

“Embrace
ambition.”

**Stacey
Cunningham**

First female president of the
New York Stock Exchange.

Women Who Mean Business

Meet the trailblazers transforming Greater Des Moines.



“Don’t let other people define your path to success.”

—HEIDI S. NEBEL, MANAGING MEMBER

Back row (standing, L-R): Christine Lebron-Dykeman, Jill N. Link, Sarah M. Dickhut
Front row (sitting, L-R): Heidi S. Nebel, Cassie J. Edgar, Patricia A. Sweeney

McKee, Voorhees & Sease, PLC

What is the best advice you can offer to young entrepreneurs in the city?

Heidi S. Nebel, J.D.

Don't let other people define your path to success. Staying true to yourself and your vision is the surest way to get there.

Jill N. Link, J.D., Pharm.D.

Find an attorney to be your trusted counselor to guide you in business. Your intellectual property attorney will be a key asset to your business.

Christine Lebron-Dykeman, J.D.

Find a mentor who will be your confidant and will give you all the tips and tricks for being successful long-term.

Cassie J. Edgar, J.D., M.S.

Think about the life you want to build for yourself and create a "to be" list that drives your "to do" list. Are you inspired by the vision of leasing a building, hiring dozens of people, and growing a company? Are you an idea generator who prefers to monetize intellectual property through licensing as others take products to market?

Patricia A. Sweeney, J.D.

Have a clear vision of what need your business fulfills, then protect what is unique about that vision.

Sarah M. Dickhut, J.D., M.A.

Be prepared to take advantage of unexpected opportunities. Balance creativity with planning so you have the organizational foundation to be flexible and adapt.



Your Worldwide IP Partner Since 1924™



“During the last seven years, President Angela Franklin has led Des Moines University with inspiration, consistency and a powerful vision. She has steadily raised the bar for the entire campus community to be sure that we deliver innovations in teaching, research and community service every day.”

—STEVE MORAIN, DMU CHAIRMAN,
BOARD OF TRUSTEES

Des Moines University

Angela L. Walker Franklin, Ph.D.

PRESIDENT & CEO

What is the best advice you can offer to young entrepreneurs in the city?

Des Moines is a vibrant city with various entrepreneurs who are fueling the economy and reputation of the region. And, because the city permits easy access and networking, the best advice I have is for these leaders to seek each other out and share their ideas and talents. At DMU, we have seen the benefits of inviting different perspectives into problem solving and strategic development. These individuals will succeed by realizing the power of sharing through collaborative exploration.

What is the single most critical talent you possess in your role?

As president of a health sciences university, where I am surrounded by amazing talent and innovation, I listen carefully to help make connections across campus and help fuel collaborative innovation that serves our mission. By listening actively and encouraging others to engage we can infuse the culture with positive energy and create powerful opportunities.

Has #mentorHER or #metoo affected you in your business?

These movements have been transformational in several ways. DMU has been recognized for our ability to provide a safe and supportive environment for all students, in particular learning how to handle difficult situations and conversations. And because half of our student population is women, we have dedicated programming to support them. For me, the time-honored Golden Rule is the best guide for living a rewarding life.

 **DES MOINES UNIVERSITY**



"I am proud to be part of a company demonstrating that success is created by loving what you do."
— MARY INBODY

Lincoln Savings Bank

(L-R) *Stephanie Avery* | SENIOR MORTGAGE LENDER; *Mary Inbody*, EVP | HEAD OF RETAIL; *Cathy Schuler*, EVP | HUMAN RESOURCE DIRECTOR; *Bradie Kuebne* | COMMERCIAL LOAN PORTFOLIO MANAGER; *Lindsey Ellis*, VP | REGIONAL RETAIL LEADER; *Angela Evans* | MARKETING DIRECTOR; *Michelle Miller* | LPL FINANCIAL ADVISOR*

When you work with Lincoln Savings Bank (LSB), it is immediately apparent they empower dynamic women in key positions. With female leaders on their board of directors and over 40% of the executive management team comprised of women, LSB not only values diverse views and innovative thinking, but has built a business model around those values.

In addition to providing a workplace where women can thrive in business and at home, LSB also supports the empowerment of women in your neighborhoods through funding

organizations like the Girl Scouts of America and 100+ Women Who Care. They also cultivate the success of women-owned businesses by working with them to help achieve their financial goals.

Living up to the core values of fostering superior talent and building strong communities, LSB hopes to inspire others to thrive by example. Whether it be through driving the advance of financial technology or making a true impact on the financial success of a customer, LSB continues to shatter the banking mold- and the glass ceiling.

**Securities offered through LPL Financial, Member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates.*





"Change is Inevitable ... Growth is Optional"

Sheraton West Des Moines Hotel

Laura A Warner

DIRECTOR OF SALES & MARKETING

What's new at the Sheraton West Des Moines?

Exciting things are happening at the Sheraton West Des Moines! Finalizing a multi-million-dollar renovation that includes the guest rooms, lobby, meeting space and dining outlets. With the completion of the Marriott-Starwood Integration, the Sheraton brand and unique qualities will now be complimented by the resources and reputation that Marriott International brings to the world of hospitality. "Together We're Better!"

How do you define success?

Success is that point in your career when you are truly respected by your peers. Not for the number of business cards you've collected, but for being

that person who has managed a career, perhaps a family all while giving back to the community.

What is the single most critical talent you possess in your role?

The most critical talent I possess is the ability to create an instant rapport. Sales is about relationships and building trust ... if you can establish that foundation early, you're half way there!

Share your favorite quote or words you live by.

"Change is Inevitable ... Growth is Optional"
Let's face it, things change, people change, and circumstances change. Either accept it, reject it or compromise ... the choice is yours.



Sheraton



"All our dreams can come true, if we have the courage to pursue them."

—WALT DISNEY

Maffitt Lake Equestrian Center

Libby Antisdel Hott

OWNER

The best advice Libby ever received was from her grandfather, John Graham, who founded The Graham Group and Graham Construction Company in Des Moines. "Surround yourself with people who are smarter than you and you will be successful." Libby has applied this advice to her business today.

What is the most critical strength you possess in your role? The ability to wear many hats. When you own and operate a small business as well as being a mother and wife, you need to have the ability and know-how, to perform all jobs. For the Equestrian Center, this is everything from accounting, graphic design, event planning and

social media postings to driving a tractor, running a concession business and managing a horse show.

How do you define success? You must find a career in life that you love and enjoy, yet at the same time are able to give back to the community. We have used the Equestrian Center and various equine events to raise money for the Alzheimer's Association, A Heinz 57 Pet Rescue, Furry Friends Refuge and ARL.

Starting in 2019, Maffitt Lake Equestrian Center will be available to rent for weddings and private events.





Front (L-R): Julie Young, Teal Creek Homes | Rebecca Zoet, This New Old House | Valerie Sutton, Harvey's Greenhouse | Tina Krug, Red Fern Landscape Design | Jodi Alsted Mann, Salvage This | Michelle Davison, Timberline Design | Eva Helps, Helps Homestead
Back (L-R): Julianna Cullen, Iowa Realty | Jacque Johnson, Adel Quilting & Dry Goods | Amy Keiderling, Modville | Jen Boyden, Salvage This | Angela Schrad, Restoration Harmony | Amy Lucht, Re/Max Real Estate Group

Creative Women Entrepreneurs

City of Adel

Meet the "cool creative club" of Adel! This group of women entrepreneurs is passionate about their community: a perfect mix of historic charm and new growth. Looking for a vintage or repurposed treasure or a new lifestyle in a small town just 20 minutes west of Des Moines...come visit us. We'd love to meet you!

Adel Quilting & Dry Goods Co.
Charming shop known in quilting circles for its beautiful fabrics, patterns, notions, gifts.
adelquilting.com

Amy Lucht, REMAX
"Painting the town RED, one door at a time."
Bike.Pray.Love: Adel
FB@Amy Lucht, Realtor

Cullen Howe Group- Iowa Realty
Knowledgeable. Experienced. Passionate. We love living in Adel. We think you will too.
#DwellinAdel
cullenhowegroup.com

Harvey's Greenhouse
Iowa's longest-standing, family-owned greenhouse operation. A full acre of horticultural treasures.
harveysgreenhouse.com

Helps Homestead
Creating and helping you create hand-crafted rustic farm and boho chic decor and home goods.
helpshomestead.com

Modville & Modville Tours
Your vintage/retro/mid-century modern 6,000 square-foot shop of fab finds! Come Lounge with Us!
FB@modvilletours
modville.com

Red Fern Landscape Design
Creating gorgeous outdoor spaces that bring the party outside.
redfernlandscape.com

Restoration Harmony Homes & Harmony Hall on Riverside
dream.design.inspire
FB@harmonyhomes14
FB@harmonyhallonriverside
restorationharmonyhomes.com

Salvage This
Upcycled furniture, vintage, repurposed, handmade goodies. Hosting 35+ local vendors.
FB@salvagethisadel

Teal Creek Homes
Relationship-driven home building experience for those looking for a more personal journey through the process.
FB@tealcreekhomes

This New Old House
Inspiring unique character and vintage charm in your home and lifestyle.
thisnewoldhouse.net

Timberline Designs
Rustic-built home furnishings and fixtures to fit your home style.
timberlinedesignsiowa.com



Celebrating 25 Years

Growing Business and Friendships

In the summer of 1993, during the worst flood in 500 years, three young women started brick and mortar businesses in Des Moines. Through bootstrapping and grit, each business not only survived, but thrived to become integral parts of the community.

Julie McGuire runs Zanzibar's Coffee Adventure, an Ingersoll neighborhood coffeehouse offering specialty coffees from around the world, roasted on-site. Julie & her barista are committed to preparing delicious beverages with exceptional service in a friendly, welcoming atmosphere. A perfect blend of coffee and community!

Sally Cooper Smith started Cooper Smith & Company to help companies shape their

futures with smart marketing and brand-driven design. She serves as a strategist for her client's growth and brings a team of talented individuals to execute programs that are powerful and memorable.

Ann Au operates 2AU Limited a unique jewelry studio that emphasizes hand made one-of-a-kind jewelry. Experience the stunning pieces created in house by Ann and her staff plus enjoy our selection of curated art by national and international artists.

These three women—now fast friends—each celebrate 25 years in business this year and thank the many friends, employees, customers and supporters who have helped bring them to this milestone.



2AU



"Remember your 'rents' taught you how to walk, help them with technology."

—BETH ARTIS

(L-R): Paige Mongar, Joan Willer, Beth Artis, Pat Artis, Lisa Fanell

Artis Furniture & Studio 28

Pat and Beth Artis

OWNERS

How do you define success? To me, success can't be finite, measured or put in a box. However, referring to "business success", it's waking up every single morning 100% loving what you do. "Work" that doesn't feel like work brings joy, and that to me is success!

What is the best piece of advice you ever received? From Patty Artis of course. Early in high school, mom said "Bethy, no matter what you do you must get a college education!" Mom wanted for her daughter to always have something to fall back on because "you never know what the future holds." Though the context has changed

over the years, that simple talk has fueled my intense drive to learn everything I can everyday.

Share your favorite quote or words you live by. Never stop learning (thanks Patty)! Also, remember that you learn by keeping your mouth shut and listening to people who are smarter than you.

What is one thing that very few people know about you? In 1991 I started my business, Strategies Inc.. Loved it. Designed/built commercial projects for 22 years. Artis Furniture was never ever part of "my" plan. I'm certain though now, it was HIS plan.

Since Furniture's existence 1978
Artis

Studio **28**



"Stay committed to your decisions, but stay flexible in your approach."

—TONY ROBBINS

TAMMY HECKART

Iowa Realty

REALTOR

How do you define success? Happiness. Do what you love and are passionate about.

What is the best advice you can offer to young entrepreneurs in the city? Work harder than the person beside you. Set goals. Be Smart enough to listen.

What do you hope that your son has learned from you? I hope Conner learned that without hard work, you have nothing.

What is the best piece of advice you ever received? Only you know what you're worth. If you need a raise, take a long look in the mirror and go get one.

If you could have one do over, what would it be and why? I would learn to not partner with friends. It's business! Great friendships have been lost.



tammy heckart



"Do work that you are proud of with your talented friends."

—AMY POEHLER

East Village Spa

Cassie Sampson, LMT

OWNER

How do you define success? I make a living surrounded by people I really like: My incredible employees, our guests, and the friends I've met through community organizations. I genuinely enjoy being at work and thinking about work. That's success.

What is the best advice you can offer to people considering a career change? We spend so many hours at work that if you aren't happy in your career, do something about it! An advanced degree is great, but don't rule out shorter programs that lead to professions like massage therapy or esthetics, where you can make a difference in someone's life.

What is the best piece of advice you ever received? For the first few years owning my business, I felt like I had to act the way people expected a spa owner to act. A coach helped me realize how exhausting it was to keep up my work persona and my "real life" persona. Now I am who I am, in all interactions, business or personal. I stopped coloring my hair years ago, I snort when I laugh, and I'm more confident. This gives my employees and guests permission to do be themselves and helps people feel comfortable in my spa.



Trailblazers

These *dsm* Sages over 70 honorees share their perspective on why women are stronger than ever.



LORETTA SIEMAN

COMMUNITY LEADER

In the '50s and '60s, women had few doors to open as they decided their future. Becoming a teacher, nurse, secretary and most importantly a married lady and mother were honorable professions. But I sensed many wanted more and kept pushing at the door. I watched that door being pushed by many bright young women who knew they could and should do more. They listened to their mentors and challenged their peers to join in opening that door as wide as they could.

It is exciting to watch the young women of today in more occupations, on boards usually void of women, and jumping into the political scene. I am proud of our young women across the state stepping up with confidence, energy and pride. I feel very confident that everyone, men and women alike, will continue to keep the door open to our future generations. I am ready to relax in my rocker and watch our young men and women working together to truly keep pushing the door for more and more.

ROXANNE CONLIN

ATTORNEY

When Clarence Thomas was nominated to the Supreme Court in 1991, a woman who worked with him in the 1980s came forward reluctantly to testify that he had sexually harassed her. Despite Anita Hill's testimony, which was ignored in the Senate and maligned in public, Thomas was confirmed.

Soon after, there was a sea change in attitudes about Hill and the issue of harassment. I attributed this change to the conversations occurring between men and women, who made clear how common such misconduct has been in their lives. Such previously unspoken truth finally was expressed openly in full voice. We have made slow, uneven progress since then. The powerful "me too" movement founded in response to sexual misconduct of famous men gives me new hope.

It is impossible for women to climb to the top of their professions if they have to contend with illicit touching, explicit jokes and sexual innuendos poisoning their work environment. After 52 years of practicing law in this field, I know we will never eradicate sex discrimination and harassment.

Yet today a record number of women are running for office in Iowa and across the nation, many in response to misbehavior that cannot be ignored or excused and the erosion of norms we depend on for our democracy to continue. If elected, they will bring strength, compassion and empathy to the tasks, changing the very nature of politics – for the better.



MARY KRAMER

RETIRED AMBASSADOR



Much has been written and said over the past months regarding change in the way women are perceived in our society. Issues and concerns are heard in new ways. There is more careful attention given to ensure balance of opportunity, from boards of directors to first-line supervisors in the business community. It is thought women political candidates are more electable than men in some districts. It's all good.

Why the change? That question is being widely explored. Certainly some significant and egregious examples of gender bias have become public and received much media attention. The public tuned in. For the first time many people accepted the truth that these kinds of behaviors are far more prevalent than anyone wanted to believe in the past. And the public has made it clear that such behavior is

unacceptable. Businesses and organizations understand that public opinion has changed.

More compelling than why is how. How will women seize this new momentum and the opportunities presented by this change in public perception? Our society will be better for it.

I do not like to stereotype women, but in my experience over many decades, these foundational characteristics are almost always present in women in their various roles: an open approach to problem-solving and a willingness to communicate and to collaborate. The tone of the discussion changes, usually making everyone at the table more civil.

In today's environment, women can speak with more confidence, knowing their thoughts and ideas will get a fairer hearing. We can be more assertive in

applying for jobs and seeking new leadership opportunities knowing our basic skill set serves us well in teams, no matter what the industry or activity. But will we?

The answer is yes—when we take charge of our own lives, manage ourselves first. What is our personal vision of our desired future? “If you don't know where you're going, any road will take you there.”

Prepare to accept risk and change. Adopt self-confidence that says “Yes I can” or “Yes I will,” not waiting until the time is perfectly right, the kids are older, or we have had training and review that assures us we will not make mistakes. Ask, “What's the worst that can happen?” Hopefully the “worst” can be managed so the opportunity is welcome. Whether knocking the door down or kicking it in, “Just Do It!”

“Embrace
ambition.”

**Stacey
Cunningham**

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