



EMPOWERING WOMEN

TO SUCCEED IN BUSINESS PERSONALLY & PROFESSIONALLY THROUGH NETWORKING & EDUCATION WHILE BUILDING KEY RELATIONSHIPS & HAVING FUN!

www.womensleadershipnetwork.net

Change is Good, Isn't it?

FROM OUR NEW PRESIDENT
PAT KOLODZIEJ



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Sometimes change is a hard to handle. A lot of people do not like change. They like the routine. They like their comfort zone. What's wrong with that? Well, don't you want more?

People say you should "embrace" change. I agree although at times, I would love things to stay the same – it's easier that way. Change can be scary but deep down you know that with change comes growth. Change is inevitable so embrace it!

"It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power." (Alan Cohen).

With the changing of the WLN guard, so to speak, a big change is happening to our group. We have officially elected a new board of

directors for the 2007-2008 year. We have had a wonderful time for the past two years building our group, doing business together and making friends.

Now I, along with the rest of the leadership team, look forward to taking our group to a whole new level. I would like to see all of our current members and all of our new members join us on this ride to this next level.

Of course, this means that we may all need to make a change of some sort. Are you ready? Are you willing? You may be a little anxious or worried when you are confronted with a change. That's ok. The WLN is a group that can help and support you. We want our group to change and not stay stagnant. We want to try new events and new formats to our meetings. We want new members with new ideas and new insight. Who knows what we can learn from each other!

What would you like to see this year? Would you like us to try something new? Would you like to try something new by becoming an ambassador?

Lastly, I want to take this opportunity to personally thank Kathy Hardtke for her vision and her devotion to this group. Without all of her hard work, the WLN would not be what it is today. I am honored to take the position of Presidency and I hope to meet all of your expectations for the coming year. There will be many new things that we will try this year – I hope you are ready!



June's Photo Collage



INSTALLATION OF 2007
WLN BOARD



2007 WLN BOARD MEMBERS



FUN TIME NETWORKING



MEMBER SPOTLIGHT MARLA DAVIS



Tell us a little about your background and your current business. What makes you successful?

I started in the insurance industry back in 1977. This was not my “planned” career path, but life had taken me by surprise when my father suddenly died of a massive coronary on 10/9/76. Instead of going away to college in the fall of 2007 as planned, I made the decision to stay at home, so that my mother, sister, brother and I could all spend this time together to heal.

Education was still important to me though, so I signed up for classes at Oakton Community College, and I got a part time job working as a secretary at an insurance agency, so I could help contribute at home.

The agency was owned by a father and son team who took the time to teach me how to rate insurance, type formal proposals, and how to read and understand insurance policies. The more I learned, the more I was intrigued, and the more I wanted to learn. I took courses downtown and obtained my property and casualty insurance license in 1978.

I originally focused on personal insurance, and then transitioned into business/commercial insurance. I found this to be much more challenging, since each business has its own special needs, so I would have to research the type of business and then figure out what type of insurance would be best for them. In the early days, all quoting had to be done manually from the rate books, so I had to read and learn all of the acceptable guidelines from each company – and then learn how to manually rate each one (and of course, no two companies were alike!!!).

This was the greatest learning experience, as it taught me the “root” of the insurance industry, which explains how it all comes together.

I then went on to work for several other agencies during the course of my career. I wanted to make sure that I could handle all of the client’s insurance needs, so I studied and obtained my life and health insurance license as well. I then was ready to take all of this knowledge “on the road” and start educating the consumers about their current insurance coverage, options available and discussing their particular insurance needs, so they could make an informed decision on what they choose to cover. Whether I end up writing their insurance or not, I know that I did my job and can walk away knowing that I have done something good for them as well.

For me, my success is determined by how many people I can help, not how many policies I can sell. It is building long term relationships and bonds that will last the duration of time.

How did you get involved in WLN – any success stories?

I actually found out about the Algonquin chapter of WLN from a woman I knew in a group I belonged to in Mundelein (which is very ironic, since I live in Crystal Lake). She was invited to visit this group, and asked me to join her. I visited on the night of “speed networking” which gave me a chance to meet

several of the women of the group. The friendliness and energy of this group was amazing, and you couldn’t help but want to be part of this dynamic group of women. I joined the group and have since met several women that I will work with and be friends with for a long time.

Who is your perfect client?

My ideal client would be someone that wants to be educated on their insurance needs, understands what they are purchasing, and realizes that they are protecting the future for themselves and their loved ones.

With that said, I write all types of business insurance – but I have special niches for restaurants/bars (including delivery), contractors, automotive repair/body shops, and new and used car dealerships. These niches allow me to have greater marketing capabilities so that I can secure the most comprehensive coverage at the most competitive price.

What keeps you ahead of your competition?

I build relationships with my customers, and take the time to educate them, not just sell them a product. I am personally involved in all aspects of my customer accounts. I have a loyalty to my customers and take pride in going above and beyond the norm for them, as they are the building blocks that have gotten me to where I am at today. Due to my honesty and my compassion for my customers, there really is no competition.

Who is your perfect power partner?

An ideal power partner for me would be someone that is involved in the restaurant/hospitality industry. This would include the companies that design and print the menus, the linen suppliers, the wine vendors, the meat suppliers, the bread suppliers, the entertainment providers, the produce suppliers, the alarm companies, the restaurant equipment suppliers and anyone else directly involved in selling and providing services for the restaurant/bar/catering/banquet industry.

How do you deal with stress? Would you like to share any tips?

Life can definitely be very stressful at times, and in order to live a long healthy life, we need to just deal with the issue at hand, and then let it go and move on. I am trying to adapt this philosophy into my life – but it is definitely much easier said than done. So for right now, a hot stone therapy massage and a nice big glass of wine will do!!!!

To learn more about the products and services that Marla offers, please contact her at the Crystal Lake satellite office at 815-459-9031 or email her at m.davis22@sbcglobal.net

Board Members



Monthly meetings are located at:
 Biaggi's Ristorante Italiano
 1524 South Randall Road
 Algonquin, IL 60102
 2nd Wednesday of each month

- *Leadership development programs*
- *ABWA-KU MBA Essentials*
- *ABWA-KU Management Certificate Series*
- *In-depth business skills training*
- *Continuing education certificate programs*
- *Tuition reimbursement for approved accredited classes*

If you should have any questions please contact one of the board members listed or visit us on the web.

Ambassadors:

- | | |
|-------------------------------------|-----------------|
| • Ambassador of Membership: | Siree Sandberg |
| • Ambassador for Visitor Welcoming: | Norine Wiebmer |
| • Ambassador of Events: | Carol Palframan |
| • Ambassador of Events: | Wendy French |
| • Ambassador of Programs: | Terri Williams |
| • Ambassador of Events: | Kathy Glink |
| • Ambassador of Membership: | Susan Skawinski |

• *Are you interested in becoming an Ambassador? If so, please contact Anne Ward.

President:

Pat Kolodziej
 PK Tax Services
 847-608-6451



Past President

Kathy Hardtke
 Milestone Mortgage
 847-489-5053



VP of Programs:

Lisa Davidson
 Northwest Mutual
 815-276-5733

VP of Events:

Lisa Krupp
 Island Relief
 815-455-3134



VP of Administration:

Kris Freeman
 Body Talk Practitioner
 847-975-9406



VP of Marketing:

Mary Anne Muscat
 Milestone Mortgage
 847-494-4068



VP of Finance:

Anne Ward
 Creative Core
 847-854-1111



VP of Membership

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 847-961-5526



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