

A division of the
Columbia Chamber
of Commerce

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Since 1981

August 2009



Boone Hospital Center presents:
*The Pendulum of Society – Communicating in
2009 and Beyond*

Tim Miles, Partner, Wizard of Ads and
Owner, Clarity Upfront

Thursday, August 20, 2009

Peachtree Catering and Banquet Center

11:30 a.m. to 1:00 p.m

\$15 for members, \$18 for guests
(save \$3 by registering online)

Registration Deadline: August 10

Have tried-and-true communication techniques simply stopped working as well as they did even six months ago? **Have you sensed a shift in what matters to people?** Would you like to know why? Would you like to know what's going to happen next?

In The Pendulum, we'll take a step waaaay back and **look at the driving forces** that have made Western Society what it is today. This shocking multimedia presentation will provide you entertaining evidence and an understanding of **what's been happening, what is happening, and what will happen.**

It's sure to **make you much more confident to make decisions** on how you'll communicate with the public in the weeks, months and years to come.

It also might screw you up for several days afterward.

The Pendulum closes with **practical, actionable tips** to use immediately to **connect more powerfully** to customers, friends, clients, colleagues and neighbors.

About The Pendulum Speaker:

Tim Miles helps small business owners do more with less. He advises and develops marketing plans for clients from Portland to Pensacola in the US and from Calgary to Winnipeg to Toronto a little farther north. A senior partner with the strategic planning and message development firm, Wizard of Ads, and a **world-class copywriter**, Tim's words have won customers in seven countries (eight if you count Texas) and his thoughts have been published in *Radio Ink*, *Radio* and *Production and Direct Magazine*. Tim also serves as a contributing editor for *American Small Business*.



The Pendulum presentation will open your mind and load your brain up with **new, innovative knowledge of the past, present and future society** we all live in. Register today online at www.columbiamowomensnetwork.com or call 874-1132 to **reserve your seat.**

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Leading with Courage and Humility

By Gina Mauller, Pure Marketing & Media

Women's Network 2009 Greater Missouri Leadership Challenge Scholarship Recipient

Greater Missouri Leadership Challenge, Kansas City, June 3-5, 2009

Surrounded by 30 strangers, and not a dry eye in the room, a brave young woman shared her personal account of surviving domestic abuse. Her story was deeply distributing, heartfelt, touching, engaging and hopeful all in one. A mother of two young children, she was abused by her children's father, but managed to escape last summer. Without a doubt, she exemplified true courage and humility during her long journey of trial and tribulations.



As I sit down to write this article for this month's *Women's Network* newsletter, my head continues to swirl with information, personal testimonials and stories that I recently acquired at the Greater Missouri Leadership Challenge in Kansas City from June 3-5. Our second session of the year focused on a vast array of issues, including: urban renewal and revitalization, race relations, sustainability, women in law and order, non-profit communities, foster care, domestic violence and women in public life and in the board room. A plethora of topics were presented, while dialogue was opened up as we dug beneath the surface of each of these complex issues to discover the core challenges, and more importantly, began to examine viable solutions.

Just as it was true for the mother noted above, engaging in this daunting task requires courage and humility among the talented, intelligent and diverse group of accomplished women business leaders. In fact, I argue that two essential elements of effective leadership are indeed courage and humility. For example, it entails courage to take action and develop different visions for your business or community, knowing the risks and sacrifices involved and to stay on course when the pain is real and perhaps you face personal and/or professional adversities. Moreover, it takes true courage to expose your vulnerability, to admit when you feel out of your element or uncertain of your decision or how to reach a critical solution. Likewise, it requires basic humility.

Just like the domestic violence victim, we all must ask for help, admit mistakes and shortcomings, seek others' input and expertise, grapple with solutions and realize we cannot do everything on our own – whether in our leadership roles at work, within our communities or at home. Similarly, it takes courage to lead with such humility – particularly in today's egocentric world.

Humility has traditionally been associated with weakness. However, in the modern American business leader, it equates to characteristics such as “self-awareness, valuing others' opinions, willing to learn and change, sharing power, having the ability to hear the truth and admit mistakes and working to create a culture of openness where dissent is encouraged in an environment of mutual trust and respect.” (Pareena Lawrence, *Journal of Business & Leadership*) In essence, humility keeps us learning and growing as leaders.

In spirit of continuous learning and growing, and courage to demonstrate progressive leadership, I hope to do just that through my involvement with The Greater Missouri Leadership Challenge. I look forward to our third session in September, when we will focus on rural development, employment and workforce issues, infrastructure, production and agriculture.

The Greater Missouri Leadership Challenge is a not-for-profit organization that sponsors and annual traveling symposium designed to bring together women leaders from global corporations, small business, academia, government agencies and non-profit organizations across the state. The group is exposed to critical issues confronting their communities, state and nation and inspired to make a positive difference as individuals, and, as they become part of a powerful network of leaders.



New Members

Louise Beasley KMOS-TV 6 804 Cypress Ln Columbia, MO 65203-2928 573.814.9208 Beasley@kmos.org	Ashley Burden Alzheimer's Association 2400 Bluff Creek Dr. Columbia, MO 65201-3554 573.443.8665 Ashley.burden@alz.org	Marcy Caldwell A Baker Floral 1610 Paris Road Columbia, MO 65201-5613 660.882.5341 abakerfloral@sbcglobal.net
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Sarah Laupp Landmark Bank 801 E. Broadway, PO Box 1867 Columbia, MO 65205-1867 573.499.7343 Ext. 7162 Ksarah.laupp@landmarkbank.com	Dr. Stephanie Marsden A+ Health Care 3302 Broadway Bus. Pk Ct., Suite D Columbia, MO 65203-0169 573.445.3702 mfc0127@yahoo.com	Elisha Murray Landmark Bank 801 E. Broadway, PO Box 1867 Columbia, MO 65205-1867 573.499.7343 Ext. 7182 Elisha.murray@landmarkbank.com
Holly Kron Montessori Center for the Young Child 3407 Berrywood Drive Columbia, MO 65201-6500 573.902.2380 Montessorifortheyoungchild@gmail.com	Emily Patton University of Missouri 100 MATC Columbia, MO 65211-001 573.881.4523 erpz72@mizzou.edu	Darlene Rowe Salon 4 & Spa 900 Rainforest Parkway Ste. C Columbia, MO 65202-3796 573.449.2200 salon4andspa@yahoo.com
Kari Salmon Coyote Hill Christian Children's Home P.O. Box 1 Harrisburg, MO 65256-0001 573.874.0170 Kari@cayotehill.org	Wendy L. Shopland Schuster Financial Services 2000 Forum Blvd. Ste. 3 Columbia, MO 65203-5460 573.446.0389 wendy@schusterfinancial.com	Heather Stewart Midway Electric, Inc. 7301 W. Henderson Rd. Columbia, MO 65202-7884 573.446.2484 heatherstewart@mchsi.com
Andrew Stone, OD Andrew Stone Optometry 2012 Cherry Hill Dr, Ste 201 Columbia, MO 65201-5882 573.445.7750 Andrew@andrewstoneoptometry.com	Beverly Thompson Beverly Thompson 3401 Longfords Mill Dr. Columbia, MO 65203-8454 573.445.1049 bat65201@yahoo.com	Barb Wren Corporate Management Company 111 E. Broadway Ste. 340 Columbia, MO 65203-4208 573.874.7909 bwren@alliancecompanies.info

New Members...SAVE THE DATE! for Women's Network Welcome on Tuesday, September 8th from 11:30 am to 1:00 pm. The Membership Development Committee would like to invite you to lunch to learn more about Women's Network and our four main priorities. We want to ensure that our members get the most out of their Women's Network membership. If you have any questions regarding the New Member Welcome or want more information about you membership or ways to get involved, please contact Membership Development Committee Co-Chairs Shelly Devore (sdevore@colingsgrp.com) or Heather Stewart (heatherstewart@mchsi.com).



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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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The views expressed in the newsletter are not necessarily those of the Newsletter Committee, Women's Network or the Chamber of Commerce.

Member Profile
Melanie Karrick, Key Largo Fitness and Training
 By Connie McClellan



Melanie Karrick, owner of Key Largo Fitness and Training, was born in Gainesville, FL. She considers Columbia her home, as this is where she was raised. Melanie is a graduate of Hickman High School and Columbia College. Melanie has many interests reflected by her resume ~The Pasta Factory, First National Bank, Columbia College and Katy Place Apartments. Her favorite position, was as a “stay at home mom” to her daughter, Michaela, now 10.

Melanie developed a love for fitness and a fascination of the different methods of transforming the body by way of weight lifting. In the meantime, Melanie and her husband, Ron, purchased Key Largo Tanning Salon while Melanie worked toward a personal training certification to be able to train clients. This enabled her to achieve her goal of being a flexible mom and developing her own “career path.”

Key Largo Health & Fitness, opened two doors down from the tanning salon in 2004. From there, they built a new location, opening Key Largo Fitness and Tanning in 2006. Two more locations were added in 2007, with the purchase of the former Gold’s Gyms. In 2008, Key Largo was awarded the Chamber’s Small Business of the Year. Most recently, they closed those two locations and moved into a newly renovated space in Forum Shopping Center. The original location at Hillsdale Road is still thriving.

During these years, Melanie has been able to be a personal trainer, teach group fitness classes, and develop a new passion as a Boot Camp Challenge trainer. Key Largo is Columbia’s only licensed Boot Camp Challenge facility, and she loves all aspects of the program! She is passionate about educating everyone about research surrounding the positive relationship Vitamin D has on the reduction of breast cancer rates, since her mom is a breast cancer survivor. Those are only a small number of the hats she wears as a small business owner. In addition, she strives to be flexible for their daughter. Melanie realizes that most of us are constantly striving for balance in all these areas and feels that this helps her be compassionate to the members walking through the door and those considering what Key Largo has to offer.


Melanie is proud to be newly elected to the Women’s Network Steering Committee to aid in guiding the vision of the organization.

Women's Network Leadership Series
2009-2010

Mark your calendar for this year's upcoming Leadership Series!

- Tuesday, October 6th
- Tuesday, October 13th
- Tuesday, October 20th
- Tuesday, October 27th
- Tuesday, November 3rd
- Tuesday, November 10th

More information to come in next month's newsletter. Get charged up for a brand new year!



Mix it Up at the first Women's Network Mixer of the Year!
Wednesday, September 2
5:30 pm
Sophia's
Sponsored by Premier Bank

Boone Hospital Center presents:

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Tim Miles, Partner, Wizard of Ads and Owner, Clarity Upfront

Thursday, August 20, 2009

Peachtree Catering and Banquet Center

11:30 a.m. to 1:00 p.m

\$15 for members, \$18 for guests
(save \$3 by registering online)

Gold Luncheon Sponsor
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Registration Deadline: August 10

Company Name: _____

Member Name: _____

Guest Name and Business Affiliation: _____

Phone: _____

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The mission of Women's Network is to connect, empower and engage members through leadership development, educational opportunities and innovative outreach.

Health Corner Hydration

Connie McClellan, Winter Dent & Company

The jury and verdict are in: Sufficient daily water consumption is essential and critical for optimal health.

Did you know:

- ☆ Studies validate that lack of water is the number 1 trigger of daytime fatigue.
- ☆ Preliminary research shows 8-10 glasses of water a day can significantly help to ease back and joint pain for up to 80% of sufferers.
- ☆ Even mild dehydration can slow down one's metabolism as much as 3%, AND...one glass of water can shut down midnight hunger pangs for almost 100% of the dieters studied in a University of Washington study.
- ☆ In 37% of Americans, the thirst mechanism is so weak that it is often mistaken for hunger.
- ☆ Even as little as a 2% drop in body water is capable of triggering fuzzy short-term memory problems with basic math and/or difficulty with focusing either on a computer screen or a printed page.
- ☆ Studies confirm that drinking as few as 5 glasses of water daily can decrease the risk of colon cancer by 45%, plus it is capable of slashing the risk of breast cancer by 79% and one is 50% less likely to develop bladder cancer.

- ☆ Water assists to prevent bladder infections. Studies indicate that men who consume more than 10 glasses of water per day are less likely to develop bladder infections than those that did not. Water also helps keep your heart functioning.
- ☆ Drinking water before and during physical activity can enhance athletic performance.
- ☆ Drinking ample amounts of water helps to eliminate waste, which in turn is capable of reducing long-term risk of colon cancer.

Symptoms of early or mild dehydration include:

- overall muscle weakness
- headaches (includes muscle tension and sinus pain)
- flushed face
- dry, warm skin
- reduced urine flow, often a dark yellow
- dizziness made worse when you are standing
- cramping in the arms and legs
- crying with few or no tears
- being sleepy and / or irritable
- increased illness susceptibility due to dry mucous membranes

Now... drink up...that's water...NOT margaritas! With this information, toasting with a glass of water gives a whole new dimension to the "Cheers" mantra, as water gives good cheer to your entire body!

Business Leaders Forum



**August 26
12:00 Noon
Walton
Building**

**Join guest speaker
Byron Hill who will
discuss the current state of the
local economy. Lunch will be
provided so please RSVP to**

Amy.mcnulty@commercebank.com.

**All Women's Network
members are welcome and
encouraged to attend!**