

# CAROL (Steffen) DILGER

## Achieving Multiple Accomplishments in the Workforce: Carol Dilger Takes a Leap Toward Success

Graduate: Class of 1978    Occupation: Corporate Media Manager  
By Kayla Steffen, Spring, 2010

Ambitious, adventurous, and blessed describe my aunt, Carol (Steffen) Dilger. Having found her career by complete accident, she has had much success. While working as a secretary in Dubois County, she found her career evolving into marketing and selling. When in search for work, Carol's main goal was to obtain a steady job. Carol currently holds the career of corporate media manager for Ariens Company-located in Brillion, Wisconsin. Their main goal is to supply the public with lawn equipment. Ariens Company focuses on people, cultures, and processes.

After graduating from Forest Park High School in 1978, Carol believed her teachers and everyone around her played an important role in her career success. She also believes work experience helped her excel in her occupation. She stated, "I think it is very important to have an education as a starting point, but common sense and experience can take you far." After finishing high school, Carol moved on to higher education. She received an associate's degree in business administration from Vincennes University. Later, she attended the University of Southern Indiana and Madison University in Gulfport, Mississippi, where she received a bachelor's degree in marketing. To receive a master of business administration, MBA, still remains as one of Carol's education goals. When it comes to learning, Carol does not consider age a factor.

With her education completed, Carol began her career working for Stens Corporation in Jasper, Indiana. In October of 1995, Ariens Company purchased Stens. Her job became more complex while working not only for Stens, but for Ariens Company as well. After four years, she transferred completely to Ariens Company. Because she enjoys her job, she has worked for Ariens for six years. Every day she reminds herself that it is all about the customers. To look professional as a company at all times and to make sure the brand stays consistent throughout different trade shows or events play important roles in her job responsibilities.

She has become exceedingly successful in her career. Obtaining several "best of show" booth awards for their trade show booth and receiving the "Women In Landscaping" award from the Irrigation and Green Industry magazine in March of 2006 highlight a few of the achievements throughout her life.

A typical day for this occupation consists of planning for corporate meetings and trade shows, which include sponsorships, training, employee selection, set up, and tear down. She also works with the media to receive press releases printed for the company. Traveling to trade shows also plays a major role in her responsibilities at Ariens. Having the responsibility of organizing the trade show entertainment, Carol meets many amazing people: Lonestar, Charlie Daniels, the Blues Brothers, and the Grassroots, to name a few. Carol considers traveling a reward because of the opportunity to meet different people; she has made many new friends all over the United States. Acknowledging traveling as a blessing has allowed her to see the world in many different ways.

When Carol does not travel for work, she enjoys traveling with her husband, Ken Dilger. They have traveled to France, England, Germany, and Belgium. They also purchased a condominium in Florida. Ken and Carol have made some amazing friends over the years and enjoy playing golf there. Currently, she lives in Ferdinand, Indiana. She also enjoys having visitors in her home; they have had two people from France stay with them numerous times. During her free time, Carol enjoys spending time with her family.

After going through the career process, Carol would give this advice to all high school students: “Always have goals and if you do not achieve them the first time, just keep trying. Always continue to make sure you are on track with your goals. It is amazing what you can achieve if you set your mind to it.”