

WOMEN IN BUSINESS UW-MADISON

FALL TRIP NEWSLETTER



**THANK YOU FOR READING &
WELCOME TO ATLANTA!**



Because of the generous support of our donors, Women in Business was able to embark on a fantastic trip to Atlanta, Georgia this Fall semester.

Rather than just share photos of our time in the south, we wanted to give an inside look into each aspect of our trip through the voices of the girls who attended. We truly hope you enjoy reading about our adventures and hearing what we were able to take away from the experience.

IN THIS ISSUE



COMPANY VISITS



WHAT WE LEARNED



OUR FAVORITE MEMORIES



A BIG THANK YOU!

THANK YOU DONORS!

by Maddie Sobieski, Senior

On behalf of the 15 members who went on our fall trip to Atlanta, Georgia, we want to express our sincere gratitude to our donors who made this trip possible. The grant funds went towards subsidizing flight costs for our members, making the opportunity to attend the trip a possibility for much more women in our organization. Your generosity was truly appreciated and the career development our members gained on this trip would not have been possible without the grant we received from the Career Development Fund.

The fall trip gave our members the opportunity to visit and network with company representatives, explore a new business landscape, and bond with our fellow WIB members. Our four days spent together traveling and exploring Atlanta allowed us to develop professionally and make memories that will last us a lifetime. Once again, thank you to the Career Development Fund donors for helping to make Women In Business's Fall Trip to Atlanta possible!



DAY 1 - KROG STREET MARKET

by Mackenzie Downes, Junior

The first night we arrived in Atlanta, WIB headed to Krog Street Market. This market was about a 10 minute walk from our Airbnb and was recommended by many locals. Once we arrived, we wandered around the market and selected various food booths for dinner. Some ate sushi, while others chose noodles or pizza. The food was delicious, and the atmosphere was noteworthy. To end our night, we all bought ice cream from the legendary Jeni's Splendid Ice Cream shop. The ice cream was to die for and definitely one of the best parts of our trip. Krog Street Market was very quaint and an amazing start to our Atlanta adventure!



COMPANY VISIT: THE HOME DEPOT

by Laura Buckman, Junior

Our first tour on the trip to Atlanta was The Home Depot and they definitely set the standards high for the rest of the tours we went on! We got to tour the support center and see all the amenities including a gym, child care center, and one of Georgia's busiest Starbucks locations right in their building. Along with the general tour, we took a personal tour of their museum and learned about the history of The Home Depot, all started by two men named Bernie Marcus and Arthur Blank. After the tours, we were served a generous lunch of tacos while we heard from several people about their roles within The Home Depot along with the amazing volunteer program they have organized among their employees. Overall, we learned lots of valuable lessons about female empowerment in the workplace and how to be confident in your decisions. It was an inspiring day learning from powerful women how to succeed in whatever you are trying to achieve.



COMPANY VISIT: GEORGIA PACIFIC

by Marita Kelnhofer, Senior

The second company we visited on Thursday was Georgia-Pacific! Located in the heart of downtown Atlanta, us Women in Business members enjoyed exploring the HQ and learning about the innovative ways they incorporated their products into their office space. We then sat down to a panel of fellow Badger alumni who are now at different levels within the company, and received great advice on choosing a career path or company in the future. We also loved learning about their sustainable practices, product and brand overview, and their unique GP-Pro Jumpstart program which is specifically geared towards recent college grads who are looking to gain experience and practice in many different areas of business development.



WORLD OF COCA-COLA

by Olivia Szalacinski, Senior

After a day of company visits, WIB decided that it would not be a true trip to Atlanta without experiencing the World of Coca-Cola Museum! After being served our choice of Coke upon arriving, we were greeted with true southern hospitality by our tour guide who gave us a brief history of the brand and how far it has come. We then were able to watch one of Coke's newest campaigns on the big screen, followed by the freedom to explore many different exhibits in the complex. We were able to learn more about the vault that houses the secret formula, the bottling process, and even try flavors of Coca-Cola owned brands of beverages from around the world! Finally, we couldn't resist leaving without a picture with Coke's beloved mascot, the polar bear. Overall, this was a fun way to end our day on the town and experience an iconic company that has helped make Atlanta famous!

DAY 3

COMPANY VISIT: CHICK-FIL-A

by Ally Chubaty, Junior

Women in Business' second day began at the Chick-Fil-A headquarters with a classic breakfast of chicken biscuits and a grand tour of the sprawling headquarters. The backstage tour at Chick-Fil-A gave our ladies a taste of the company's humble beginnings, which started with the creation of the Dwarf House restaurant in 1946. We also had the chance to learn about and experience Chick-Fil-A's mission to have a positive experience with everyone they interact with. Our tour guide and Chick-Fil-A's top talent recruiting team warmly welcomed us and invited us to learn more about their culture and career opportunities with a presentation and informative Q&A session. We would love to see some WIB ladies at Chick-Fil-A in the future!



COMPANY VISIT: INSPIRE BRANDS

by Lauren Knutson, Sophomore

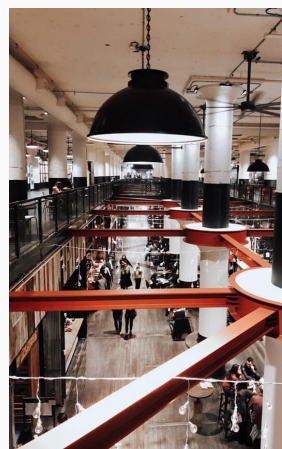
"When you say Wisconsin, you've said it all!"-That iconic Badger game day chant was how the President of Buffalo Wild Wings greeted us (as a fellow badger alumni, himself) during our visit at Inspire Brands. Along with a Q&A session with the President of BWWs, we also had the wonderful privilege of talking with a panel from different divisions of their corporation. After learning so much about their purpose and five owned brands, we took a tour of their beautiful headquarters. With each floor representing one of their chain restaurants, it was such a unique experience! WIB absolutely adored Inspire Brands and is so grateful for the opportunity to have visited.



PONCE CITY MARKET

by Emmy Bildings, Senior

On Friday evening after a full day of company visits, WIB members spent some time relaxing before heading out to Atlanta's Ponce City Market. Ponce City Market is a wonderful representation of Atlanta as it has a little bit of everything for everyone that comes through. An old Sears, Roebuck & Co facility, the historical building was renovated to become the center of all things dining, shopping, and living for those local to Atlanta. Our members enjoyed a range of dinner options from Asian food to a good old fashioned southern meals of chicken and biscuits. To top it off, those who have a sweet tooth tried out some local ice cream and cookie dough in a cone after dinner. It was a perfect adventure after a big day of networking and rainy weather outside!



POST TRIP REFLECTIONS

WHAT WE LEARNED

by Charlotte Aichele, Junior

Traveling to Atlanta provided a vast array of learning opportunities for Women in Business members. Every company visit provided valuable insight into different industries. Inspire Brands and Chick-fil-A shed light on the food industry, Home Depot exposed members to retail, and Georgia Pacific operates in the pulp and paper industry. From an industry perspective, I learned the importance of building connections. Numerous speakers emphasized the power of making connections when nothing is on the line. I recognize the connections I make today, whether it be in student organizations or with professors, are valuable connections that can help build my future career. From a company perspective, I learned the importance of finding a mentor. A recent college graduate working at Georgia Pacific offered that it is beneficial to have a peer mentor, or a colleague that is similar in age and work experience, and then a more experienced mentor. Many professionals shared the value in company cultures. They emphasized the importance of knowing your own personal values and finding a company that complements and elevates one's values and passions. It is evident that in order to grow in a career one must ask questions and ask for help. A woman at Inspire Brands reminded us that all people at all job levels have the potential to demonstrate leadership through their work ethic and attitude. Traveling to Atlanta provided me real-world perspective. Hearing from working professionals motivated me to continue exploring my values and interests and finding a company that aligns with them. Above all, I learned the power of asking questions, listening, and engaging with professionals and the value others bring from their past experiences. Traveling to Atlanta truly provided a dynamic and unique learning experience.



FAVORITE TRIP MEMORY

by Monica Murphy, Sophomore

Traveling to Atlanta, GA with my WIB girls was one of my favorite trips to date during my undergraduate time here at the Wisconsin School of Business. With that said, my favorite memory from the corporate trip to Atlanta was seeing the vast amount of diversity in corporate America. As a African American female, I don't see a lot of people in corporate America who look like me. Being apart of such a vibrant environment of diverse thoughts inspired me and gave me hope that someone who looks like me can add value to the business world. As I am back on campus and getting ready for finals, I have a new re-lit passion to continue working hard, in hopes of adding my unique diverse mindset to corporate America. In closing, I want to personally thank all the donors and companies for providing this opportunity.



VP OF CORPORATE RELATIONS - MADDIE SOBIESKI

by Olivia Szalacinski, Senior

Maddie Sobieski currently serves as Women in Business' Vice President of Corporate Relations, with her main duty including the planning and execution of our fall trip! Maddie has been an incredibly dedicated member of WIB since her Freshman year and loves her role on the leadership team. Maddie has a passion for helping WIB members reach their full potential by providing them with opportunities to create connections and network which can later lead to future opportunities and careers. When asked about the trip, she said, "planning this trip alongside the trip directors was an amazing opportunity to grow professionally and as a leader. I'm so proud of our team and had so much fun enjoying our months of hard work during our trip!"



TRIP DIRECTOR - ALLY CHUBATY

by Macy Madsen, Senior

MEET THE TRIP TEAM

Ally Chubaty is one of two trip directors who planned our fall WIB trip to Atlanta, Georgia! Her favorite part about WIB is spending time with her best friends and new friends all while having so many opportunities to learn and grow both personally and professionally! Ally's favorite part as a Trip Director was getting to plan a fun and educational trip for such deserving women. She states that her team chose to go to Atlanta because there were so many innovative companies headquartered there, and of course the hopes of having some warm weather! Her favorite memory from the trip was the opportunity to chat and get to know the WIB ladies she wasn't as close with before the trip. She did such a great job planning everything. We all had so much fun and thank her for her hard work!

TRIP DIRECTOR - MACKENZIE DOWNES

by Anna Osterberg, Junior



Kenzie Downes has been an involved member of Women in Business since the spring semester of her freshman year. She has loved being a part of this community of women who are motivated to succeed both personally and professionally. Kenzie was excited to be Trip Director this semester because the trip is many members' favorite memory from their time in WIB, and she wanted to contribute to its success. She was able to utilize her love for planning events and reaching out to new people to coordinate a trip that was both entertaining and valuable for all participants. Outside of WIB, she will be venturing abroad next semester to study in Barcelona, Spain before living in downtown Chicago this summer working as a Software Sales Intern at IBM. We are so thankful for all of the hard work she put in as Trip Director and are so excited for all of the incredible opportunities she has on the horizon!

THANK YOU FOR MAKING OUR TRIP POSSIBLE!

SINCERELY,

Olivia Szalacinski, Maddie Sobieski, Marita Kelnhofer,
Ally Chubaty, Mackenzie Downes, Macy Madsen,
Anna Osterberg, Andrea Ghanimah, Emmy Bildings,
Carissa Gillispie, Monica Murphy, Lauren Knuston,
Laura Buckman, Marielle Cesar, & Charlotte Aichele

