

To inspire leadership growth
through education, collaboration,
and engagement to **empower women.**



2015 ANNUAL REPORT



Iowa Women Lead Change (IWLC) is Iowa's premier leadership organization for women. By hosting conferences with nationally known speakers, networking, events, thought leadership and access to resources, we elevate the conversation about women leading in the workforce, the community and the home. IWLC is a volunteer-driven, non-profit organization that strives to educate, inspire and challenge women to be the leaders of today and tomorrow.



OUR PROMISE

To inspire and challenge

**To provide new knowledge
and skills**

**To promote access to boards
and public office**

To offer networking opportunities

**To urge women to take charge
and lead change in all aspects of
their lives**





Thank you for your ongoing support of Iowa Women Lead Change (IWLC)!

This past year was filled with innovation, collaboration and engagement around the topics of women's leadership and empowerment, gender intelligence and female entrepreneurship. Buoyed by continuing support from leading Iowa companies and organizations, we know that our work throughout the state of Iowa is resonating with current and aspiring leaders. Since our inception in 2007, IWLC has served more than 14,000 women, men and college students – and now high school women through our programs!

Within these pages, you will read of many of our activities and strategic successes, including:

- **Innovation:** IWLC continues to lead the way in research about women's leadership and in diversifying our program portfolio in ways that excite and inform through a wide offering of conferences, workshops, small group gatherings and "how to" sessions.
- **Collaboration:** Along with our partners and sponsors, IWLC made strides in 2015 in promoting and developing female entrepreneurship through our Invest in She by IWLC events, engaging more than 100 women-owned businesses and financially backing 12 of them. We have partnered with the Governor's office and key state and business leaders in the EPIC Corporate Challenge, an exciting initiative that commits organizations across Iowa to track their performance regarding leveraging their female talent.
- **Engagement:** 2015 marked our first year of offering resources "river to river" in Iowa. The demand for women's leadership resources continues to grow in our state – and IWLC is dedicated and prepared to meet the need!

Organizationally, we continued to grow this past year, hiring staff with responsibilities in operations and finance, communications and marketing, creative and graphic design, volunteer management and development.

We are eager for what 2016 holds for women's leadership in Iowa – and we are grateful and thankful to be a part of educating and empowering today's and the next generation of leaders! We hope to see you at one of our 2016 events.

Onward and upward!

Diane H. Ramsey, Chief Executive Officer

“We need to recognize that there really are differences in men and women. We need to ask ourselves how do we work with those differences to create a truly inclusive environment. IWLC CEO Forums have raised the issue – and there is a lot of work to be done.”

Chuck Peters, President & CEO, The Gazette Company, Cedar Rapids, Iowa

BOARD OF DIRECTORS

MARSHA A SCHULTE

Chair
Retired, Vice President
Finance and Corporate
Controller
Rockwell Collins, Inc.
Cedar Rapids

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Retired, Senior Vice President,
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Pearson
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Secretary
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Nyemaster Goode
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Owner
The Java House
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LINDA KREI

Chief Human Resource Officer
and VP of Support Services
Mercy Medical Center -
Sioux City
Sioux City

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Principal/Partner
Plaid Swan
Dubuque

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Deputy General Counsel
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Cedar Rapids

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Vice President and Resident
Director
Merrill Lynch
Davenport

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Chief Executive Officer
IWLC
Cedar Rapids

DORICE RAMSEY

Executive Director
Jane Boyd Community House
Marion

DALE P. REPASS

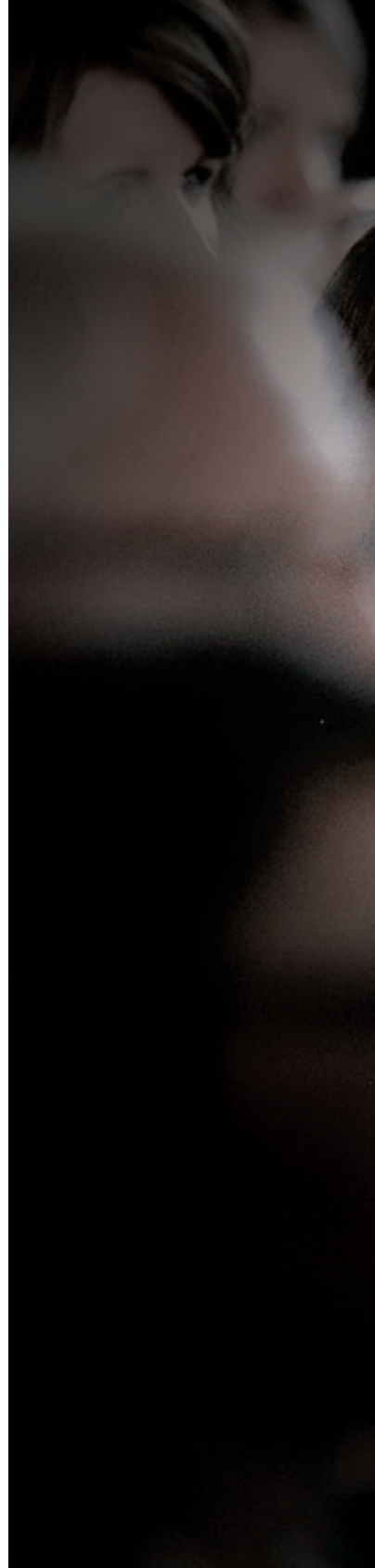
Chairman of the Board
First Community Trust, N.A. ~
Investment Services
Dubuque

MICHELLE VANDE LOO

Senior Actuary
Principal Financial Group
Des Moines

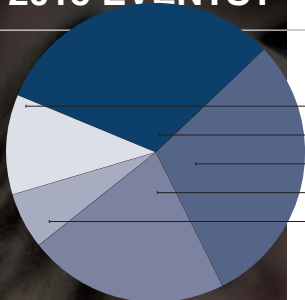
KYLIE WHITECOTTON

Senior Manager
RMS US
Des Moines



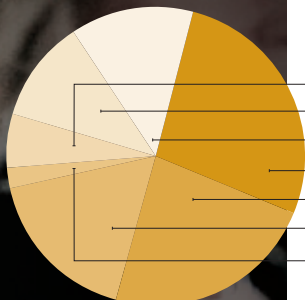


WHO ATTENDED OUR 2015 EVENTS?



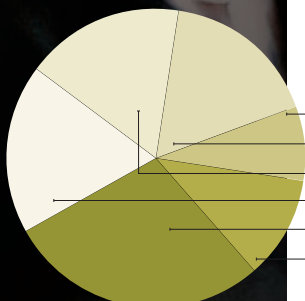
AGE

20-29: 11%
30-39: 32%
 40-49: 30%
 50-59: 22%
 60-69: 6%
 70+: 0%



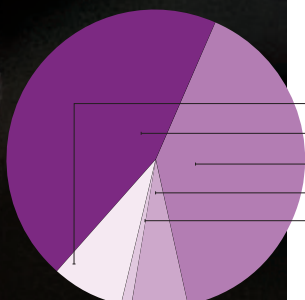
INCOME

\$50,000 or less: 6%
 \$50,001-75,000: 11%
 \$75,001-100,000: 13%
\$100,001-150,000: 27%
 \$150,001-200,000: 23%
 \$200,001-350,000: 17%
 \$350,000 or more: 2%



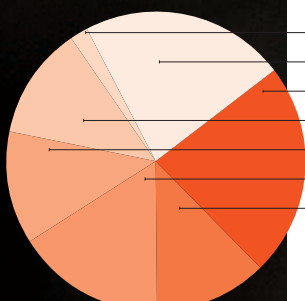
YEARS OF EXPERIENCE

0-5: 8%
 6-10 years: 17%
 11-15 years: 17%
 16-20 years: 18%
21-30 years: 28%
 31 or more years: 11%



HIGHEST DEGREE

AA/some college: 8%
BBA/BA/BS: 45%
 Advanced: 40%
 High school: 6%
 Other: 1%



POSITION

Consultant: 2%
 Individual contributor: 22%
Middle manager: 23%
 Project manager: 12%
 Senior manager: 16%
 Senior executive/owner: 12%
 Other: 12%

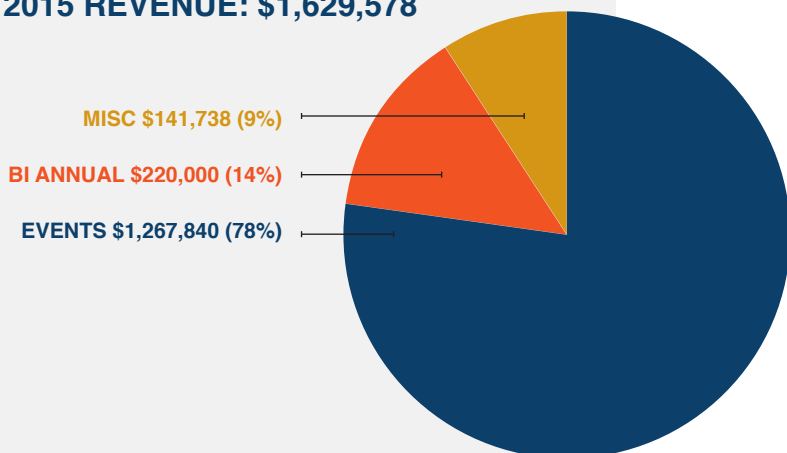


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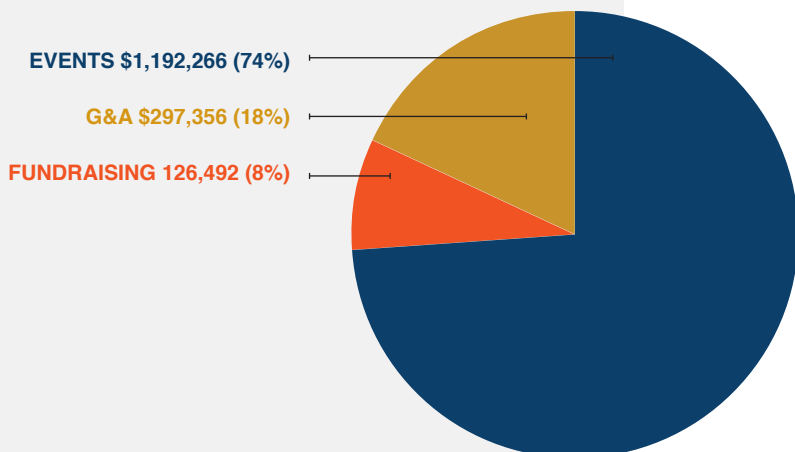
Kathryn
MidAme

2015 FINANCIALS

2015 REVENUE: \$1,629,578



2015 EXPENSES: \$1,616,114



American Energy is proud to support IWLC and its programs. This organization provides information, resources and training specifically focused on promoting and developing women leaders. Partnering with IWLC provides opportunities to develop and strengthen employees while helping companies to become more knowledgeable about women leadership skills and assets. IWLC is our “go to” resource for women’s leadership.”

John Kunert, Vice President for Business & Community Development,
American Energy, Des Moines, Iowa

2015 SPONSORS

ABI	Great West Casualty	Nyemaster Goode, PC
Accordia Life	GreatAmerica Financial Services Corporation	P&G
ACT	Greater Cedar Rapids Metro Economic Alliance	Palmer Candy Co.
Alliant Energy	Greater Des Moines Partnership	Paramount Ambulance
American Equity	Greenberg Jewelers	Pearson
American Trust & Savings Bank	Guaranty Bank & Trust Co.	Pella
Anderson Weber	HNI	Plaid Swan
ARAG	Ho-Chunk, Inc.	Principal Financial Group
Bank of America Merrill Lynch	Hy-Vee	Prudential
Bankers Trust	INS Family of Companies	Radio Dubuque
Banklwa	Iowa City Area Development Group	Rausch Productions
Jack & Gail Bernstein	Iowa Economic Development Authority	Regina Roth
Briar Cliff University	Iowa Restaurant Association	Rockwell Collins
Business Record	Iowa Startup Accelerator	RSM US LLP
Casey’s General Stores	Iowa State University - College of Business	SBDC/Kirkwood
CBS2/Fox28	Iowa State University - Office of the Provost	Security National Bank
Cedar Rapids Bank & Trust	ITC Midwest	Siouxland Chamber of Commerce
Charese Yanney	John Deere	Siouxland Community Foundation
City of Cedar Rapids	Kaplan University	Square One DSM
Collins Community Credit Union	Klinger Properties	TH Media
Community Foundation of Greater Dubuque	Lil’ Drug Store	The Straub Corporation
Corridor Business Journal	Loras College	Theisen’s Home Farm Auto
Dale & Diane Repass	Markey’s Rental & Staging	Transamerica
Davis Brown Law Firm	McDonough Foundation	TrueNorth
de Novo Alternative Marketing	McGrath Auto	U of I Community Credit Union
Delta Dental	Mercy Medical Center - Cedar Rapids	UFG
Des Moines University	Mercy Medical Center - Des Moines	UI Healthcare
Diamond Jo Dubuque	Mercy Medical Center - Dubuque	Unity Point Health Cedar Rapids
DoubleTree by Hilton Hotel Cedar Rapids Convention Complex	Mercy Medical Center - Sioux City	UnityPoint - Finley
Dr. Michael & Lynn Kafka	MidAmerican Energy	UnityPoint Health - Des Moines
Drake University	Morgan Stanley	University of Iowa
Dupaco Community Credit Union	Mystique	US Bank
DuPont Pioneer	Nationwide	Van Meter
DuTrac Community Credit Union	Northeast Iowa Community College	Veridian Credit Union
Eastern Iowa Airport	Norby Distributing	Vision 2020
EMC Insurance	Nordstrom	Wayne State College
Equitrust		Wells Fargo
Friedman Insurance		West Bank
GE Capital		Western Iowa Technical Community College
Ginny & Polly Peterson		Wixted & Company
Gleeson Family Foundation		



‘River to River’ in 2015

This past year marked the first time that IWLC offered its distinct brand of leadership education “river to river” in Iowa, hosting conferences in Sioux City, Des Moines, Cedar Rapids and Dubuque. Additionally, the organization expanded its Invest in She by IWLC events to Central Iowa, as well as reprising its original event in Eastern Iowa. In all, more than 4,000 women, men and college students were inspired by nationally known speakers on the topics of women’s leadership and empowerment, gender intelligence and female entrepreneurship.



2015 SIOUXLAND CONFERENCE

On March 17, IWLC kicked off its 2015 conference agenda in Sioux City with a professional track program, CEO Forum and Student Track program, featuring keynote speakers Dr. Tererai Trent, scholar and humanitarian; Lisa Bloom, American civil rights advocate and legal analyst; and Susan Packard, co-founder of Scripps Interactive and former chief operating officer of HGTV. Drawing 200 women and 150 college students, the event created buzz within the community. “Women at all levels in their career path and all walks of life need ways to enhance and strengthen their leadership skills and network with others,” said Lea Greathouse, executive director of the Mercy Medical Center Foundation. “IWLC is leading the way for Iowa women to connect and be inspired for their next opportunity, whatever that may be!”

2015 EASTERN IOWA CONFERENCE

Over the course of two days, leaders converged in Cedar Rapids, April 21–22. With a robust lineup of internationally and nationally recognized speakers, the conference engaged 1,100 women and men around the issues of women’s leadership, gender intelligence and gender dynamics, and entrepreneurship. A few of the speaker highlights included: Sheryl WuDunn and Nicholas Kristof, Pulitzer Prize-winning journalists; Carly Fiorina, the first woman to lead a Fortune 50 business; Susan L. Colantuono, an expert in women’s leadership development, gender dynamics and hidden gender bias; and Linda Rottenberg, a dynamic expert on entrepreneurship, innovation, emerging markets and leadership.

2015 DUBUQUE CONFERENCE

More than 300 women and undergraduate students from area colleges joined together in Dubuque on October 8, gleaning wisdom shared by four nationally recognized speakers on women’s leadership as part of the inaugural IWLC Dubuque Conference. Nancy Van Milligen, president and CEO of the Community Foundation of Greater Dubuque, was “excited and inspired” by the inaugural conference. “The level of professionalism and the quality of speakers has been delightful,” she says. “There is a joy in having so many professional women in Dubuque and the networking opportunities that abound here at this conference.”



2016 EVENT LIST

Siouxland Conference

February 16, 2016
Marina Inn and Hotel
South Sioux City,
Nebraska

Eastern Iowa Conference

April 26, 2016
DoubleTree by Hilton
Convention Complex
Cedar Rapids, Iowa

Invest in She – Des Moines

June 9, 2016
Drake University
Des Moines, Iowa

Invest in She – Corridor

June 14, 2016
The Hotel at Kirkwood
Cedar Rapids, Iowa

Dubuque Conference

October 11, 2016
Grand River Center
Dubuque, Iowa

Central Iowa Conference

October 27, 2016
Iowa Events Center
Des Moines, Iowa

2015 CENTRAL IOWA CONFERENCE

With the iconic Elton John song “The B*tch is Back” pumping through the Iowa Events Center, the fifth annual IWLC Central Iowa conference kicked off with opening keynote speaker Carol Vallone Mitchell, author of *Breaking Through B*tch: How Women Can Shatter Stereotypes and Lead Fearlessly*. Other dynamic keynote speakers at the event included Arianna Huffington, chair, president, and editor-in-chief of the Huffington Post Media Group; Anna Maria Chávez, CEO of the Girl Scouts of the USA; and Marietta Colston Davis, vice president of U.S. Dynamics at Microsoft. “IWLC raises the bar every year in the quality of speakers and content,” said Liz Nilsson-Halder, IT director at Principal Financial Group and the Conference Chair. “This year was no different. My inbox has been overflowing with compliments from attendees!”

2015 INVEST IN SHE BY IWLC — CORRIDOR

Six Iowa women-owned businesses netted a total of \$40,000 from local power investors at Invest in She by IWLC – Corridor on June 11 at The Kirkwood Hotel and Event Center. The second-year event celebrated female entrepreneurship in Iowa. The evening’s big winner, Elizabeth Caven, won \$20,000 from investors. “I am speechless,” said Ms. Caven, founder and owner of UpCraft Club, based in Des Moines. “It was a phenomenal event. It is fun to tell people about what the company is and it’s great to see people getting excited about sewing.”

2015 INVEST IN SHE BY IWLC — DES MOINES

With opening words of wisdom from Iowa Lt. Governor Kim Reynolds, a strong advocate for elevating women entrepreneurs in the state, six women entrepreneurs presented their businesses at the inaugural Invest In She by IWLC – Des Moines pitch competition on September 10. The big winner was Megan McKay of Peace Tree Brewing Company, who took home \$12,000. “This process gave validation to me as an entrepreneur,” said Ms. McKay. “It shows me that if you have a compelling story and product, you can succeed. And it was inspiring to be in a group of women who are also entrepreneurs.”

“IWLC conferences are inspiring and empowering for both women and men at any stage in their career. Our company utilizes the conferences as a tool for professional development for our employees, but they also gain valuable personal development as well.”

Patricia Kampling, Chairman, President and CEO, Alliant Energy





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