

# WOMEN IN BUSINESS UW-MADISON

FALL SEMESTER NEWSLETTER



## WOMEN IN BUSINESS FALL CLOSING

By Olivia Pralle, Newsletter Director



Women in Business finished off the fall semester with many awesome events and a formal banquet at Camp Trippalindee. This newsletter details all of the events and opportunities that our WIB members have participated in during the second half of the Fall semester. Special thanks to our donors and all WIB members for helping us to finish off the year on a high note.

## IN THIS ISSUE

WIB WEDNESDAYS  
PROFESSIONAL DEVELOPMENT

SOCIAL EVENTS  
COMMUNITY INVOLVEMENT

FUNDRAISING  
WIB TRIP AND BANQUET

MEMBER SPOTLIGHTS  
DONOR THANK YOU

# WIB WEDNESDAYS

## SC JOHNSON

by Olivia Pralle, 11/6/2019

On November 6th, WIB had the opportunity to hear from four wonderful women from SC Johnson for our third WIB Wednesday event of the semester. These ladies held many different roles within SC Johnson, from Human Resources to a few different management positions. We also had the chance to hear from one of our very own WIB members, Emily Schmitz, on her experience last summer as a finance intern for SC Johnson.

During this event, the ladies from SC Johnson held a panel and all members were encouraged to ask questions about our speakers' career paths and lives at SC Johnson, as well as probe them for general business advice on how to succeed as a woman in business. We loved hosting SC Johnson and hearing from some amazing women during this fun and interactive event.



## KOHL'S

by Olivia Peters, 11/20/2019

On November 20th, Women in Business along with Women in Finance and Accounting hosted three speakers from Kohl's Corporate. Kohl's, founded in Brookfield, Wisconsin, is a thriving department store retail chain producing revenues last year of over \$20 billion. However, what sets Kohl's apart from other companies is not their financial success but how they treat people. Their new brand positioning statement is "Rewarding the Everyday," where their goal is to inspire and empower families to lead fulfilled lives. Kohl's gives back to each and every community where they have stores, which has added up to over \$700 million so far! Kohl's employees are encouraged to get involved in their communities, and if employees find a cause they are passionate about, Kohl's donates to that cause and allows employees to volunteer during work hours.

The female leaders could not stress enough how uplifting the Kohl's company culture is. As part of their diversity and inclusion initiative, Kohl's has Business Resource Groups (such as the Women's BRG) to not only serve as a support group, but also to propel product innovation serving minority groups. Kohl's summer internships are highly spoken of by the WIB members fortunate enough to have received opportunities, and after this talk many more of us are interested in joining the Kohl's team!



# SUSTAINABILITY WITH KIMBERLY CLARK

by Emily McNamara, 11/19/2019

On November 19th, WIB hosted three recent Wisconsin alumni from Kimberly Clark for a professional development event. Chelsea, Katie, and Sam spoke about sustainability in the business world and the sustainability practices within Kimberly Clark. They also led a group discussion on business presentation skills.

All members then participated in a case competition where they were asked to apply the sustainability strategies to decide on the most efficient way to increase profits of a Kimberly Clark toilet paper product. After, groups discussed which option they believed to be the best and debated on which one the company should move forward with. We were so happy we could learn from the Kimberly Clark professionals!

# PROFESSIONAL DEVELOPMENT



## NORTHWESTERN MUTUAL FINANCES 101

by Lauren Bembinster, 11/7/2019

On Thursday November 7th, Northwestern Mutual came to present to our WIB members for a professional development event. Our two presenters, Erika and Lauren, both gave a compelling presentation on Finance 101.

This presentation was so beneficial in learning how to budget our personal expenses and plan for retirement in the future. They provided handouts, gave great advice and reached out to multiple WIB ladies after the event to provide more information. This was such a great opportunity to connect with other members and gain tools to help us with our future finances!

# SOCIALS

## PACKER WATCH PARTY

by Caroline Iserloth, 11/3/2019

For this social we met up at a member's apartment to watch a Packers game. While we may not all be avid football watchers, it was very nice to spend time with everybody and catch up outside of school. Being right after midterms, it was the perfect time to destress with some fellow WIB ladies. It was also nice to hangout with everybody in a laid back environment and see people outside of Grainger. There was also a ton of really good snacks that were thoroughly enjoyed. Although we may not have been paying close attention to the game, it was a great homework break during my Sunday and a fun way to hang out and relax.



## MENTORSHIP: FRIENDSGIVING POTLUCK

by Lily Holden, 11/22/2019

The members of Women in Business convened on November 22nd to relax and socialize with other members involved in the mentorship program. Each guest brought a sweet treat or savory dish for everyone to enjoy. New members and their mentors bonded over chocolate cake and countless insomnia cookies. Women gathered in the kitchen and living room and shared laughs over stories of comical run-ins in apartment laundry rooms and game day experiences. The Friendsgiving Potluck was a successful night of bonding and creating connections made evident as groups of mentees and their mentors left full and happy.



MENTORSHIP  
FRIENDSGIVING



## ZUMBA SOCIAL

by Rachel Fay, 11/24/2019

On Sunday, November 24th, the WIB ladies met at the Natatorium for our last social event of the semester. Although each social event is unique in its own respect, the work-out social is always highly anticipated as it is a time to get together with friends outside of the business school to blow off some steam. Zumba is a fitness-based dance class that is structured for participants of all skill levels and led by a trained instructor. The class incorporated upbeat music from a variety of genres, ultimately highlighting everyone's music taste. Over twenty WIB members enjoyed their time dancing, listening to great music, and getting a good sweat out of it. The group left with a smile on their faces, refreshed for the new week and excited to finish out the semester strong!

# COMMUNITY INVOLVEMENT

## LUNCH BAG DECORATING FOR RMCH

by Morgan Karger, 11/7/2019

This month a few WIB members had the opportunity to volunteer for the Ronald McDonald House. The Ronald McDonald house is a place where families can call home while their child is hospitalized or receiving medical treatment. Families are served home-cooked meals, have private bedrooms, and have access to many other helpful services. As part of our community involvement for the semester, we decorated lunch bags with inspirational messages and drawings to give to the kids and their families. It is our hope that these cute bags will put a smile on their faces and cheer them up!



## ALUMNI SPOTLIGHT

by Sydney Mittelsteadt

Lexi DesRochers was an extremely involved and an outstanding WIB member throughout her time at UW as an undergraduate. Lexi showed her WIB love by serving as our president and going above and beyond every semester she was a member. She always had a smile on her face that lit up the room and was dedicated to making all members feel welcomed. Without Lexi and her amazing sense of humor, WIB would not have been the same.

We are so grateful for her lasting impact on WIB! Not only did Lexi shine at UW-Madison but after graduating in May of 2018 she began her role as a data analyst at UW Health. We know she is doing amazing things and her future is so bright!

## BLANKET TYING WITH PROJECT LINUS

by Julia Wojtach-Rytel, 11/12/2019

On Tuesday, November 12th, WIB had the opportunity to lend a helping hand and tie blankets for Project Linus. As a non-profit organization, Project Linus benefits children's hospitals nationwide (including Madison) by providing children with homemade blankets.

According to their website, over seven and a half million blankets have been donated since 1995! Thank you to our very own WIB member, Sarah Weaver, for coordinating this event!



# FUNDRAISING

## SALADS UP FUNDRAISER

by Caroline Busch, 11/5/2010

Last month WIB had a fundraiser at Salads UP on Tuesday November 5th from 4:00pm-8:00pm. For this fundraiser, WIB members and members of the community went to Salads UP and if they mentioned Women In Business at the register WIB received a portion of the sales. The purpose of fundraisers like these are to help raise money for WIB.

By doing a fundraiser at a local restaurant, the Madison community outside of WIB is able to help support the club so that we can continue to do everything that we do! This fundraiser helped bring in some money for WIB, but it also helped bring in more traffic to Salads UP!



## FRUTTA BOWLS FUNDRAISER

by Julia Chelak, 11/18/2019

Throughout the semester, Women in Business has created various fundraisers in order to raise money in support of the club. On November 18th, Women in Business hosted an all-day fundraiser at Frutta Bowls, an Açaí restaurant located in the middle of State Street.

In order to promote this event to friends, families and other UW students, WIB girls posted fun Instagram stories throughout the day. By mentioning “Women in Business” at the counter, all of the proceeds from Frutta Bowls went towards the club. Whether it was ordering anything from a “frutella bowl” to “the bravocado”, this delicious fundraiser was definitely a success!





# WIB TRIP TO ATLANTA

by Hannah Northfell, 11/13/2019-11/16/2019

During the weekend of November 13-16, a group of our fellow WIB members traveled to Atlanta, Georgia for a few days to gain professional experience from various companies throughout the Atlanta area. The women heard from very well-known companies throughout the United States including Home Depot, Georgia Pacific, Chick-Fil-A, and Inspire Brands.

Lauren Knutson, a sophomore, attended the trip this semester and expressed, "Of course, we learned all of the amazing things that each employee did at their respective company but when we asked what advice they had, it was always along the lines of don't settle, you are already ahead of the game, and that basically everything will turn out in the end!" This advice really spoke to Lauren and the other women who were in attendance. At the end of each day, the girls were able to come back to the house to unwind by hanging out in their new WIB gear and playing classic sleepover games. All in all, it was a very memorable weekend for everyone who went!



## END-OF- SEMESTER BANQUET AT THE GRADUATE

by Sophie Wallach, 12/4/2019

On Wednesday December 4th following our elections ceremony, many WIB members attended the Winter Banquet at Camp Trippalindee in The Graduate Hotel. We had an amazing time celebrating the graduating seniors, taking fun pictures, and spreading lots of WIB love. After a wonderful meal including cheese curds, chicken wings, and cupcakes, we recognized our seniors and gave them their senior gifts. We would like to give a very special thanks to our Banquet Director, Madeline Mortell, and our VP of Internal Relations, Olivia Miller, for a fantastic end of the semester banquet!



# MEMBER SPOTLIGHTS



## MARISSA MONGOVEN

by Koryn Kessler

Marissa Mongoven has been an active member of WIB since her first semester of freshman year. Currently a sophomore, Marissa studies Marketing & International Business with a certificate in Spanish. Her favorite class she's taken is MKT 305 Consumer Behavior. Marissa is from Highland Park, IL and in her free time she enjoys to sing, dance, cook and travel. Outside of WIB, she is also involved in her sorority AEPi. Last summer Marissa interned with the Chicago Bears for her second summer training event. Marissa joined WIB to be a part of a group of driven, intelligent, and outgoing women who have the same values and aspirations as she does. WIB proved to be an incredible opportunity to grow as a professional and as an individual for Marissa! Her favorite part of WIB is the women who make this organization so special! Marissa was recently elected as VP Member Development where she is excited to create new and exciting professional development and community involvement events. Thanks for all that you do Marissa!

## KENZIE DOWNES

by Anna Brenny

Kenzie Downes has been a member of Women in Business since the Spring of 2018. Kenzie is from Minneapolis, Minnesota and went to the Academy of Holy Angels. Kenzie has always been a friendly, positive face in Women in Business and has always been devoted to the club and the members in it. She has been the New Member Director, Recruitment Director, a mentor, and is currently the Trip Director. She has been a great friend and is always a go-to for questions and help. She is a true demonstration of the WIB ideals as she is a strong, confident woman who is dedicated to school and excelling in the professional world as well as being friendly to everyone around her. She had an impressive internship this summer as a Sales Intern at Gallagher and is working in software sales for IBM in downtown Chicago this coming summer. She did an amazing job planning the fall trip, and everyone thoroughly enjoyed it and appreciates all the work she puts into WIB. Thank you for all you do Kenzie!





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**KOHL'S**