

# INSPIRING WOMEN OF IOWA

## Order of Events

Welcome to Inspiring Women of Iowa

*Jodi Long, Today in Iowa Anchor / Reporter for WHO - HD*

Thank You from Our Event Chair

*Brooke Quinn, SVP of Customer Success, Carrot*

A Word from Our Presenting Sponsor

*Mary Inbody, Head of Retail, Lincoln Savings Bank*

Inspiration

*Beth Shelton, Chief Executive Officer, Girl Scouts of Greater Iowa*

Inspiring Business for Women Designations

Inspiring Advocate for Women Award Presentation

Courage, Confidence, and Character Awards Presentation

Closing



Presented by:



*Shout out to our awesome event chair!*



**2021 Event Chair Brooke Quinn**

GIRL SCOUTS OF GREATER IOWA BOARD MEMBER  
AND SVP OF CUSTOMER SUCCESS, CARROT



Girl Scouts of Greater Iowa and Lincoln Savings Bank are thrilled to honor inspiring women of courage, confidence, and character, and to celebrate the advocates and businesses who support them.



## *Inspiring Business for Women Designation*

Given to businesses that show incredible support for women. This may include workplace policies like maternity/family leave, family-friendly practices, women in leadership roles, special women's initiatives, equal pay, and/or equal opportunities for women. These businesses demonstrate their support for women's equality and advancement in the workplace.

## *Inspiring Advocate for Women Award*

Given to a person of any gender who advocates for women's equality. This may include showing commitment for the development of women leaders, standing up for women in the workplace or community, showing leadership to enhance gender diversity, and removing barriers women commonly face.

## *Courage Award*

Given to someone who shows immeasurable courage. She shows strength in the face of fear, pain or grief. She perseveres in the face of adversity and stands up for what is right.

## *Confidence Award*

Given to someone who continues to demonstrate confidence, a positive state of mind that guides her steps and actions. Confidence comes from feelings of well-being, acceptance of her body and mind, and belief in her own ability, skills and experience.

## *Character Award*

Given to someone who has great character in their relationships and experiences. It is the quality of her actions when there is no apparent benefit to acting well. She shows great integrity in how she treats herself and others.

# Inspiring Businesses for Women 2021

We are also excited to celebrate the businesses who are doing amazing things for women. Please join us in congratulating the following companies who are being honored with the Inspiring Business for Women Designation.



# Inspiring Advocate for Women Award Finalists

The Inspiring Advocate for Women Award is given to a person of any gender who advocates for women's equality. This may include showing commitment for the development of women leaders, standing up for women in the workplace or community, showing leadership to enhance gender diversity, and removing barriers women commonly face.



## Jen Carruthers

OWNER/EXECUTIVE PRODUCER, 11 ELEVEN PRODUCTIONS

Jen is a Des Moines transplant, originally from the Land of Lincoln and has been held captive ever since she step foot into this amazing city 19 years ago! She's an entrepreneur and owner of 11 Eleven, which is a full-service production company specializing in business development, event management and networking. She started this because she saw a need for more unique businesses and events in Des Moines. Dapper DSM and Drag King DSM are two of those projects, one is the only female high end barber shop in the city and the other is the largest all Drag King show in the entire country. Jen has spent almost 10 years with Girls Rock!Des Moines in some capacity and also is the President of Capital City Pride. Her goal is to build a community that continues to see more intersectional leadership with a specific focus on female and LGBTQ+ representation.



## Erik Dominguez

OWNER AND PUBLIC SPEAKING TRAINER, SPEAK UP STORIES

As an immigrant who grew up between two cultures and mixed messages, the familiarity Erik has with speaking fears fueled him to learn and share the tools to overcome those obstacles. For nearly 25 years, his team-oriented speaking and teaching style has centered around shared experiences, a philosophy that everyone has a unique story, and a belief that everyone can share their minds and hearts through powerful presentations.

# Inspiring Advocate for Women Award Finalists

The Inspiring Advocate for Women Award is given to a person of any gender who advocates for women's equality. This may include showing commitment for the development of women leaders, standing up for women in the workplace or community, showing leadership to enhance gender diversity, and removing barriers women commonly face.



## Erica Douglas

FOUNDER, SHE PLAYS

Erica Lynn Douglas is a confidence coach, public speaker, and founder of the nonprofit She Plays. She Plays grew out of her personal experiences as an athlete, as well as her decade plus of coaching high school girls track and field. She Plays serves as a resource to encourage, educate and empower female athletes to play with a self-confidence that transcends the competition field.

Erica met her husband Tony while they both competed for the Cyclone Track and Field team. From Iowa State, she earned her bachelor's degree in Elementary Education and later received her Masters degree in Effective Teaching and Learning from Drake University. Erica is currently an assistant track coach for Waukee High School. She and her husband have four children, a car full of snack wrappers, and a yard they sometimes remember to mow.



## Lydia Wolken

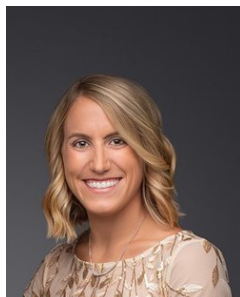
RURAL SEXUAL ABUSE ADVOCATE, ACCESS

Lydia Wolken is a sexual abuse advocate at ACCESS, providing victim services to Marshall and Tama counties. She graduated from the University of Northern Iowa in 2018 with a trauma-informed BSW. Having grown up in rural Iowa, Lydia was excited to get back to the Marshalltown area to put her passion and education to work. She saw a need for more young professionals to return to the area and was excited for the opportunity to put her skills to use serving survivors or

violence. Her dedication to her community and the survivors she serves is evident in her involvement in local groups, such as the Marshall County Domestic Violence and Sexual Assault Coalition, the Marshall County Adolescent Sexual Health Coalition, and as a new board member at the House of Compassion. Lydia is loved and supported at home by her husband, son, and two chocolate labs.

# Courage Award Finalists

The Courage Award is given to a woman who shows immeasurable courage. She shows strength in the face of fear, pain or grief. She perseveres in the face of adversity and stands up for what is right.



## Chelsea Krause

SOFTWARE & CONTROL BUSINESS LEAD FOR IOWA & MINNESOTA AT ROCKWELL AUTOMATION AND TRAINER AT BURN BOOT CAMP ANKENY & CLIVE IOWA

Chelsea Krause is the Software & Control Business Lead for Iowa and Minnesota at Fortune 500 Company, Rockwell Automation. As a woman in the manufacturing industry, Chelsea is no stranger to adversity in the workplace and has made it her personal mission to advocate for the success of both women and people of color. At Rockwell Automation, Chelsea demonstrates courage by speaking out in difficult situations and leading multiple Diversity & Inclusion initiatives. Chelsea has led Bystander Intervention Trainings, planned large conferences, led training sessions on “The Imposter Syndrome” and “Being an Effective Ally”. Additionally, she is the current Rockwell Automation Women in the Field (RAWIFI) Co-Lead, championing for the recruitment, retention, and professional development of women. Outside of her professional career, Chelsea shows courage and confidence in tackling her own goals where she is committed to a healthy and active lifestyle. She is a Personal Trainer at Burn Boot Camp where she inspires women to become the best version of themselves. She is also an active volunteer, Coach, and Board Member for Girls on the Run of Central Iowa.



## Sheryl Moore

PRESIDENT & CEO, WINK, INC.

Sheryl J. Moore is president and CEO of Moore Market Intelligence. She is the founder and creator of several competitive intelligence tools, including Wink’s AnnuitySpecs and LifeSpecs tools, as well as Wink’s Sales & Market Report and Wink’s Index Intelligence Report. Moore Market Intelligence specializes in providing competitive intelligence tools to the insurance industry, particularly the life insurance and annuity markets. Ms. Moore provides competitive intelligence, market research, product development, distribution analysis, consulting services and insight to select financial services companies. She has authored books on insurance products and her articles are featured in dozens of industry trade publications. She works closely with regulators and legislators in the insurance market.

She has a degree in Political Science from Grand View University, and holds numerous designations in the field of insurance services. Neither Sheryl J. Moore, nor Moore Market Intelligence sell or endorse any financial services products.

# Courage Award Finalists

The Courage Award is given to a woman who shows immeasurable courage. She shows strength in the face of fear, pain or grief. She perseveres in the face of adversity and stands up for what is right.



## Krista Tedrow

EXECUTIVE DIRECTOR, SOUTH CENTRAL IOWA WORKFORCE BOARD

Krista Tedrow is passionate about helping individuals achieve their maximum potential. She understands the challenges facing many of today's underprivileged youth as the first decade of her life was spent growing up in poverty and shuttling from foster home to foster home as her biological parents served prison sentences, a byproduct of their addictions. But as a successful tech entrepreneur, community leader, business consultant, wife, and mother she also knows firsthand how to overcome these challenges. She believes education, youth advocacy, innovation and systems improvement are critical to creating opportunities for the next generation.

Krista is the founder of No Opportunity Wasted LLC and co-founder of Pathway Possibilities LLC and serves as the Executive Director of the South Central Iowa Local Workforce Development Board. In addition, she has extensive experience working directly with youth and consulting Job Corps centers across the nation. She holds a Master's in Organizational Leadership.



## Karla Walsh

FREELANCE WRITER

Karla Walsh is a freelance writer and editor who balances her love of food and drink with her passion for fitness. (Or tries to, at least!) She covers topics related to food, fitness, psychology and relationships. Find her work in Runner's World, Better Homes & Gardens and Shape, and on AllRecipes.com, WomensHealthMag.com, EatingWell.com, BHG.com, ReadersDigest.com and more. First-person tell-alls are her jam, and she believes that being vulnerable is its own kind of superpower. Locally, Karla contributes to dsm and ia to showcase the best restaurants, people and places, and enjoys volunteering with the Justice League of Food and Winefest.



# Confidence Award Finalists

The Confidence Award is given to a woman who continues to demonstrate confidence, a positive state of mind that guides her steps and actions. Confidence comes from feelings of well-being, acceptance of her body and mind, and belief in her own ability, skills and experience.



## Katherine Harrington

PRESIDENT & CEO, WEST DES MOINES CHAMBER OF COMMERCE

Since April, 2020, Katherine Harrington has been President & CEO of the West Des Moines Chamber of Commerce. She and her passionate team have created over 10 new programs to serve the region including the Black & Brown Business Summit. Prior, she was with Business Publications Corporation where she spearheaded several new initiatives including innovationIOWA. Katherine has over 30 years of experience in media including her own magazine business she bootstrapped with 23 employees in San Diego called The T Sector. She has held leadership roles at San Diego Business Journal, Crain's Chicago Business and more. She is on the board for the WDM Community Foundation and Cystic Fibrosis. Previous roles included Board President for Ballet Des Moines, Board Chair/South Central for Iowa Governor's STEM Council and Founding Board Member of Blood Sweat & Beers Race for Leukemia Lymphoma. She proudly lives in West Des Moines, has three successful young adults and her husband is a science teacher at Valley High. Her family hosts the summer community event: Back Yard Bash and are excited to bring that back once we get through COVID.



## Manisha Paudel

CHIEF EQUITY OFFICER, CITY OF DES MOINES

Manisha Paudel is the Chief Equity Officer for the City of Des Moines, IA. She is also a member of the Equity Officer Cohort at International City/County Management Association, and She serves on the steering committee for Government Alliance on Race and Equity. Locally, Manisha sits on several committees dedicated to advancing equity in Des Moines, such as the United States Committee for Refugees and Immigrants, Polk County Continuum of Care, DSM 4 Equity Taskforce, Des Moines Partnership Inclusion Council, and a community-led organization, Ankeny Community Network.

A native of Nepal, Manisha received her undergraduate degree from Drake University and received her graduate degree from DePaul University. She also worked for City of Tacoma (WA), City of Dubuque (IA) and City of Davenport (IA), and acquired her professional experience in Canada, East Timor, Eritrea, Indonesia, Kenya, Philippines, and Nepal. Manisha is dedicated to focusing her efforts on creating a just and equitable society for all.

# Confidence Award Finalists

The Confidence Award is given to a woman who continues to demonstrate confidence, a positive state of mind that guides her steps and actions. Confidence comes from feelings of well-being, acceptance of her body and mind, and belief in her own ability, skills and experience.



## Amy Strutt

BUSINESS INITIATIVES CONSULTANT, AVP AT WELLS FARGO AND  
CITY COUNCILWOMAN FOR THE CITY OF DALLAS CENTER

Growing her career with Wells Fargo over the past nine years, Amy is a technology program manager dedicated to team member experience. Her professional commitment to excellence is through detailed and strategic planning, willingness to dig in and do the work, and a passion for developing others.

Amy serves her community as a city councilwoman where she is focused on responsible growth and community equity. She is also involved with multiple organizations, including the Greater Des Moines Leadership Institute, Relevé (formerly Lead Like a Lady), the IMT Des Moines Marathon, and Lutheran Church of Hope.

She is graduating this spring with her master's degree from the University of Iowa in Strategic Communication. Amy lives in Dallas Center with her husband Thomas, daughters Elizabeth (5) and Evelyn (2), and their rescue dog and cat. Their favorite things to do as a family are taking walks, kayaking, and having dance parties and Mario Kart competitions.



## Olivia Samples

HOLISTIC DOULA AT KISMET DOULA SERVICES AND MEMBERSHIP AND  
TRAINING COORDINATOR AT THE IOWA COALITION FOR COLLECTIVE CHANGE

Olivia is a Holistic Labor and Postpartum Doula, Certified Lactation Counselor, Childbirth Educator, and Yoga Teacher who primarily serves Black and Queer Folks in Des Moines. Olivia was called to birthwork in 2018 and has been a lifelong advocate for reproductive justice. Her practice is rooted in joy, in opposition to the medical racism and disparity experienced by these communities. Their mission is to empower families and cultivate our collective care and liberation.

# Character Award Finalists

The Character Award is given to a woman who has great character in their relationships and experiences. It is the quality of her actions when there is no apparent benefit to acting well. She shows great integrity in how she treats herself and others.



## Nora Crosthwaite

FOUNDER AND CEO OF STAGERIE AND REALTOR AT HOME SWEET DES MOINES

Nora is a business leader and community advocate. After 17 years in IT, Nora wanted to make an impact around her, and became a residential REALTOR® in 2015. Nora now leads the Home Sweet Des Moines team (brokered with RE/Max). Nora's team prides itself on always adding value and providing excellent customer service throughout the real estate process.

In 2019, Nora started a tech company, Stagerie. Stagerie connects home stagers with people selling homes. Nora's goal is to ensure every home on the market is show-ready.

Outside of real estate and Stagerie, Nora loves serving her community. Her passions are affordable housing, martial arts training, and helping girls and women succeed. She works with Habitat for Humanity, is a founding board member of the KIAP Foundation to fund martial arts training and supports Pi 515. She's a former ambassador for FemCity and always supports local female business owners. Nora is also a current member of the Diversity Committee for the Iowa Association of Realtors.



## Erin Huiatt

OWNER OF DES MOINES PARENT AND PRESIDENT OF FEMCITY DES MOINES

Erin Huiatt owns Des Moines Parent, and is a Certified Postpartum Doula and President of FemCity Des Moines. Erin is a stepping-stone for thousands of families and women throughout the Midwest. With Des Moines Parent, she shares events, activities, parenting tips, and more with families. The mother of two, Erin loves to explore Des Moines and travel while sharing her experiences with others.

In 2017, a new mom and entrepreneur, Erin joined FemCity Des Moines. Since then, Erin has learned the importance of building relationships and supporting others within the community. In September 2019, Erin became president and continues to organize virtual and in-person events helping women in business thrive.

Erin also volunteers as a Girl Scout Troop Leader and is on the Girl Scouts of Greater Iowa Associate Board and the Des Moines Children's Museum Board. Erin understands these programs and educational opportunities for children are vital in building our future.

# Character Award Finalists

The Character Award is given to a woman who has great character in their relationships and experiences. It is the quality of her actions when there is no apparent benefit to acting well. She shows great integrity in how she treats herself and others.



## Molly Lopez

CO-FOUNDER OF DANIEL L LOPEZ MINISTRIES, SENIOR CONSULTANT AT BÂTON GLOBAL, AND STRATEGIC ADVISOR AT BLOCH & REED ASSOCIATION ADVISORS

Molly is a master of connections. Whether it be personal or professional, Molly specializes in connecting people to someone or something to make their life better. Her motto “Onward and Upward” keenly characterizes her ability to lift others up to be the best versions of themselves.

A proud Iowa native, Molly grew up flying hot-air balloons with her family in Fort Dodge. She holds a bachelor’s and master’s degree from Iowa State University – but enjoys life-long learning.

After a 29-year career in association management, 12 of those as a business owner, Molly has recently shifted her focus to a career as a consultant to businesses, organizations, and industry leaders helping them make their mark on the world. Molly’s joy comes from working alongside her husband Dan helping people in need through Daniel L Lopez Ministries, time with their kids and three grandkids, and laughter with family and friends.



## Tricia Rivas

OWNER, TRIXIES SALON AND SPA

Being a hairdresser was a dream come true for Tricia Rivas. What she didn’t imagine was all of the opportunities that this amazing career would open for her. Since 1997 she’s been listening to and cheering on her guests to have the most amazing lives. What she quickly learned was they were listening to her and taking her advice.

These relationships gave her the courage to become a voice in her community for small businesses and non-profits. She found herself meeting monthly with new and seasoned small business owners to bounce ideas off of each other, sharing tools and programs, such as Qnity, that have been successful for them at Trixies, laughing and crying about our trials/tribulations, and most importantly, being their biggest cheerleader.

# 2021 Inspiring Women of Iowa Sponsors

PRESENTING SPONSOR



PLATINUM SPONSORS



# 2021 Inspiring Women of Iowa Sponsors

## GOLD SPONSORS



## SILVER SPONSORS



# 2021 Inspiring Women of Iowa Sponsors

## BRONZE SPONSORS

Businessolver

Casey's General Stores

Farmers Mutual Hail Insurance

FemCity Des Moines

GreenState Credit Union

HR Hotline Associates

Iron Horse Wealth Management

Joseph's Jewelers

LWBJ

One Iowa

RSM US LLP

Salto Women

Sarah Noll Wilson

Shattered Glass Development

Storey Kenworthy



# INSPIRING women OF IOWA

## Thanks for joining us!

Thank you to all the sponsors, donors, attendees, and nominees for being a part of Inspiring Women of Iowa 2021 event. Your support benefits Girl Scouts of Greater Iowa, where girls learn to empower themselves to make a change in the world, and helps ensure we can continue to serve girls in the future. Thank you for helping make a difference. To support Girl Scouts of Greater Iowa, you can make a **donation online**. We look forward to seeing you next year!

May 6, 2022 *↶ Save the date!*

Community Choice Credit  
Union Convention Center



Presented by:

