO. She has helped lead us to

more organized processes and new thinking. She attends New Member Orientation on behalf of the committee to promote the program and circles back to the Matching Subcommittee with leads. Cheryl is always willing to take on assignments and interfaces with prospective Mentor Program participants to vet their interests, secure their profiles, and bring ideas to the committee for a match. She has hosted the committee for many meetings and is an individual you can always count on to follow through with consistency and great insight. Her knowledge of the HR and motivation worlds is very helpful to the work that we do in creating a program that serves members well. As a side project, Cheryl initiated the Interest Group calendars and information site within the TEMPO website, bringing greater visibility to all members and to

the many extra-curricular interest groups within the organization. Cheryl is a star at helping folks make connections that achieve their objectives, adding significant value to their TEMPO membership.



Programming

Kelly Skindzelewski (Potawatomi Bingo Casino)

Kelly is the first person to volunteer to make a cold call to a potential speaker. She has organized great holiday parties for the last two years and helped develop the recognition event.

Membership

Ellen Trytek (Clifton Larson Allen)



Ellen has been an active participant and thought leader for the group. She has taken on "above and beyond" projects and executed them consistently and effectively. She is both a good listener and a thoughtful contributor to the group, and we are fortunate to have her as a committee member.

Leadership Event

Jennifer Rosenberg (YMCA)



Jennifer's willingness to give input and deliver on requests made her a joy to work with. Her can-do attitude made her an excellent addition to

the committee in 2011.

Board of Directors

Louise Hermesen (DUECO)

Louise Hermesen has been on the board for TEMPO Milwaukee for the past three years. During her tenure, Louise led the establishment of the mentoring program for TEMPO Milwaukee, creating a program that now serves 48 members (approximately 20%) of TEMPO Milwaukee, of which 32 members engaged in four mentoring circles. At a recent board meeting, one of the board members involved in a mentoring circle described the impact of this program for her and said, "Of all the wonderful things I get from TEMPO Milwaukee, this is by far the great benefit to me." The power of that statement not only shows how impactful the program has become, but also how much work has gone into creating meaningful circles, how carefully the program is orchestrated, and how it is continually finessed to assure it is effective. This is a program that Louise has put her heart and soul into, and Louise is well-deserving of this recognition.



Mentor Awards

Jill Brzeski (Boleter + Lincoln Marketing Communications)

Jill has designed invitations, worked with media sponsors for advertising, and provided creative staff and space relative to creating the videos that are shown at the event.



Retention

Victoria Arnold (Northwestern Mutual)



Victoria's enthusiasm for the committee's mission, consistent attendance at meetings, great ideas, willingness to do whatever is asked, and follow through on assignments has been invaluable.

Communication

Mary Macharé (Macharé and Associates)

Mary has been a very active member of the communications committee in 2011–2012. She has lent her creative talents to help in the redesign of the TEMPO brochure and the experts directory. In addition, Mary has been an active participant in social media subcommittee meetings and has used her photography skills to capture moments and memories of TEMPO members at events for our social media pages, the newsletter, and web site.



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Reflections from TEMPO's Annual Meeting

This year's Annual Meeting was so well-received - it left many members wanting more. We were ecstatic to host Nan Gardetto, CEO of Baptista's Bakery as she took us along for a reflective journey of both her personal and professional life. Her authenticity was rare and her insights were profound. Many shared similar viewpoints:

"Today's program was incredibly informative and inspirational."

"I've never seen a standing ovation for a TEMPO speaker"

"Excellent content from both a personal and professional perspective."



Nan Gardetto

TEMPO Milwaukee Announces 2012/13 Board of Directors

TEMPO Milwaukee elected its Executive Committee and new Board of Directors Thursday, April 19th at the Annual Meeting and Membership Meeting which was held at the University Club of Milwaukee. More than 100 members and guests were in attendance for the election and program featuring Nan Gardetto, CEO of Baptista's. Beginning on May 1, Jennifer Bartolotta, Director of Strategic Partnerships for Bartolotta Restaurants, began her term as President for TEMPO Milwaukee. TEMPO Milwaukee's fiscal year began on May 1.

New board members include:

Jody Lowe; The Lowe Group

Michelle Mason; ASQ – American Society for Quality

2012/13 TEMPO Milwaukee Executive Committee:

committee members will serve a one-year term

President - Jennifer Bartolotta, The Bartolotta Restaurants

Immediate Past President - Amy Rislov, Aurora Health Care

President-Elect - Peggy Williams-Smith, Marcus Corporation

Treasurer/Secretary - Amelia E. Macareno, First Bank Financial Centre

Vice President of Programming – Linda Newberry – Ferguson, Kindred Hospital

Vice President of Membership –Jody Lowe, Lowe Communications

Officer – Linda Mertz, Mertz Associates

Directors:

Hon. Kitty Brennan; Judge; Court of Appeals, District 1

Katie Clark; Finance and Marketing Director; Three Harbors Council, BSA

Susie Falk; President / CEO; The Falk Group Public Relations

Heather Fields; Shareholder, Health Care Dept; Reinhart Boerner Van Deuren

Lisa Froemming; President/CEO; Columbia St. Mary's Foundation

Amy Jensen; Managing Director; Skylight Music Theatre

Kimberly Kane; MediaSpirits

Julie Cashman-Kuhn; Director, Tax Services; Experis
Michelle Mason; Managing Director; American Society for Quality (ASQ)

Louise Perrin, Senior Vice President; State Farm Insurance

Mary Scheibel, Principal; Scheibel Halaska, Inc.

Rose Spano Iannelli, Partner; Spano Pratt Executive Search

Sandy Wysocki, Audience Development Director; The Business Journal of Greater Milwaukee

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should be this
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Members in the News

In Memoriam (*From the April 28th Milwaukee Journal Sentinel obituary*): **Mary Elizabeth Frymark** Entered Eternal Life Monday, April 23, 2012 at the age of 88. Beloved aunt of the late Donald D. (Lesa) Frymark, Susan (Victor) Smith, Patricia Ann (Joseph) Pondrom, Mary Ellen (the late Pete) O'Kelly, David C. (Kathleen) Frymark and Peter M. (Christine) Frymark. Dear great aunt of Michael, Robert and Samuel Pondrom, Samuel, Lisa, Anne, Allyson and Steven Frymark. She is further survived by other relatives and friends. Mary was predeceased by six loving siblings. Mary was a founding member of TEMPO-Milwaukee which promoted the goal of empowering women to achieve and sustain leadership roles within the political, educational and corporate arenas. She was a member of the FIN Club. Mary was also a longtime active parishioner and choir member of Old St. Mary's Catholic Church.

Congratulations to TEMPO Milwaukee members who are being recognized by the Business Journal as 2012 Women of Influence. Congrats to **Mary Scheibel (Scheibel Halaska, Inc.)**, **Christine Liu McLaughlin (Godfrey & Kahn S.C.)**, **Faye Wetzel (Faye's)** and **Laurie Winters (Milwaukee Art Museum)**! This is the 13th year that The Business Journal has honored Milwaukee's most influential women. The Business Journal received about 220 nominations for this year's program.

Wendy Baumann, president of the **Wisconsin Women's Business Initiative Corp**, was quoted in a Journal Sentinel article entitled, "Women-owned firms growing in Wisconsin." Read the article [here](#).

Nancy Fortney, U.S. Marketing Corporation, has been chosen to be a contestant in **More Magazine's** Beauty Contest! Each contestant has to answer, "what

makes you beautiful inside and out?" The Grand Prize, First Place and Reader's Choice winners will be named May 9th. To vote for Nancy, visit: www.more.com/beautysearch and type her name in the search bar to read her story.

Jayne Hladio, U.S. Bank, was nominated for the annual *American Banker Magazine* 25 Most Powerful Women in Banking Team Award.

Linda Mertz, Mertz Associates, was named to the board of Services Plus and Cardiac Advancements.

Congratulations to **Peggy Williams Smith** who received the Peak Performer award from Junior Achievement.

Suzan Yaeger was recently promoted to Executive Director, Regional Sales & Client Services at Grant and Weber.

If you have news to submit for the June UpBeat, please submit by the last day of the month to tempo@tempomilwaukee.org with subject line 'member news'. Submissions must be fewer than 75 words. If they are not, we will use the first 75 words of the submission.

TEMPO Photos from the Annual Meeting

Special Thanks to Mary Macharé, President of Macharé and Associates for taking photos at the event. View more at TEMPO's Facebook page at: <http://www.facebook.com/pages/TEMPO-Milwaukee/102571279840483>



Clockwise from the top left:

- 1) Recognized Volunteers (from left to right): Cheryl Farnsworth (Succeedia); Victoria Arnold (Northwestern Mutual); Kelly Skindzelewski (Potawatomi Bingo Casino); Jennifer Rosenberg (YMCA); Mary Macharé (Macharé and Associates); Ellen Trytek (Clifton Larsson & Allen); Louise Hermsen (DUECO); (not pictured: Jill Brzeski (Boelter + Lincoln Marketing Communications)) *** A special thanks to Sarah Puchalski and Jane Wucherer for making sure we got all these busy ladies in one shot!*
- 2) Lynn Damon (Clear Channel), Marcia McCarty (BloodCenter of Wisconsin) and Sandi Lemons (BloodCenter of Wisconsin)
- 3) Betsy Ross—Bothe (ManpowerGroup) and JoAnn Ratcheson
- 4) Guest Speaker Nan Gardetto (Baptista's)

TEMPO Welcomes New Members!



Linda E. Benfield is the managing partner of the Milwaukee office of Foley & Lardner LLP. She is a member and former chair of the Environmental Regulation Practice. She is also a member of the firm's Government Enforcement, Compliance & White Collar Defense Practice.

Ms. Benfield has 26 years of experience in litigation and counseling in all aspects of environmental law, including air and water permitting and compliance issues, and solid and hazardous waste handling and disposal. Welcome Linda at lbenfield@foley.com.



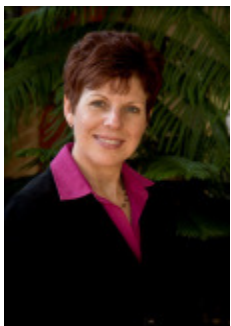
Kathryn Kuhn has over twenty-three years of experience in state and federal relations. Ms. Kuhn joined the Medical College of Wisconsin as Director of Government Affairs in January 2001. In July of 2010 Ms. Kuhn was named Vice President of Government & Community Relations of the Medical College. As Vice President, she oversees all aspects of government and community relations including federal, state and local issues for the College.

Prior to joining MCW, Ms. Kuhn was Assistant Director for Intergovernmental Relations at Milwaukee County where for seven years she managed federal relations and specialized in health and human services issues and transportation. Ms. Kuhn is a graduate of the University of Wisconsin. Welcome Kathryn at kkuhn@mcw.edu.



Sandi Lemons is the Vice President of Human Resources at the BloodCenter of Wisconsin. She has 19 years of experience in HR strategy and planning, talent management and development, executive coaching, business partnership, legal and regulatory compliance and policy development.

Lemons earned her undergraduate degree in Psychology from Loyola University of Chicago, and then attended Law School with an emphasis in employment and labor law before receiving her Masters degree in Organizational Development from National-Louis University. Welcome Sandi at sandi.lemons@bcw.edu.



Sandra Shirk McNeely is Vice President at the Abbey Group. She has twenty years' experience as a financial analyst, manager, and leadership consultant to nonprofits. Sandra has expertise in strategic planning and board development. She served as assistant executive director at the Girl Scouts of Milwaukee Area.

She is past president of the Girl Scouts of Milwaukee Area, past president of the Counseling Center of Milwaukee, past president and board member of TEMPO International, and past board member of TEMPO, a women's professional organization based in Milwaukee. Welcome Sandra at smcneely@abbeygroupltd.com.

2012-2013 Board of Directors

President

Jennifer Bartolotta, Bartolotta Restaurants

Past President

Amy Rislov, Aurora Health Care

President-Elect

Peggy Williams-Smith, Marcus Hotels & Resorts

Treasurer /Secretary

Amelia E. Macareno, First Bank Financial Centre

Vice President, Programs

Linda Newberry-Ferguson, Kindred Hospital Milwaukee

Vice President, Membership

Jody Lowe, The Lowe Group

Officer

Linda Mertz, Mertz Associates

Directors:

Hon. Kitty Brennan, WI Court of Appeals;

Katie Clark, Three Harbors Council, SBA;
Leadership Event

Susie Falk, The Falk Group PR; *Communications*

Heather Fields, Reinhart Boerner Van Deuren;
Governance

Lisa Froemming, Columbia St. Mary's Found.

Rose Spano Iannelli, Spano Pratt Executive Search; *Member Engagement*

Amy Jensen, Skylight Music Theatre

Kimberly Kane, MediaSpirits; *TEMPO Milwaukee Foundation*

Julie Cashman-Kuhn, Experis;
Member Engagement

Michelle Mason, American Society for Quality

Louise Perrin, State Farm Insurance Company

Mary Scheibel, Scheibel Halaska, Inc.

Sandy Wysocki, The Business Journal;
Mentor Event

Upcoming events are posted on the website at www.TEMPOmilwaukee.org a few months in advance. Please register online.

Friday, May 11th

Professional Development Program

7:30—9:30 a.m. | Italian Conference Center | All attendees: \$30

Topic: Defining Your Personal Brand

Thursday, May 17th

BizTimes Breakfast

7:30-9:30 a.m. | Potawatomi Bingo Casino—Woodland Dreams Ballroom
Attendees: \$40

*Women in Business—Honoring Gail
Lione and panel featuring TEMPO
Member Julie Ledger*

Thursday, May 17th

TEMPO Member Meeting

11:30-1:30 p.m. | University Club
Members: no fee; Guests: \$35

*Speaker: Betsy Brenner, President and
Publisher of Milwaukee Journal Sentinel*

Wednesday, June 13th

TEMPO New Member Orientation

noon-1:15 p.m. | University Club
For new members— inquire for more information

Thursday, June 21st

TEMPO Member Meeting

11:30-1:30 p.m. | Women's Club
Members: no fee; Guests: \$35

Speaker: Michelle Battles, PhD

Tuesday, July 10th

TEMPO Golf Outing

2:30-7pm | Mequon Country Club
Members: \$95



To Register:

1. Visit TEMPOmilwaukee.org
2. Click on "login" circle at the top right-hand side of the screen
3. Your **username** is your first initial and your last name, with no spaces, lowercase.
4. If you've forgotten your password, contact the TEMPO Milwaukee office.
5. Click on the event link
6. Click submit [if you are bringing a guest, enter the number of guests and follow the prompts for payment] *TEMPO Milwaukee accepts Visa, MasterCard, DiscoverCard and American Express.*

TEMPO Milwaukee

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Office Hours:

Monday-Friday • 8:30 a.m.- 5 p.m.

