

Calendar

TODAY

Measuring Return of Investment: 8 a.m.-noon. Author Jack Phillips shares how to become better equipped to utilize return on investment in an organization. Central Iowa chapter of American Society of Training and Development hosts the workshop. Sheraton West Des Moines Hotel, 1800 50th St. \$265; \$175 members; \$150 per person for group of 10 or more; chapadmin@mchsi.com; (515) 967-3895; www.astdiowa.org.

MONDAY

Holmes Chevrolet Norwalk Ribbon-cutting: 11:30 a.m.-1 p.m. Ceremony at noon. Holmes Chevrolet Norwalk, 2501 Sunset Road, Norwalk.

Summer Land Sellers Conference: 5-8 p.m. Presented by DeWaay Capital Management and Peoples Co. to educate potential landowners on issues involved in selling real estate. Commerce Park Conference Center, 13001 University Ave., Clive. \$25; (515) 961-0247; www.peoplescompany.com/.

TUESDAY

American Business Women's Challenge Chapter: 5:30 p.m. Chicago Speakeasy, 1520 Euclid Ave. klr@brownwinick.com; (515) 242-2425.

Business Network Group: Noon. Kiesling Associates, 7780 Office Plaza Drive S., Suite 184, West Des Moines. (515) 577-9633; www.bngiowa.com.

Smart Start 1: 6-8 p.m. Small Business Development Center classes teach participants how to evaluate the feasibility of the venture and how to write a business plan. Mid-Iowa Small Business Development Center, 10861 Douglas Ave., Suite B, Urbandale. \$15; (515) 331-8954; www.iowasbdc.org/RegionalCenters/Urbandale/MidIAWorkshops/SmartStart/tabid/1856/Default.aspx.

You should get to know ...

SHANNON BARDOLE

Saponification specialist, Little White Lye Soap, Ames

Business description:

Saponification is the process of making soap. I am owner and proprietor of the business. I make all-natural bars of soap and laundry soap, using only Iowa-raised, free-range lard that I render and lye.

Background: I have a bachelor's degree in family services from the University of Northern Iowa in Cedar Falls. I worked at Living History Farms for five years, which is where I learned how to make soap using a historic recipe. I also serve full-time as administrative assistant for United Way of Story County.

Notable achievements: Little White Lye Soap has been in business for 20 months.

The soap is available for purchase at Wheatsfield Cooperative Grocery in Ames, Indoor Ames Farmers' Market and Living History Farms. Personally, I've received recognition at the state level within the Jaycees as top local secretary and state program manager.

Why I do what I do: I love owning a small business. I love the challenges and opportunities that come along with owning a small business. I love the product that I sell and use. It's environmentally friendly, and I think my customers appreciate that,



as well.

What I do to get away from work: I enjoy handiwork of all sorts — knitting, crocheting, sewing. I enjoy traveling to visit my nieces and nephews in Dubuque and Illinois. I also work in the vegetable garden that my dad and I plant annually.

How I give back to the community: I am an active member of the Ames and Iowa Junior Chamber. Through the Jaycees, I help raise money as the 2008 committee chairwoman of Ames on the Half Shell. The money raised gets put directly back into the community.

Words to live by: Always have a positive attitude, even if things aren't going well. Suffering produces endurance; endurance produces character; character produces hope; and hope does not disappoint.

What Iowa can do to attract more people like me: Iowa needs to keep doing what it's already doing. I've been a lifelong Iowan, and I love it here. I love four distinct seasons. I love the friendliness of Iowans. I love driving in the spring and looking out over fields for miles around.

My mentor: Frankee Oleson, executive director of United Way of Story County, quickly became my mentor after I began working there. She has to be the most diplomatic person I know. That is something I really want to learn from her.

My leadership philosophy:

Being a leader isn't always

comfortable. If you're doing it right, you're going to be uncomfortable, make people mad, but learn a lot.

If I could do something else: I would love to be a full-time business owner. That is my goal. I'm passionate about quality, hand-crafted, all-natural, local goods, and I'd love to own a business that features all of those products.

If you want to contact me: Visit www.littlewhitelyes SOAP.com.

Know someone we should get to know?
E-mail Renda Lutz at rlutz@dmreg.com.