

# WOMEN IN BUSINESS UW-MADISON

FALL SEMESTER NEWSLETTER



## WOMEN IN BUSINESS FALL WELCOME

By Olivia Pralle, Newsletter Director

After a three-month summer hiatus, Women in Business is back, better than ever, and off to a great start to the Fall Semester!

This newsletter details all of the incredible events and opportunities that our WIB members have participated in so far this semester. Special thanks to our donors and all WIB members for starting the year off strong.

## IN THIS ISSUE

WIB WEDNESDAYS  
PROFESSIONAL DEVELOPMENT

SOCIAL EVENTS  
INTERNAL RELATIONS

COMMUNITY INVOLVEMENT  
MEMBER SPOTLIGHTS

DONOR THANK YOU

# WIB WEDNESDAYS

## ORACLE

by Emma Salman, 9/25/2019

On September 25th, the members of Women in Business had the privilege of hearing from three incredible women at Oracle—Amelia Gunter, Maya Monico, and Taylor DiGloria—about their experience with networking. Some of the valuable information that our members heard from these women included understanding the span of a given network (around 200 people per network on average!), the importance of not “overselling” yourself when beginning to network with someone, and following up with the people you network with to maintain relationships. In addition to their advice about networking, Amelia, Maya and Taylor provided us with insights as to what an employee at Oracle does during a typical day.

Overall, this was a very valuable learning experience. Developing your network is an extremely important skill to have, and the women from Oracle illustrated that in a very clear manner. We value the relationships we’ve built within Women in Business, and look forward to applying the skills we learned in this presentation to our future networking endeavors.



## TEK SYSTEMS

by Abby Hoffman, 10/9/2019

On October 9th we heard from TEKsystems, a company dedicated to utilizing technology to positively impact the future of companies. Not only were we blown away by the large impact this company has on a majority of Fortune 500 companies, but we were given the opportunity to hear more about real world experiences of women in the business world. Our amazing presenters shared with us their personal experiences and encouraged us to leave our mark on the business world by joining organizations dedicated to empowering women and by seeking out and acting as mentors and advocates for other women. Through an interactive group activity, our speakers proved to us the importance of creating meaningful relationships with other women. The speakers from TEKsystems reminded us of the importance of women supporting other women not only in the workplace, but in all aspects of life.

## GOLF LESSON

by Macy Madsen, 9/29/2019

On September 29, about 30 WIB members ventured off campus to University Ridge Golf Course for golf lessons from the UW Women's Varsity Golf Team. We met the team and coaches and then started off learning proper golf etiquette. We were taught to watch your shadow on the course, avoid walking in the line of the ball, and many other helpful tips. After learning the proper way to hold and swing the club, we were dying to practice hitting some golf balls. We then split into two groups; one went to practice putting and the other headed out to the driving range. We learned so much during this lesson and are so fortunate to have had such a fun opportunity. We all know that golf is the perfect way to network, build business relationships, and make business deals and these lessons will be valuable once we start our careers post-grad. Thanks to the women's varsity golf team, Coach Oehrlein, and Coach Lovelace for their time and expertise!



## PROFESSIONAL DEVELOPMENT

### LINKEDIN HEADSHOTS

by Claire Powell, 10/27/2019

On Sunday, October 27th, the ladies of WIB updated their LinkedIn profiles with fresh photos and tips. Members received professional headshots taken by WIB's very own Grace Colvin. Following this, members attended a LinkedIn workshop from WIB's Ellie Bowman. Ellie explained the factors of a LinkedIn profile, and how to build yours out to your advantage. She also shared tips and tricks on using various LinkedIn features, such as how to search for alumni at specific companies and/or areas, and how to let recruiters know you are looking for a job. WIB ladies are looking forward to using their new pictures and tips on their LinkedIn pages!



## WOMEN IN SPORTS PANEL

by Hannah McDermott, 10/16/2019

On Wednesday, October 16th, WIB members were afforded a fantastic opportunity to partner with the Sports Business Club for their annual "Women in Sports Panel"! There, members learned a variety of lessons about what it is like to work as a woman in sports, the gender-based history of the industry, the pros and cons of each woman's role, and a bunch of interesting tidbits about their lives! The attendees of the panel included Bridget Woodruff, Jackie Crum, Katie Smith, Sheridan Blanford, and Marija Pientka. We are so glad to have been able to attend this event, and for also partnering with a co-ed organization who brought a significant number of male participants. It was a great night filled with knowledge, support, and partnership!

# SOCIALS

## GAME NIGHT SOCIAL

by Marissa Mongoven, 10/4/2019

On October 4th, members of our organization reconnected outside of Grainger Hall to host a game night. Members brought their own board games for groups to choose from. Games like College Cards and Catchphrase made for a night full of belly laughs and quality bonding. Women in Business believes that it's important for our members to not only share professional experiences together but also connect in a nonprofessional setting as well. Thank you to our lovely hosts at La Ciel for a night of yummy food, good friends, and lots of fun!



## COMEDY CLUB SOCIAL

by Charlotte Aichele, 10/17/2019

Women in Business spent their Thursday night at Comedy Club on State Street to see the popular comedian, Chris Distefano. Chris Distefano stars in MTV and MTV2's TV shows Guy Code and Girl Code. He also co-hosted Ultimate Beastmaster and the MSG TV show The Bracket. Twenty WIB members were exposed to his humorous comedy surrounding popular culture. This event provided WIB members a night full of laughs and live entertainment. Many members took note of the \$5 student deal that the Comedy Club offers on Thursday nights and hope to return soon. All attendees can agree that this night was a fun, social opportunity to bond off campus beyond Grainger Hall!



## WHEELHOUSE STUDIOS SOCIAL

by Ryan Kerley, 10/29/2019

Throughout the semester so far, WIB girls had many opportunities to attend different social events to hang out with one another. On October 29th, everyone was able to take a break from studying and relax with their WIB friends. 20 WIB girls attended an event at the Wheelhouse Studios at Memorial Union to paint a canvas of Bucky. During the two hour lesson, an art instructor guided us through our painting.

# INTERNAL RELATIONS

## MINUTE TO WIN IT

by Shayna Rosenson, 10/2/2019

On October 2nd, the WIB girls participated in several Minute to Win It competitions for Member Relations. This was a great way to meet some of the new WIB girls and have some competitive fun! The first game we played had several members blow up balloons and then try to knock down as many cups as possible with the air from the balloons. The next game had one person on each team trying to de-stack cups by pulling out index cards that were in between the cups one-by-one. Finally, my favorite game was the Oreo game where we had to get Oreos from our forehead into our mouth. This Member Relations event was really fun, exciting and a great bonding opportunity!



## JEOPARDY

by Samantha Urban, 10/23/2019

For our second member relations of the semester thus far we did an organization wide Jeopardy game. Split up into numerous teams, we answered questions ranging in difficulty from categories such as UW-Madison trivia, general knowledge, fill in the lyrics, celebrities, and random. While the competition level was high, this night was one that brought our members closer together while building upon our teamwork skills. Overall, this bonding experience fostered a fun and well needed hour break from the stress of midterm season.

## NEW MEMBER SOCIAL

by Katie Reitz, 9/20/2019

Being a brand-new member in WIB, I was nervous and excited to attend the New Member Social. My nerves were quickly subsided after introducing myself to fellow new members and meeting some of the Exec board. The social involved painting canvases and getting to know each other in the process.

It really allowed me to talk to many of the girls that I didn't know, while also making an adorable craft that I could bring home. The second half of the social involved meeting the mentors for the first time, which was really exciting! I loved talking to the other girls in WIB and finding girls that I had similar interests as me. I even got to know my now mentor Anna, so it was a great event for me! Overall, I'm really glad I attended and I was able to kickstart many friendships because of it!



## ABROAD SPOTLIGHT - JENNA SCHEFFERT

by Tylar Trichon

Many students choose to study abroad at one point during their college experiences, but not too many students have such a unique experience like one of our WIB members, Jenna Scheffert. Jenna is interning abroad for the fall semester at the US Embassy in Brussels, Belgium. Specifically, she is working with the US Mission of the European Union within the media department. She is doing tasks that include analyzing their social media and helping them to understand how American news is spread in Europe. Jenna has always dreamed of working for an embassy abroad and Brussels was her top pick. The reason for this, she explained, was that “Brussels is kind of like the Washington D.C. of Europe.” Jenna expressed so much love for this city, as there are a lot of young interns and it’s a central location for traveling.



## COMMUNITY INVOLVEMENT

## PREGNANCY HELPLINE VISIT

by Tea Tetting, 10/22/2019

Women in Business spent their Tuesday night on October 22nd volunteering at the Pregnancy Helpline Center in Madison. Members worked together with Stephanie, the executive director, to organize and sort through all of the donations that they receive weekly. This event provided WIB girls with hands on community involvement; many members took note and mentioned how rewarding it was to see first hand the positive impact we left that night. Because of such a gratifying experience, all the attendees can agree they would love to continue volunteering with Stephanie at the Pregnancy Helpline Center.

## ALUMNI SPOTLIGHT - JOELY ADELSON

by Carly Goldblatt

Joely Adelson was an outstanding WIB member throughout her time as an undergraduate. Not only does Joely always have a smile on her face but she was constantly spreading her WIB love. Joely served as our president and led her term confidently, while contributing so much to our organization. Without Joely, WIB would not be the same and we are so thankful for all that she did!

Joely majored in Accounting during her undergraduate years and is now completing her 5th year as a part of the IMacc program. Joely interned at PwC and will be starting as an Assurance Associate at PwC upon her graduation from the program. Joely’s favorite restaurant in Madison is Red!



# MEMBER SPOTLIGHTS



## SAMANTHA URBAN

by Kenzie Downes

Sam Urban has been a member of Women in Business since the fall of 2019. Sam is from Winnetka, IL and attended New Trier High School. This past summer, Sam worked at rEvolution in Chicago, IL as a consulting and research intern. She loved her internship and throughout the course of the summer she learned a lot about the sports marketing industry.

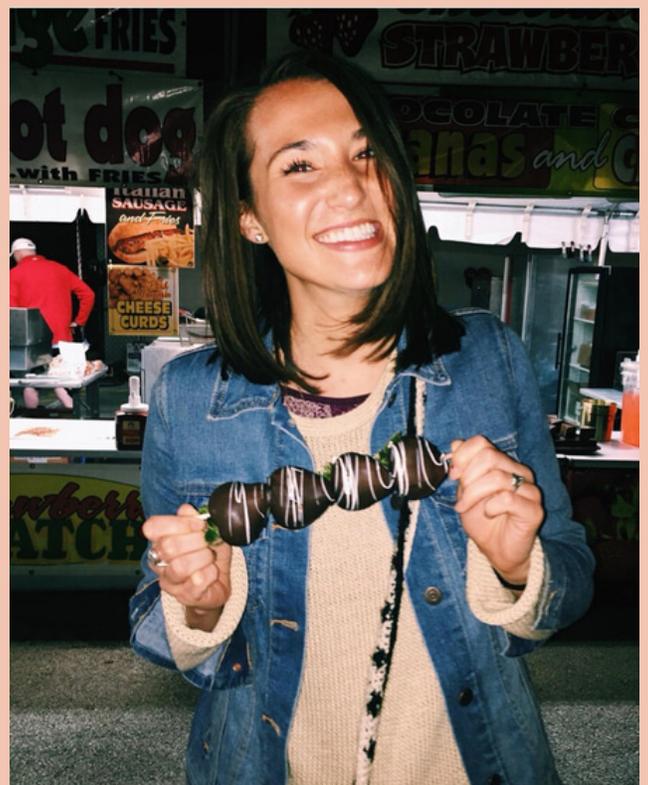
Sam has always had a strong passion for sports; she was a member of the Women's soccer team during her freshman year. Eventually, Sam hopes to move to New York City and pursue a career in sports marketing where she will work closely with a variety of sports teams. She is a devoted member to Women in Business and looks forward to getting further involved! We love you, Sam!

## EMMA WINANS

by Hana Danly

Emma Winans is a Senior who has been an active member of our club throughout her experience. Emma said she loves WIB because it's such a great mix of girls with different interests, from different backgrounds, at different points of their undergrad experience, all commonly interested in growing and developing professionally. To look back on her experience, her favorite memories definitely had to include the time we all had adventuring around Austin, Texas as a group on the WIB trip.

Emma loves running and looks forward to completing her next Half Marathon in Ohio over Thanksgiving! She also loves reading, cooking (follow @girlwho eats\_ for amazing food content), and traveling. She is looking forward to checking out all of the National Parks this summer. Emma definitely deserves recognition for being such a positive light to all of her peers and always putting a smile on everyone's face! She is an incredibly genuine person and WIB member and we are all excited to see what great success she finds post-grad! Thanks for all you do Emma!



# THANK YOU TO OUR CORPORATE PARTNERS



ORACLE®



bp



**KOHL'S**