Women

The most trusted local magazine for women in Northeast Wisconsin

MAY 22, 2018

Bridal issue

Creative reception meals

Be the best bridesmaid

How to get started on Instagram

STORE OF HER HEART

Alberta Tete-Lartey of LexMax African Caribbean Market
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I’m pleasantly surprised by how people are interested in new foods. I get a lot of people from Wisconsin who want to learn something new. People are looking for diversity.

– Alberta Tete-Lartey of LexMax African Caribbean Market

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American poet, singer, memoirist and civil rights activist Maya Angelou wrote: “Love recognizes no barriers. It jumps hurdles, leaps fences, penetrates walls to arrive at its destination full of hope.”

Hope and love is what we wish you all as you browse this special bridal edition of Women magazine. You can find it on the faces of the couples featured in our Celebrations photography piece, where photographers Shaunae Teske, Kim Thiel and Kyra Weyenberg sent in love stories they were proud to capture.

For those of you hoping to learn about wedding trends, check out Laura Broullire’s article on creative reception foods featuring dinners that are reflective of couples’ unique personalities. From cocktails to themes, local businesses suggest couples follow their heart. Broullire also enlightens us with her piece “How to Be the Best Bridesmaid.”

If you want tips on how to be healthy this summer, read what Alison Ver Halen has to say about protecting your skin from sun damage. There’s also an article by Amanda Renkas on the benefits of weightlifting. For ideas on what to do this summer, check out replies to our Question of the Month.

For our spotlight feature we have a story with love of culture at its center. Meet Alberta Tete-Lartey of LexMax Market in Appleton, who showcases her adoration of African and Caribbean products and foods at her business for us all to enjoy.

Happy reading.

[Signature]
Melissa Gorzelanczyk
Editor
melissa@mywomenmagazine.com
What event are you looking forward to this summer?

With all that the Fox Valley has to offer it is so hard to choose just one event. The events that I look forward to most are the Concert Series at Houdini Plaza, the Appleton Downtown Farmers Market and Lifest. Extremely excited that the Grand Opening of Eagle Point will occur this summer and will add to the quality of life available in the area.

Jennifer Thompson, Neenah

I believe that the Cellcom Green Bay Marathon truly brings people together as a community. Green Bay has the heart of a small town with all the amenities and features of a metropolitan area. It makes me proud to be a part of this city.

Heidi Siehr, Green Bay

Broadway’s Farmers Market! We open our doors at Gather on Broadway for live music and great food, so we are able to meet so many wonderful people in our community.

Jyll Everman, Green Bay

In the summer I look forward to going to the cabin. It’s a tradition that has been going on for 20 years and is a week full of family, fun memories and great outdoor activities.

Amanda Zieba, Holmen

The city feels alive in the summer, especially the Wednesday night farmers market. I love the food, fun and feeling like a community!

Amanda Brackett, Green Bay

The Oshkosh Convention & Visitors Bureau is at the heart of Event City – so it is hard to pick just one! I look forward to EAA AirVenture as it is our largest event – bringing in almost 600,000 visitors to Oshkosh for the week-long aviation gathering. It is an incredible gathering of aviation enthusiasts from around the world and something that Oshkosh is so proud to host. The economic impact of EAA AirVenture on our area is over $170 million!

Amy Albright, Oshkosh

I’m looking forward to Hiawatha Music Festival in Marquette, Michigan, because it’s a beautiful place full of peace, serenity, amazing music and where you fall asleep under the stars to the soft sound of a fiddle.

Crystal Jones, West Allis

The event I am looking forward to is yoga on the city deck with Jenstar Yoga. I always really enjoy these classes – it is so relaxing being right by the river as the sun is setting.

Katie Ellingson, Green Bay

Looking forward to farmers markets. Weekly stir fry dinner and stock up for rest of the week. Also love seeing the crafts made by local artists.

Vicki Reed, Green Bay

What event are you looking forward to this summer?
In ancient times, a bride-to-be would call upon other maidens to journey with her to the village of her betrothed, thus protecting her from kidnapping by spurned suitors and ensuring her dowry would arrive intact.

By comparison, today’s bridesmaids have it easy.

More than just walking down the aisle and posing for pictures though, the role of a devoted bridesmaid starts well before "I do" day.
DRESS DUTY

Gone are the days when bridesmaids dressed identically to ward off evil spirits. Good thing too, as getting a group of women to agree on a single style and color of dress could be considered evil in its own right.

“The trend is definitely allowing bridesmaids to bring out their own style, within the guidelines set by the bride,” said Brenda Kilheffer, owner of Tie the Knot bridal boutique in Green Bay.

Katie McCarty, owner of Erika’s Bridal Couture in Neenah, encourages bridesmaids to be careful when they speak. “The friends who follow the bride’s lead with reactions to gowns are the most successful,” she said. “It is OK to be honest, but stay positive.”

When it comes to helping the bride choose her own dress, “you can give opinions when asked, but follow the bride’s lead,” McCarty advised. “It is the bride’s day after all, and she wants to wear something that she feels beautiful, confident and comfortable in – not something that she may have been pressured into purchasing.”

LAST FLING BEFORE THE RING

“One of the main jobs of the maid of honor is planning showers for the bride, with the help of the other bridesmaids,” said Toni Boutillier, sales consultant at Elaine’s Wedding Center, Green Bay.

But before booking an extravagant girls’ getaway to Nashville, Kilheffer reminds planners to keep finances in mind. “Be respectful of what everyone can afford,” she advised. “Weddings are expensive, and people are already spending a lot of money.”

In the days leading up to the ceremony, an awesome bridesmaid will have a positive attitude and be “willing to help out with decisions and tasks when asked,” McCarty said, “but also knows when to keep their mouth shut.”

“The most successful wedding party is willing to go with the flow,” added Nicole Nohl-Ress, who serves as wedding host at St. Norbert College Parish, which sees upwards of 40 ceremonies per year.

BRIDE’S BIG DAY

On the day of the ceremony, most brides are a bundle of nerves. That’s when she really needs her maid or matron of honor by her side – “someone who is focused on adoring that bride so she relaxes and is present in the moment,” Nohl-Ress said. Her honored attendant “is willing to go the extra mile for the bride. Maybe she needs a glass of water. Maybe she needs...”
a tissue. Maybe she needs someone to hold her bouquet so she can give someone a hug and do a happy dance."

The maid of honor’s job is “to help her keep her sanity on the day of the wedding,” Boutillier added.

Similarly, the rest of the bride’s team will “help her keep her cool so she is focused on the day and the man she is meeting at the church,” Nohl-Ress said. “Their job is to frame the bride for the day and make her feel extra special.”

PERSONAL ATTENDANT

Some brides will choose a dependable friend not in the bridal party to serve as a personal attendant. “The maid of honor typically stays with the bride,” Kilheffer said. “The personal attendant might stay in touch with the groom,” making sure he has his corsage, etc. She might also light candles, “making sure all those details are taken care of.”

Another key role is to bring along an emergency bridal bin — including backup hair and makeup supplies, deodorant, a sewing kit and gum or breath mints, Nohl-Ress said. “And small scissors,” Kilheffer added.

Also, “I love when they come with a list: ‘Here’s the florist. Here’s the phone number. Here’s the time of arrival,’” Nohl-Ress said. “They carry the resource list with a charged phone. That’s a stellar attendant’s job.”

BOYS ON THE SIDE

He used to be called the “best man” because he had to be strong and good with a sword in case the bride’s father objected to the union. Today, the role mainly includes safeguarding the wedding rings, getting to the church on time and “keeping the groom calm,” Kilheffer said. “It’s good to have someone to talk to.”

Another job? “Making sure people don’t drink too much.”

“These are vows to last a lifetime,” Nohl-Ress added.

Similarly, the groomsmen “need to act together as a team — cheering on the groom,” Nohl-Ress said. “My biggest tip for the guys is don’t wear your jacket to the church. It will get wrinkled. Definitely try it on before, but carry it to the ceremony.”

Ushers might be called upon to move furniture, hand out programs or walk Grandma down the aisle. Regardless of the size of the task, Nohl-Ress said a stellar usher will “have pride and take honor in that, but still look like they are having fun.”
FOOD-RELATED WEDDING TRADITIONS EXPLAINED by Laura Broullire

Cake smashing: Wedding cakes in ancient Rome were not traditionally eaten. Instead, the groom took a bite of bread or smashed a barley cake over the bride’s head to symbolically seal the union. He’d crumble the rest of the piece over his bride, as guests scrambled to collect good-luck crumbs.

Groom’s cake: A separate cake for the groom dates back to Victorian England. Typically a fruit cake, it was served to bridal attendants, along with a smaller bride’s cake. As this tradition made its way to America, couples in the South used the opportunity to give the groom something uniquely his own on a day when most attention is paid to the bride. Today’s groom cakes, usually made of dark chocolate, often contain fruit, nuts and/or liqueur.

Rice: Long before couples were showered with bubbles or flower petals, Ancient Romans would shower a newlywed couple with wheat – a fertility symbol. Coins, too, were used. The successor to this tradition was rice, which people in the Middle Ages believed symbolized prosperity and good fortune. While rice – like birdseed, which became popular in the mid-1980s – makes for a messy, slippery sidewalk for guests, it is not toxic to birds, according to the Audubon Society.

Top layer of cake: In the late 1900s, multi-tiered wedding cakes were coming into fashion. The top tier of these expensive creations became symbolically saved to serve at the birth or christening of the couple’s first child, either to ensure a fertile union or to save the expense of buying another celebratory dessert.

Sources: Babble.com, SouthernLiving.com, MarthaStewartWeddings.com
Marrying food and fun: CREATIVE RECEPTION MEALS
No two married couples are exactly alike and, frequently, today’s wedding day dinners are reflective of their unique personalities.

“They want to make it memorable,” said Peter Kuenzi, owner and chef at Zuppa’s Market, Café & Catering, Neenah. “All their friends are having weddings, and they want to be different.”

Holly Boettcher, co-owner of Whistler’s Knoll – an event venue located just outside of Hortonville – said their clients are looking to do “anything nontraditional.”

“They are so excited to do something different and unique,” Boettcher added. “Something fun that their guests will be talking about for years.”

CREATIVE COCKTAILS

Sue Lamers, event coordinator at The Grand Meridian, Appleton, is also seeing an increase in couples seeking something unusual. “They are looking for that one little twist.”

Oftentimes, that “twist” is found behind the bar. “Many of our special requests come in the form of different drink recipes or signature cocktails,” Lamers said.

A fountain that dispenses old fashioned cocktails is always a hit. “It is unique and very Wisconsin,” she said, adding the fountain is wildly popular with grooms who “don’t always have a lot of special requests. But when they hear about the old-fashioned fountain, they say, ‘We are definitely having that.’”

TRUE TO THEME

To honor their family culture, some brides and grooms will serve ethnic dishes at their receptions. For example, Kuenzi said he catered dinner of Indian food for a groom who was from India. He did something similar, he said, for a groom from Peru. “It was a plated meal. Half of the food was Peruvian, and the other half was more traditional.”

He also recalls a recent Hawaiian-themed wedding where the couple had sushi and Spam on the menu. Another bride wanted a Wisconsin-themed reception of heavy hors d’oeuvres. “All the beer, soda, cheese, fish

CONTINUED ON PAGE 12
– everything was a Wisconsin product,” Kuenzi said.

One of the most unique themes Lamers can recall is a Dr. Who-themed wedding. “There were tardises everywhere,” she said, including tardis cookies. “It was actually pretty fun.”

**BY REQUEST**

As dietary considerations become increasingly mainstream, so too do special dietary requests at receptions. Kuenzi recalled an hors d’oeuvre party last summer that was 100 percent vegan.

Lamers said it is rare for The Grand Meridian to hold an event without at least one special dietary request, with which they are happy to comply. “We do a wonderful eggplant Napoleon that is both vegan and gluten free,” Lamers said. They’ve also complied with requests for organically grown and/or locally produced ingredients.

Other couples put in requests for the caterers to use traditional family recipes – especially desserts. Lamers said, like a treasured oatmeal raisin or sugar cookie recipe.

Kuenzi said he’s been asked to re-create a “chicken dish that’s been in the family for 50 or 60 years, or maybe Grandma’s potato salad recipe.”
FAN FAVORITES

Reception food doesn’t have to be fancy: “We’ve had weddings where they’ve had pizza,” Boettcher said. “I’ve seen a taco bar, a nacho bar. Fajitas, even, are big.”

Lamers cited an increase in breakfast-themed receptions, as well as the late-night snack that’s served several hours after the main meal. “I’ve seen a nacho bar and mashed potato buffets. But the majority of couples – I’d say about 75 percent have some type of late-night snack.”

Kuenzi said he once brought in trays of tenderloin for late-night guests to enjoy tenderloin sandwiches. “I remember another couple had a food truck,” he said. “And at one wedding, they brought in a hotdog cart.”

And for dessert? “Cake is out,” said Boettcher, who added that couples were bringing in lots of cupcakes and cookies. “Even pies were big. Now, we are seeing doughnuts,” she said. “They are so beautiful.”

At the end of the day, Boettcher said it’s important for couples to be true to their tastes and serve their own personal favorite foods. “The bride and groom, it’s their special day,” she said. “I think they should follow their heart and go with what they want.”

w
UNWAVERING ADORATION
Will & Annalise Taylor, Chicago, IL

“Will and Annalise are the perfect blend of art and science and met over a shared affection of the two at an exquisite restaurant in Chicago’s River West. Will, a biology teacher, and Annalise, an art curator, sought out the perfect wedding venue to blend their lives at Door County’s Woodwalk Gallery. Their celebration was filled with bright colors, handmade works of art, a New Orleans brass band and sealed with stories and toasts over a memorable meal from their favorite Chicago restaurant, The Dawson. This wedding sticks out as one of my very favorites because of all the meaningful elements they included. It truly felt like I was walking into a party styled to reflect their lives, which I believe every wedding should be.

As for me, I’ve always said “I’m in it for the cake!” but seriously, what an honor to capture the most epic events in life. I like food. Like, really good food ... just a little. After all, we are what we eat. And humans ... I adore humans! I love meeting people and hearing their stories. I wish I could make a documentary of everyone I meet. I think life unites us with certain people for a reason and discovering why is fascinating to me. I believe in living an adventure and enjoy getting lost along the way. Stumbling upon the unexpected creates the fondest of memories and the best stories. Being a photographer allows me to uncover these stories we hold within and share them with the world. It truly is my dream job.”

Find her at kimthielphotography.com

-Kim Thiel of Kim Thiel Photography
A MAGICAL DAY
Corinne & Cory Rued, Neenah
“Between the trees at the Oshkosh Country Club, Corinne and Cory pronounced their love for one another and vowed to be together forever. The entire day was one big, joyous celebration! Their color scheme was beautiful! Masalas and hints of deep plums were the perfect colors to transition from summer to fall. Corinne’s dress was my favorite detail though. I swooned over the long sleeves and lace. After the ceremony, a delicious dinner and yummy cake followed. To end the evening, friends and family danced the night away beneath the stars under a beautiful white tent. It truly was a magical day!”

- Shaunae Teske, photographer

Shaunae Teske is an international wedding photographer, writer, traveler and educator living in Green Bay, Wisconsin. She loves documenting real moments and photographing couples in love. View her work: shaunae.com.

CONTAGIOUS KIND OF LOVE
Jeremy and Kathryn Fox, Iowa
“Jeremy and Kathryn have a contagious kind of love that simply in its presence lifts your spirit. I don’t think a dry eye existed in the garden as they exchanged their vows and shared personal written love notes to each other professing their commitment and faithfulness to one another. Being musicians and songwriters, music was meaningfully incorporated into their wedding day. They both surprised each other with a song they wrote for the other, and fellow musician friends performed during their reception making it a very special celebration to enjoy. It was a beautiful and intimate day, and I was so honored to capture it. One of my favorite parts of this photo is seeing Kathryn’s ring which is a family heirloom from Jeremy’s grandmother. How special it is to have little moments on such a big day be shared with those we love in memory and spirit.”

-Kyra Weyenberg of Kyra Rane Photography

Kyra is a photographer and storyteller drawn to the love and beauty we each possess. She chases her curiosity in this world we share together, but currently calls Appleton home where she resides with her husband and two cats. She loves spending her time laughing with others, enjoying the outdoors, and you can often find her with her nose in a good book. Web: kyrarane.com
Surely your physician has already convinced you that iron supplements are an important part of women’s health.

We spoke with three personal trainers who also swear by a boost in iron – specifically pumping iron – to get the most out of your fitness plan and keep you mobile as you age.

They shared with us five major benefits to infusing a little weight training into your routine:

**JOINTS**
As we age, it is common to experience a weakening in the joints – elbows, shoulders, knees and hips in particular. That’s one of the biggest arguments
for weightlifting.

“There are stabilizing muscles around joints. It’s important to do moves that train balance and stability around the joint,” said Wendy Tate, the fitness manager and personal trainer at Crunch in Appleton. “For older people, they throw joints out because the stabilizing muscles are weaker than the prime mover muscles.”

Stronger joints also depend on ligament strength, and when both the ligaments and joint muscles are healthy, a person’s mobility increases.

**MOBILITY**

Mobility, in terms of fitness, means flexibility and how well a person’s joints can freely move. At Crunch, Tate spends a lot of her time helping clients improve their mobility.

“Most people walk forward. The treadmill, bike and elliptical machine just focus on forward motion,” Tate said. “But the body moves on more planes of movement. They’re not just moving one part of their body. When you wash the dishes and put something away in the cupboard, you’re rotating around, setting things down. When you open the door, you rotate. When you sitting in a chair, you’re squatting.

So when Tate meets with her clients, she keeps these rotational aspects of daily life in mind and provides exercises that maximize the muscles used in daily life.

**ENERGY**

At Oshkosh Crossfit, coach Ali Tarr said her clients tend to use their workouts to set the tone for their day ahead.

“Our busiest class is 5:00 a.m.,” Tarr said. “They get it done early and they’re ready to go to work and ready to get moving right away at work. That gives them a chance to have a better life balance because they got their workout done bright and early and have time after work to have time with their kids or have personal time.”

The Crossfit model of workouts (Workouts of the Day, as the coaches deem them), pairs traditional weightlifting with cardiovascular and gymnastics components.

“Our workout sometimes isn’t much cardio, but your heart rate is elevated just as much by doing the combinations of weightlifting,” Tarr said. “That releases just as many endorphins.”

**STRONG BONES**

Fit muscles are great, but an element many women fail to account for is bone density. A decrease in bone density means weakened bones, which are more likely to fracture. And despite assumptions that this a concern for a geriatric population, it’s actually a concern much earlier.

“Your think you’re doing well at the age of 30, but unfortunately that’s when bone density starts to decrease, said Kailie VanOursouw, personal trainer at The Exercise Coach in Appleton. “Strength training helps to prolong your bone density. If you’re not strength training, the bones aren’t as protected. That’s when the loss of bone density happens.”

VanOursouw explained that a loss in bone density is a natural part of the aging process.

“Strength training helps slow it down a little bit. It’s not going to prevent it, unfortunately,” VanOursouw said. “As long as they’re moving, maintaining the muscles around the joints and bones, it keeps them safer than if they were to have no strength training at all.”

**WEIGHT LOSS**

At Oshkosh Crossfit, Ali Tarr said she tries to avoid too much focus on weight loss, stressing performance and how the athlete feels instead of a number on the scale.

“We do a body scan when people start so they can see their weight, muscle mass, what the body is comprised of,” Tarr said. “By having more lean muscle mass doesn’t mean you’re going to be big and bulky. You’re going to have more energy, be able to burn more. Having muscle mass gives you more energy throughout the day.”

At The Exercise Coach, VanOursouw uses Exerbotics equipment, which are resistance-based machines equipped with computers that provide real-time data that adjust target zones based on each session. So trainers are able to identify clients’ fitness goals and craft a custom program.
WHAT THE EXPERTS SAY ABOUT PROTECTING YOUR SKIN FROM SUN DAMAGE
You know you need to use sunscreen and avoid direct sunlight, but we picked up some more specific tips from some of our local plastic surgeons on what people can do to stay safe in the sun this summer.

“You want to use a hat to try to decrease sun exposure, and you want to try to avoid direct sun exposure,” said Eugene Schmitt, a plastic surgeon with Green Bay Plastic Surgical Associates. “If you go to the beach, hang out under an umbrella, rather than in direct sunlight.”

When you do use sunscreen, Schmitt recommends using at least SPF 15, although he says something in the 30-60 range is preferable. He pointed out that the higher number doesn’t mean it works better, just that it lasts longer, and you should still reapply your sunscreen at least a couple times a day.

“I also recommend a sunscreen that’s inexpensive if you’re more willing to put that on generously, as opposed to an expensive one that you use sparingly,” said Schmitt.

While the spray-on sunscreens may be convenient, they don’t work as well as the cream-based sunscreens that we rub onto our skin, and if you do use a spray-on, you should be rubbing it into your skin.

“The way it’s meant to be used is to spray it into your hand until you get a little puddle and use that puddle to spread it on the body,” said Michelle Lewis, a plastic surgeon with Forefront Dermatology.

Lewis also advises her golf-playing patients to wear two gloves when they golf, instead of just the one. “The glove acts as a physical barrier and it can decrease precancers and skin cancers,” said Lewis. “It can also decrease the aging of the skin.”

She also recommends covering up with long sleeves, a hat, and investing in some clothing with SPF protection, which you can find at several sports outlets. “There are also sleeves you can buy that you tuck up under your short-sleeved golf shirt, if you’re going to be out during the peak sun hours, to increase the coverage on your forearms,” said Lewis. She also wanted to remind us that the peak sun hours are from 10:00 a.m. to 2:00 p.m.

Victoria Negrete, another plastic surgeon with Forefront Dermatology, also recommends antioxidants that can be applied on topically prior to putting on sunscreen.

“Vitamin C, vitamin E and ferulic acid are key ingredients that are absorbed into the skin and act as an additional barrier, and instead of free radicals being absorbed by the skin itself, it’s absorbed by these antioxidants that are in the skin and it prevents a lot of sun damage as well,” said Negrete. “They are by no means a substitute for sunscreen or sunblock, but they do help with protection.”

Another natural remedy some people have tried using is coconut oil, but Negrete stresses the fact that coconut oil is not a sunscreen. “I looked at the studies and it gives you an SPF of anywhere between 5 to 25, depending on the quality,” said Negrete. “It is inconsistent at best and not adequate sunscreen.”
Career mom Alberta Tete-Lartey, age 40, Green Bay, is a woman with thoughtful dedication. She describes herself as resilient and hardworking with a strong attention to detail, talents she uses to improve the store of her heart, LexMax African Caribbean Market in Appleton.

“My store provides Africans and Caribbeans in Northeast Wisconsin access to coveted delicacies,” Tete-Lartey said. “We love sharing our foods and culture with others looking to explore something new.”

Store favorites include jerk seasoning, Jamaican patties, which are similar to an empanada, kenkey (fermented maize dumplings) which is usually served with pepper sauce and fried fish and shrimps, Jamaican ginger beer and fufu, a dough made from boiled and ground plantain or cassava that is used as a staple food in parts of western and central Africa. “You eat it with soup,” she said.

CONTINUED ON PAGE 22
With a BA in Economics & Business from Agnes Scott College in Atlanta, Georgia, and an MBA in Finance and Strategic Management from The Wharton School, University of Pennsylvania, Tete-Lartey was well-equipped to leave her role as VP of Associated Bank in 2017 to focus on getting LexMax on a solid trajectory. She's also figuring out how to position herself in the digital innovation space.

"I am fascinated with digital innovation and the incredible prospects of disruptive technologies," she said, referring to inventions such as Uber and Alexa. "I look forward to working with a venture capital fund to provide startups with much needed funding to realize their expansion goals." Her background in investment banking and management consulting will set her apart in the industry.

In addition to the store and networking in the venture capital fund community, Tete-Lartey treasures time with her family. She's married to Dr. Edward Anafi, who works in internal medicine across a number of hospitals in Northeast Wisconsin, and the couple has two children, Russell Anafi, age 6, and Marielle Anafi, 4. The children attend Leonardo da Vinci School for Gifted Learners and Royal Montessori Academy in Green Bay, respectively. She describes being able to give her children a shower and tuck them in at night as her favorite part of the day.

"As a career mom, I'm well familiar with the demands of work travels," Tete-Lartey said. "Being present for my kids' bedtime routine is a luxury I never take for granted. Of course the quiet 'me time' after that is also a bonus."

She sat down with Women magazine to share more of her story.

**Women: Tell me a little about yourself – Where are you from originally?**

**Alberta:** I am from Ghana, located in West Africa. I moved to the States in 1997 for college. After earning my BA I worked in investment banking at Wall Street. After my MBA I worked as a management consultant with McKinsey in Atlanta, then did development consulting in Ghana for a couple of years before moving to Wisconsin in 2012. For the past 4 years I was VP in corporate strategy at Associated Bank.

**W: What inspires you?**

**Alberta:** Making a difference in the life of others. Growing up in Africa,
I didn’t have a lot, so I can relate to the struggles of others. Now I’m in a better position where I can help. I try to do what I can to make people’s lives easier. I want to position myself on a larger scale to help women and children.

W: Tell me about your store, LexMax African Caribbean Market. What is it? How did it get started? What role do you play?

Alberta: LexMax is an ethnic grocery store that sells African and Caribbean food items, ethnic hair care and beauty products. LexMax got started through a shared passion of my husband and I to provide Africans and Caribbeans in Northeast Wisconsin with access to their indigenous foods without having to travel to Milwaukee and Chicago to satisfy those cravings. We looked for a space in Appleton so it would be central and also positioned it close to the mall and Highway 41 for convenience. As a startup, we run a pretty lean operation so my role at LexMax is all-encompassing. I manage the day-to-day operations and handle everything from inventory, marketing, HR, accounting and also running the register when we are short-staffed.

W: What would you want readers to know about the work done/services provided at your business?

Alberta: We sell African and Caribbean food products, including some British foods and Mediterranean foods as well, given the influence on our foods. We also sell hair extensions for braids and weaves as well as wigs. We have ethnic hair care products and beauty/skin care products. We offer money transfer services for Western Union with MoneyGram, and Ria to be added in the next month.
**W:** What surprises or struggles have you experienced being new to the area?

**Alberta:** A pleasant surprise for me was the community camaraderie surrounding the Packers. I had been in the United States for 15 years and never experienced anything like it. Everyone was in jerseys. Now I can watch a whole game. I’m also pleasantly surprised at how people are interested in new foods. I get a lot of people from Wisconsin who want to learn something new. People are looking for diversity.

One thing I struggle with is that people here are really nice and don’t directly say what they are thinking when it’s negative.

**W:** What surprised you the most about being a small-business owner?

**Alberta:** The hardest part is managing people. You have a vision but the people that you hire don’t necessarily share in that commitment. It’s a challenge to get people to share in that dream, especially when it’s an entry-level job.

**W:** What advice would you give to people looking to open a business?

**Alberta:** I would say there are highs and lows of starting a business. Be ready for a bumpy ride and keep your eye on the ball. Have your support system. Have a safety net. Give yourself three years to ramp up. Also, choose a business that you can operate if other people don’t show up. You need to be able to get your hands dirty.

**W:** How do you find balance?

**Alberta:** That’s still a struggle. I’ve learned a number of things.

Ask for what you need rather than waiting for things to be given. Learn what you can outsource. At first, I wanted to do everything. Now I know I need to abandon the notion of everything being perfect.

**W:** Do you have any significant projects planned for 2018?

**Alberta:** We are planning to add a restaurant to the store so customers can purchase precooked food. We’ve gotten a lot of inquiries on this front and believe our customers will appreciate the convenience. We are excited that this will afford us the opportunity to also expose the community to these foods. People who have traveled to Jamaica and enjoyed the cuisine are thrilled at the prospect of being able to enjoy these delicacies in their backyard. We are excited at the overall opportunity to help diversify the food offerings in the valley.
Hobbies?
Hanging out with friends, dancing.

Favorite local restaurants?
Place Bistro, Hinterland and Il Angolo.

What is something few people know about you?
I can write with both my left and right hand.

What do you do for exercise?
I exercise at the gym. I also try and go for long walks when my schedule permits.

Do you like to get up early or stay up late?
I love to stay up late. I struggle to wake up in the morning.

Favorite book?
I recently read “Lean In: Women, Work, and the Will to Lead,” and I thoroughly enjoyed the tips it shared for women to take charge of their careers. I plan to reference it for many future career challenges so I guess I’ll call it my favorite book for now.

Binge-worthy TV?
With two little kids and a business there isn’t much time for TV. I often have Bravo running in the background in my kitchen. The Real Housewives shows are my guilty pleasure.

Dream vacation?
Maldives. Hopefully my husband is reading.

Favorite beauty product?
Red lipstick. It never fails to add some glam and extra oomph.
CONTINUED FROM PAGE 25

W: Do you have a role model?
Alberta: As cliché as it may sound my role model is my mother. I saw firsthand her discipline and sacrifices to balance career and personal life to raise me and my siblings. Her philosophies on life have been my guiding principles and I often ask myself in challenging times, “What would mum do?”

W: What are your “words to live by”? (Or favorite quotes?)
Alberta: “Do unto others as you’d like others to do unto you.”

W: What is the most rewarding part of your job at LexMax?
Alberta: When customers come in and find those hard-to-find food items from home. Their joy from finding those little treasures and the memories it evokes its priceless. I have had numerous people thank us so much for opening the store and sparing them the trouble of having to drive more than two hours or bother relatives to mail them supplies. I also particularly love when parents of biracial kids who struggle to care for their kids’ hair find solace in products and guidance. I love that in our own small way we are contributing to promoting diversity in Northeast Wisconsin.

The Butterfly Festival will celebrate its 10th anniversary of “helping families fly” on Saturday, June 16 at City Park in downtown Appleton from 9:00 a.m. to noon. Children and families will enjoy a morning of outdoor fun leading up to an exciting group release of more than 1,000 butterflies! Proceeds benefit the Parent Connection program of Family Services of Northeast Wisconsin.

Activities include:
• Face painting and crafts
• Children’s games
• Inflatables
• Live performances
• Kids Experience Zone
• Butterfly demonstrations
• And more

Cost is $15 per family. To register, visit their site at www.familyservicesnew.org.

subscription
YES, I WOULD LOVE TO SUBSCRIBE!
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Send completed subscription form and payment to: Women, 1835 E. Edgewood Drive, Suite 105 #26, Appleton, Wisconsin 54913. Or give us a call at 920-205-6407.
With more than 800 million users, Instagram is one of the fastest growing social media channels for both business and pleasure. In the past two years, the number of business accounts on Instagram has doubled as professionals are discovering this new marketing opportunity. As Co-owner and Digital Marketer at Blue Door Consulting, I have worked with a number of clients to build Instagram accounts that authentically represent their brand while growing a new audience and driving conversions. Here are my tips for successfully managing an account for your brand.

1. **Set goals.** First and foremost, make a plan for what you hope to accomplish. From increasing brand awareness to growing conversions, there are many objectives to choose from. Having concrete, measurable goals makes it much easier to plan and create content.

2. **Getting started.** Next, it is time to set up your account. Take advantage of Instagram Business profiles. Unlike regular user accounts, business profiles allow you to display more contact information, provide the ability to create paid ads and give in-depth analytics.

3. **Setting the scene.** Next, add your business’ bio, contact info and profile picture. It takes a viewer less than half a second to form an opinion about your brand, so these details are essential for a good first impression. Your bio should explain your brand, appeal to your audience and represent your voice, all in 150 characters or less. In addition, don’t
4. Be consistent with photos. After those details are added, start uploading photos to the feed. Before promoting the account, there should be at least nine photos added to the page. It’s important for first-time visitors to see what type of content they can expect to see from your account. After the initial photos have been added, post content daily. Regular posting is important to keep the page relevant and to increase engagement.

Also, photos added to the page should have similar styles, colors and even fonts. Since Instagram is so visually driven, having a consistent style improves the aesthetic appeal of the feed. Simply follow your brand standards and color palette when choosing photos. When it comes to actual image content, the options are endless. Some ideas for photos include product or service uses, styled product shots, milestone celebrations, sales, customer photos, behind the scenes images and even event coverage.

5. Write creative captions. With a 2,200-character limit, captions have plenty of room for sharing thoughtful, creative copy to supplement any image. Whether you use the space to write a mini-blog or just a sentence is up to you. When first getting started, try several different lengths and styles to see which best engages your audience. Either way, the caption should always represent your brand’s voice. This is also the place to add hashtags. Relevant and trending hashtags allow a new audience to find, and hopefully follow, your page.

6. Make the most of Stories. Ephemeral – or temporary – marketing content, such as Instagram Stories, is a great way to appeal to your audience’s fears of missing out while boosting engagement. After posted, a story only lasts for a day. Stories can include polls, links, hashtags and more, providing many options for interacting with your audience. If you create content that you want to last for more than a day, simply add the story to your highlights after it has been uploaded. Your account’s highlights live on your profile, right above the photos and last until deleted. Fast tip: Before adding to a highlight, add a title image so the section is visually appealing on your profile.

The first step to mastering something new is to try it! So, jump on Instagram, follow some brands you love for inspiration and get started. If you have any questions or would like me to follow along on your Instagram journey, be sure to reach out at heidi@bluedoorconsulting. "

“CHOOSE A PROFILE PICTURE THAT IS EASILY RECOGNIZABLE AS YOUR BRAND, SUCH AS YOUR LOGO.”
Saving money feels good. Having a buddy to join in the fun makes it all the more rewarding. Meet sisters-in-law Stephanie and Megan Rudolph. They’ve been friends since they were in elementary school. They married two brothers and both settled down in De Pere. The Rudolph women have made it their personal mission to leave no sale unsold.

“Stephanie and I make it fun,” Megan Rudolph said. “It really helps to have someone to shop with or to talk about it with.”

If you, too, are looking to save a little more money, try these seven tips.

1. **Meal planning.** Stephanie Rudolph hits up Costco once a month for all the usual necessities at bulk quantities and prices. Then, she utilizes a grocery delivery subscription for weekly fresh items.
“We have saved so much money just not being in the grocery store ourselves,” Stephanie Rudolph said. “We’re really sticking to our list and sticking to our budget... and saving time and gas, too.”

2. Email management. Open a second email account and only share it with stores when you sign up for their special offers. Your personal account won’t get clogged with sale announcements and you can more easily search for what you need.

“I still have my college email address,” Megan Rudolph said. “So that’s where I sign up for everything. I look at it every day.”

3. Save your loose change. You can collect physical coins or take advantage of a phone app many banks employ that allows you to round up any purchase to the nearest dollar – saving all that extra money in a separate savings account for a special splurge or an emergency fund.

4. Plan gifts ahead. Whether shopping the after-Easter sales or simply taking advantage of terrific deals, keep future gift recipients in mind.

“A lot of my family make fun of me, but I do this a lot,” Megan Rudolph said. “I have a present closet. If I find good deals on things, especially teacher gifts, that’s one thing I buy ahead otherwise you’re paying full price at the last minute.”

5. Double up on dinner. When you score a good price on dinner ingredients, make a second batch to freeze. For bargain prices, check out ALDI.

“We fill our stores with the most popular products in the most popular sizes, display groceries right in their boxes, encourage the use of reusable bags and avoid nonessential grocery store services – all of which translates into big savings for our shoppers,” said Atty McGrath, Oak Creek Division vice president for ALDI.

6. Find a fixer-upper. Search for well-loved furniture items at thrift stores. With a little hard work, you can save loads in the process.

“We like to redo a lot of furniture,” Stephanie Rudolph said. “St. Vincent de Paul has the most beautiful mid-century furniture pieces that just need a little love. We’ve spent $20 and fixed it up into a piece that easily would’ve cost $1,000.”

7. Shop backwards. Stephanie Rudolph recommends going straight to the back of a store to peruse the clearance racks before eyeing up the full-price merchandise at the front of the store.

“You can buy Gap kids’ clothes on clearance for like $1 and turn around and make money on it at garage sales,” Megan Rudolph said.

5 PHONE APPS

Ibotta
Users basically earn money for shopping. You complete a “task” like taking a poll, watching a video or sharing something on Facebook to earn money. Each reward is added to an account, which can be accessed via your PayPal account or turned into gift cards.

GasBuddy
Find the cheapest gas prices in your area. Participants can earn points toward weekly gas money for reporting gas prices.

Swagbucks
By shopping online, watching videos and taking surveys, users earn gift cards to various stores, restaurants and attractions.

Receipt Hog
After shopping at nearly any store, users upload an image of their receipt and earn points toward PayPal deposits or Amazon gift cards.

Shopkick
By shopping (either in store or online), users are awarded “kicks,” or points, for doing things like scanning items, making in-store or in-app purchases or submitting receipts. The points accumulate into mobile gift cards.
On Father’s Day in 1990 the doctor turned to the third-time dad and said, “Congratulations, it’s a girl!” I like to think my arrival into the world made for the best Father’s Day gift ever for my dad, but I’m one of five kids and my folks claim they don’t play favorites. Regardless, my birth really set the bar high for gifts thereafter.

My go-to gift has always been fresh coffee beans from local shops. My dad is my favorite person to enjoy a cup of coffee with: it’s where we’ve had some of the best conversations together, and even as I have moved away that brewing pot of coffee is what I always look forward to when visiting home. It’s these experiences, memories in the making, that I try to create when I give gifts.

I stopped letting myself feel weighed down by the impossible task of chasing the perfect gift year after year, and I’ve learned Father’s Day isn’t so much about the gift but rather celebrating the man the gift is being given to. I hope you enjoy giving unique gifts that promote memorable experiences this Father’s Day!

1. **Wisconsin State Park Pass** With 50 state parks just a car ride away, there are so many beautiful places to visit in Wisconsin. Offering a variety of outdoor activities to enjoy from biking, camping, hiking, fishing and kayaking, each park is unique and worth ex-
periencing. Support our local parks and give your dad the priceless gift of time spent in nature. Maybe consider making it a goal to visit each state park together. | $28, available at all Wisconsin State Parks.

2. **TIMBER RATTLES BASEBALL GAME** For the sports fan father, take him out to the ballgame and enjoy hot dogs with a cheering crowd under field lights. And if he’s a Packer fan you won’t want to miss out on the charity softball game hosted by Donald Driver on Sunday, August 5th. | $10-$200, available at Fox Cities Stadium, Appleton.

3. **BEER BREWING KIT** Brewer’s Best Equipment Kit is the perfect set for a beginning brewer. Offering a variety of choices, from a light beer to an IPA and everything in-between, their favorite beer can be brewed right from home. | $129.94, available at House of Homebrew, Green Bay.

4. **SLING PACK** The fisher in your life will love this new gear addition. This lightweight pack brings a more organized yet minimalist approach to fishing, and will quickly become his favorite gear he won’t leave the house without. It’s no surprise this quality pack is one of Tight Lines’ most popular products. | $119, available at Tight Lines Fly Fishing Co., De Pere.

5. **MYSTERY NOVEL** “By His Own Hand” is written by Los Angeles Times Bestselling Author and Wisconsin native Neal Griffin, who often writes about the small towns in which he grew up. If mystery and crime aren’t your dad’s forte, stop by The Reader’s Loft to peruse their other selections like history, biography and humor. When you visit make sure to say hello to the store kitties too! | $26.99, available at The Reader’s Loft, Green Bay.

OR

**NEW NOVEL** Stop by The Reader’s Loft to peruse their excellent selection of books from history, biography, or humor. When you visit make sure to say hello to the store kitties too! | $20-$50, available at THE READER’S LOFT, GREEN BAY.

6. **THE PERFECT WALLET** More than just your typical wallet, this sleek and modern piece is crafted from durable leather available in black or brown and fits in both front and back pockets. What makes it perfect? It’s part of local nonprofit Eye Heart World’s classic product line and 100% of profit from purchases support resources for victims of sex trafficking. Letting you give the gift that gives back – is that perfect or what? | $38, available at The Exchange, De Pere.

CONTINUED ON PAGE 34
7. NEW FAVORITE HAT  Is it possible to have too many hats? I don’t think so. Baseball hats never go out of style, making them a basic necessity for anyone’s wardrobe. Prepare your dad for all his upcoming outdoor adventures and help protect his face from sun damage with a new cap. | $19.95, available at Tight Lines Fly Fishing Co., De Pere.

8. TIM ALLEN PERFORMANCE AT PAC  It’s tool time! The PAC hosts many remarkable performances and events, and provides a wonderful experience for those who attend. Get ready for a night of laughter and fun because Tim Allen is coming this summer. | $50-$100, available at Fox Cities PAC, Appleton.

9. COFFEE  If sharing coffee with your dad is as special in your family as it is in mine, then don’t think twice about gifting a blend from your current favorite shop. Currently my favorite coffee out is Tempest Coffee. | $20, available at Tempest Coffee Collective, Appleton.

Kyra Weyenberg of Kyra Rane Photography is a photographer and storyteller drawn to the love and beauty we each possess. She chases her curiosity in this world we share together, but currently calls the Appleton home where she resides with her husband and two cats. She loves spending her time laughing with others, enjoying the outdoors, and you can often find her with her nose in a good book. Web: kyrarane.com

CONTINUED FROM PAGE 33

Join us for a spectacular evening filled with an abundance of delicious food, desserts, martinis, wines and specialty beers. More than 40 of the area’s finest establishments participate and serve their best, including: Republic Chophouse; Black & Tan Grille; Plae Bistro; 1951 West; Hall of Fame Chophouse; 1919 Kitchen and Tap; Green Bay Distillery and Cheese Cake Heaven – to name a few. Plus, enjoy an impressive auction, inspiring program featuring wish children and much more!

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Using vintage items for container gardening has been a trend for many years. From distinctive to whimsical pieces, their appeal can reach all styles of homes, patios, decks, and outdoor living spaces. When curated with basic design principals, these containers often become a favorite conversation piece when your guests arrive.

There are other great reasons to repurpose that old watering can, washtub or farmhouse find. Factor in cost and quality. Most vintage items have survived for decades in adverse conditions and will surely go the distance once they are being held in high regard as a vessel for your favorite annuals. Imagine an heirloom tomato planted in Uncle Fred’s old milk can or herbs in grandpa’s beloved tool caddy – sentiment never gets old. With any luck, you already have some items in the basement or garage that just need to be seen in a new light – with a new twist.

A few things to consider before repurposing vintage items:
- If it’s a true treasure and you don’t want to see Mother Nature have her way with it, consider keeping it on a three season porch or under an overhang to limit its exposure to the elements.
- A well-designed container garden will have a balance of texture, color, shape and variety. As you select your plants, make sure they relate the container using the preceding basic design principles. This will create a cohesiveness leading to distinctive results.
- Drainage is crucial for the success and health of your plants. Create an area to serve as a reservoir for excess water at the bottom of the container. Small stones, empty plant pots, or any number of items can be used.

Finally, enjoy the process as you gather the container, select your plants and learn about the plant’s basic needs. Do this, and your unique vintage container garden may grow to be your absolute favorite.
The Green Bay Go Red for Women Luncheon was held at the Radisson Hotel in Green Bay on May 4.

From Green Bay to Oshkosh:

Terri Trantow and Shanna Graykowski
Michelle Melby, Kelly Dvorak and Carrie Madison
Beth Davis and Karla Lodholz
Marti Ziegelbauer and Amy Gutzman
Colleen Simpson and Carla Jorgenson

Fox Cities Go Red for Women Event was held on May 10 at Bridgewood Hotel in Neenah.

Jill Laskey and Dr. Ifueko Okundaye
Brittany and Carley Voigt and Dawn Christensen
Patty Van Ryzin and Maria Young
Lisa Schindel and Valerie Glodowski
Caroline Lasecki and Sandy Dwyer
Becky Herring, Bobbie Thompson and Christine Roundeau

Josif Wittnik and Sue Manneback
Kelli VanderWeilen and Dawn LaGrange
Celebration of Hope held their 3rd Annual Chair-ity at the Grand Meridian in Appleton on April 24.

“Mile of Style” for the benefit of Day by Day Warming Shelter was held April 25 at the Oshkosh Convention Center.
chocolate zucchini cupcakes

Cupcakes for breakfast? Yes, and they’re made with zucchini! This breakfast treat will be sure to get the whole family up and energized to start their day.

Ingredients
1 cup grated zucchini
1 cup applesauce, unsweetened
1 teaspoon vanilla extract
½ cup agave nectar, divided
¼ cup brown sugar
1 cup whole-wheat flour
½ cup all-purpose, unbleached flour
¼ cup flaxseed, ground
½ teaspoon baking powder, low sodium
1 teaspoon baking soda
1½ teaspoons ground cinnamon, divided
½ teaspoon ground ginger
1¼ teaspoon ground cloves
½ teaspoon ground nutmeg
¼ cup unsweetened cocoa
1 tablespoon corn starch
3 tablespoons rice vinegar

Directions
• Preheat oven to 350°F and line muffin cups with paper or silicone liners.
• Put grated zucchini in paper towels or a clean cloth and squeeze out as much water as possible. Set aside.
• In large mixing bowl, combine applesauce, vanilla extract, ¼ cup agave and stir thoroughly.
• Add flours, baking soda, baking powder, flaxseed, 1 teaspoon cinnamon and other spices, and mix well. Add cocoa and mix thoroughly.
• Add zucchini and stir thoroughly.
• Fill paper liners with chocolate zucchini batter to ¾ full. Bake for approximately 20 minutes or until a toothpick comes out clean from the center of cupcake.
• Mix ¼ cup agave with ½ teaspoon cinnamon in small bowl. Before serving, drizzle agave mixture over cupcakes as icing and enjoy!

Nutrition Analysis (per serving)
Serving size: 1 cupcake. Serves 12.
Calories: 150; Total fat: 1.5g; Saturated fat: 0g; Trans fat: 0g; Cholesterol: 0mg; Sodium: 105mg; Total carbohydrate: 31g; Dietary fiber: 3g; Sugars: 17g; Protein: 3g

Stacey Antine, MS, RD, is founder of HealthBarn USA.
Recipe courtesy of eatright.org.

Win a cookbook from the American Heart Association!

Enjoy great, healthy recipes from the American Heart Association. For your chance to win, send your name, address and phone number along with the answers to the questions listed to:

Women magazine, 1835 E. Edgewood Dr. Suite 105 #26, Appleton, WI 54913-9325.

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Congratulations to our most recent winner: Sue Young, Sturgeon Bay

Where does Alberta Tete-Lartey work?

What is one way to be a good bridesmaid?

Name a business from your favorite magazine article.

What is the theme of this month’s issue?

What is your favorite ad inside the issue?
There’s a lot of talk about girl power and breaking barriers and the future being female these days, and it’s about time! Women offer unique qualities well-suited to leadership positions tending to be more collaborative, using their leadership to empower others with their excellence in building strong teams. Additionally, women are exceptionally skilled in multitasking and seeing both the big picture and small details. A surprising training ground for this kind of leadership? Girl Scouts. That’s right. 76% of current female U.S. senators, 67% of current female governors, and every female secretary of state in U.S. history was a Girl Scout. New research from the Girl Scout Impact Study provides compelling evidence that Girl Scouts fare better than non-Girl Scouts on key measures of life success. The fact is, one of the best things we can do to ensure the long-term strength of our country is to invest in girls. Women bring an invaluable perspective to the courtroom, the classroom, and the caucus room. And gender balance in the workplace and in the public sphere is vital to making sure that every voice is heard and every outlook is considered. If you want proof, check out the performance of male-dominated corporate boards compared to boards with a greater gender mix. The future is female, indeed!
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