



## BUSINESS WOMEN OF CENTRAL MINNESOTA

back l to r: Tauna Quimby, Betsey Lund Ross, and Amy Sauter  
front l to r: Amanda Risberg, Berni Halaas, Kathi Wilke  
Nicole Olmscheid, Connie Hauer, and Harriet Terry

## Learning, Networking and Giving Back

By Elizabeth K. Reisinger

Business Women of Central Minnesota (BWCM) is a professional networking association for women that supports and inspires success of working women in all careers. BWCM provides career advancement resources, work-life strategies, and personal and professional networking connections. In particular, the group focuses on five key areas: networking, professional growth, personal development, giving back to our community, and scholarships for non-traditional students.

"Women in Central Minnesota should consider joining BWCM if they are looking to connect with other professional women. Our mission is to promote professional and personal development and growth for women at every stage of her career," says Betsey Lund Ross, president of BWCM.

Betsey Lund Ross, attorney and partner at Lund Sauter, PA first became involved with BWCM when she returned to Central Minnesota as a new attorney. Although she grew up in Sauk Rapids, she had moved out of the area and wanted to connect with professional women in the area. "At my first meeting, I was instantly drawn to the group by the welcoming and informal environment," says Ross. "After a few years, I joined the Board of Directors as the Programming Chair and then later as the President. Being on the Board of Directors has given me the great opportunity of getting to know the other Board members better and helping to create a vision for the future of BWCM."

BWCM meetings are held monthly and usually involve a speaker. This past year they had a variety of speakers who presented on various topics, including digital marketing for business, power and control in domestic violence, local resources for business development, and women's mental health and the impact on employment and medical leave. They also toured the St. Cloud Children's Home and Stearns History Museum.

In October 2015, the group hosted a Lunch and Learn focused on sex trafficking in Central Minnesota. The presentation was led by the Stearns County Attorney's Office and St. Cloud Police Department.

"We later learned the Lunch and Learn was one of the first, if not the first time, Stearns County and the St. Cloud Police Department presented on the topic of sex trafficking to local citizens and business professionals," says Ross. "The Lunch and Learn garnered a lot of attention and interest from a variety of women, particularly from school officials, attorneys, medical professionals, and concerned mothers."

Members of BWCM also volunteered their time to host a holiday cookie decorating event with mothers and children at Anna Marie's and a holiday event to donate care packages for troops serving overseas. The group holds a monthly coffee club meeting at Panera Bread in St. Cloud.

"Our meetings provide an informal setting to help women meet other women and share their experiences, both personal and professional," says Ross.

**BUSINESS**  
*women*  
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