

WOMEN IN BUSINESS

BACK ON CAMPUS

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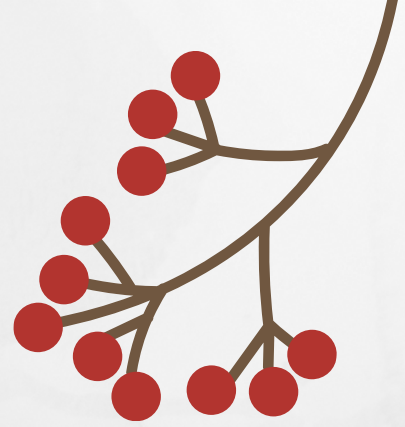
A NOTE FROM THE EDITOR

BY KATE REITZ

Thank you to everyone who helped by writing articles, sending in pictures, and allowing me to bounce ideas off of them! I'm so excited for you all to read what WIB has been up to this semester! As weeks come and go, we've all been taking time to develop ourselves professionally, create lasting memories, and prepare for our careers post-grad. We've learned so much and have met with some of the most influential companies in the nation.

From picnic socials to DEI discussions, WIB has had a jam-packed fall semester. We were lucky enough to welcome 25 new members in September and it's been so fun having events back in-person again! Seeing everyone has been such a treat and makes campus feel slightly "normal" again. Thank you again for taking time to read and hope you enjoy!

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INTERNSHIP SPOTLIGHTS

EMILY ZOBOROWSKI

OVATIVE/GROUP

PAID SEARCH INTERN

This past summer, I was very fortunate to work for Ovative Group in Minneapolis, MN. Ovative Group is an independent, digital-first media and measurement firm that has locations in Minneapolis, MN and New York City, NY. Ovative Group helps change makers drive measurable performance with their customer-centric enterprise mentality, unparalleled team, and integrated media, measurement, and consulting services.

As a paid search intern, I did heavy digital marketing analytics work - which was not my strong suit prior. It was intimidating to go from being a student to working full-time at a fast-paced agency who works with high profile clients, but thankfully because of my fellow co-workers and the overall corporate culture, the transition was so smooth, and my entire experience was absolutely amazing. The main job duties include:

- Optimizing the entire consumer funnel through paid search activities based on real client objectives, while also assisting with the execution of enterprise paid search programs.
- Managing multiple campaigns by conducting weekly and monthly reporting insights and daily pacing for each campaign. Working to find new insights and developing short-term and long-term strategic recommendations for the client through data analysis.

- Building strong proficiency in common paid search activities: ad copywriting, bid modification and optimization, keyword expansion and negative keywords, landing page test recommendation, client audit work, quality score optimization, and fee management/optimization.
- Assisting in development of client deliverables and solutions, including presentation pitches and competitive/landscape audits and client management support.
- Developing strong competency in the daily usage of relevant technical platforms such as: Google Ads, Microsoft Ads, Google Ads Editor, Microsoft Ads Editor, Google Data Studio, Facebook Ads Managers, Microsoft Excel, and Google Analytics.

It's always been a dream of mine to work at a digital marketing agency downtown in a big city, so I am SO thrilled to continue working with them part time during this school year and cannot wait to learn so much more!



INTERNSHIP SPOTLIGHTS

ANNA BRENNY

MACY'S

SITE MERCHANDISING INTERN

This past summer I interned at Macy's as a Site Merchandising intern in the small appliances and personal care department.

Site Merchandising revolves around organizing and designing the website to match the brand, but also, to make sure the consumer can easily navigate through the site. One of the big jobs I got to do was to go through products and change their search attributes, so they show up in the right categories. One project I did was rearrange the "garment care" search results. When searching "garment care", random objects like facial tools were appearing. I got to go into a platform called Stella and change the features, so the facial tools were filtered out of "garment care" and put into "beauty tools". I loved being able to see my impact directly on the website.

My role was completely virtual, but I still learned so much. I had many meetings every day on Microsoft Teams. There were networking events and social events to get to know Macy's and our colleagues better, as well as speaker events with C-suite leaders.

I loved working for Macy's because of the company culture. Everyone there actively tries to help you succeed. During my internship, my mentor and the HR team set up many meetings for me to be able to network with people throughout the company in various positions. I also loved the flexibility and movement in the company. Macy's allows employees to move horizontally and vertically as quickly as they would like. Many people I worked with tried all sorts of positions that weren't directly related to their first role.

I got this role by applying through Handshake and networking with Macy's employees. I had an informational interview before I got my interview, and it was helpful to understand the company on a more personal level.

I have accepted an offer with Macy's as part of their Executive Development Program in NYC where I will be spending two months learning everything about Site Merchandising. After the two months, I will be placed as a Site Merchandising Assistant. I'm looking forward to my future with the company!



WIB WEDNESDAY

BP

BY MADDIE GUMAN

October 6th marked our first WIB Wednesday of the fall semester, where WIB members were able to learn useful resume and interview tips and tricks from representatives of BP. Early career advisor Mike La Ha led the night by sharing some of his most important pieces of advice on how to stand out in the application process. Having reviewed thousands of interviews himself, we were fortunate enough to gain expert insider knowledge. Mike also provided us with information about BP, their sustainability efforts, and their full-time and internship positions, opening our eyes up to even more opportunities to consider as we all embark on our journeys to find internship and full-time roles. We are so thankful and fortunate to have had Mike La Ha speak with us and share his knowledge and expertise that greatly benefitted us all.



KOHL'S

BY KHUSHBOO GUPTA

Kohl's made a lasting impression on the women of WIB through sharing the important values of their company. Two women from Kohl's, one within Campus Recruiting and another in Product Development and Supply Chain, shared their experiences within the company and why they enjoy working at Kohl's through a presentation and Q&A panel. We learned about the fulfilling opportunities within the collaborative environment that Kohl's brings and the recommended resume work certain positions look for.

ERNST & YOUNG

BY MARISSA LOMIS

On October 20th, Women in Business engaged in an informative, valuable WIB Wednesday with Ernst and Young. During the event, we all had the pleasure of learning in more depth about EY's business model and culture, with an emphasis on effective coaching. A main takeaway from this event includes the essential role that mentorship plays in fostering an environment for success. EY opened our eyes to the complexity of the workplace, and how to navigate unexpected situations by leaning on fellow mentors. Not only did this WIB Wednesday shed light on EY as an organization, but it also encouraged all of us to coach others and seek out coaches outside of the workplace setting. Such as WIB is a community of support for all members pursuing a career in the field of business, coaching can enhance any goal, and simplify any obstacle that presents itself. It was a truly special experience to be able to engage with EY and learn more about the company's values and the key to success in the workplace.

WIB WEDNESDAY

DELOITTE

BY JORDAN GROB

Deloitte came and spoke to us about a phenomenon called ‘imposter syndrome,’ and how most people fall prey to it at one point in their career or another. Deloitte’s representatives put words to the feelings many have, such as feeling as if one isn’t worthy of where they are now—even if they deserved it for their hard work, or being a woman in the workplace and internally comparing one’s achievements and abilities to a male coworker without even realizing it. It was really an eye opener for all of us that we are not alone in these feelings and that they are wholly valid. We are extremely grateful to hear about this tough topic from the incredible women of Deloitte. Going forward, we plan to take what we’ve learned from this event and use it as an opportunity to uplift and support our fellow women in business and coworkers in their endeavors.



PWC

BY AVA PAULSON

Women in Business engaged in the 4th WIB Wednesday with PricewaterhouseCoopers. PwC is the second largest professional services organization and one of the Big Four accounting firms, so receiving a presentation from this renowned institution was truly an honor. This virtual program was led by recruiter Katie Matias and further initiated by a panel of women who discussed their specific PwC career progressions and professional journeys. Sharing their insight inspired WIB members to consider future job opportunities of their own and the ways in which growth will occur.



SUITABLY

BY ISABELLE STENGEL

On December 1st, members of women in Business were joined by Suitably for their final WIB Wednesday of the fall semester. Suitably was founded by Annabel Fowler Gatto and operates as a women's workwear brand that sells directly to consumers and offers affordable fashion essentials. Annabel spoke with us about how her original path to becoming a lawyer and passion to improve the quality of other people’s lives led her to become an entrepreneur. When Annabel found that many women didn’t have a workwear company they truly loved and discovered the white space in the market, the idea of Suitably was born. Annabel serves as an inspiration for all women in business through her hard work and motivation to serve others that ultimately made her business a reality.

Suitably

DEI EVENTS



ALLIANT ENERGY

BY JESSICA KOHLENBERGER

On October 18th, Women in Business had the pleasure of speaking with Alliant Energy. We were able to hear about personal experiences these professionals had as young women in the field of business. Particularly as a biracial business student, I was touched by their initiatives to help improve DEI in the workplace. They spoke about their Employee Resource Groups, which include support groups for communities ranging from LGBTQ+ to multicultural. Not to mention a resource group for women that encourages growth and advancement! In essence, this was such an insightful event and it truly was a privilege to hear from Alliant Energy.

COCOVAA

BY MALIA TYLER

The first DEI event of the fall started our semester out strong with Syovata from CocoVaa coming into Grainger to speak to us all about her journey from being a lawyer to owning her own local chocolate shop. She spoke about navigating the business world as a black woman and a single mom and how that shaped her experiences, especially when she worked at a law firm in the south. Today, she is successfully supporting her family doing what she loves: creating unique, delicious desserts at her shop which resides only a few miles from campus. We were so lucky to hear from such an honest and successful businesswoman!



PROFESSIONAL DEVELOPMENT

KENDRA SCOTT

BY HANNA HAUSMANN

Women in Business kicked off the month of November with a dazzling Professional Development Event presented by Kendra Scott. The virtual event allowed WIB members to hear the KS firm overview, as well as learn more about the cross-functional business practices and success strategies from marketing, supply chain, and design oriented areas. WIB was joined by KS employees Kristan Glass, KellyAnn Miller, and Danay McKain to discuss and connect on aspects of what drives passion, creativity and growth in their professional lives.

During the presentation, KellyAnn Miller, current Director of Brand Marketing, touched on the importance of focusing on the expectations of price, product quality, and consumer experience to successfully reach target markets. Danay McKain, Senior Director of Production and Sourcing, emphasized the importance of communication and organization with all branches of product development in order to create an efficient work environment. Director of Design Operations, Kristen Glass, reiterated the importance of communication, as design and timing are critical for KS seasonal and holiday launches. We are so thankful we could learn so much from the women at Kendra Scott!



NORTHWESTERN MUTUAL

BY CASSIDY VANEPPS

On October 27th, Northwestern presented to Women In Business virtually regarding investment tips. We heard from a professional financial advisor on the importance of savings, IRA, 401(k)s, and more! We also learned tips about how to invest and save money as a college student, along with insight on popular investment and budgeting apps. This professional development event ended with a Q&A panel from WIB girls. Learning from Northwestern Mutual advisors was very interesting and we're so thankful for their time!

PROFESSIONAL DEVELOPMENT

ERNST & YOUNG

BY MARISSA MONGOVEN

On November 8th, EY returned to Madison to host a professional development networking event for our members at Red sushi in downtown Madison. Members had the opportunity to get to know recruiters, audit team members, and management from the Milwaukee and Chicago offices over an incredible meal. WIB members and EY professionals enjoyed an amazing three-course meal ending with the most amazing wonton cannoli! While the menu was a hit, the conversation and opportunity to connect with EY women in business is what made the night so successful and beneficial to our members. Thank you so much to EY for sponsoring such a fabulous event and giving our WIB members your time! We are grateful for your support.



PERSONAL BRANDING BOOTCAMP

BY KAITLYN LAU

WIB members were able to gain so much from our brand new Personal Branding Bootcamp. It really jumpstarted our business careers and gave us a head start on building our professional presences. With this bootcamp, we got our headshots taken, which we could use for LinkedIn, and had our resumes and LinkedIn profiles reviewed by upperclassmen. As a first semester freshman, I had felt overwhelmed and pressured to start creating my personal and professional brand, and I did not know where to start. However, this bootcamp gave me all of the knowledge and research that I needed to do so, and I am so grateful!

FUNDRAISING

CHIPOTLE

BY JULIA LANE

The members of Women in Business take pride in their involvement in the Madison community and their commitment to collaborating with other businesses in the area. On November 10, WIB members held a fundraiser at Chipotle where they raised money alongside other UW-Madison students. The fundraiser was held from 5-8pm and the proceeds were gathered to support the success of WIB's semester of events. Afterwards, the members of WIB were able to take part in a community dinner where they could relax, chat, and bond over a delicious meal!



SALADS UP

BY MAYA HERSHKOWITZ



On Monday, October 25, Women in Business partnered with Salads Up for a fundraiser! When the cashier was given the code word, "WIB," they took a percentage of the sale and donated it back to WIB. With this fundraiser, members were able to enjoy a good meal or snack, while also supporting their favorite organization.

PROFESSIONAL MENTORSHIP

BY MARIE IWANSKI

This semester, Women in Business continued our internal professional mentorship program, now led by Mallory Ellis, VP of Internal Relations. The program paired a current WIB member with a fellow WIB alum who is currently working in the area of business that the member is interested in. The pairs met up three times throughout the semester, first for a casual informational interview, then to review LinkedIn profiles and resumes, and finally, to share interview tips and insight into potential career paths. The professional mentorship program allows current WIB members to form lasting connections with business professionals that can help them on both a personal level and on a career level. It is the perfect way to begin to network in your field of interest in a casual, common setting!

MEMBER RELATIONS

BY STEPHANIE LUCE

Two of the Member Relations events this semester included Capture the Flag and a Community Dinner. For Capture the Flag, WIB members were split up among five teams and hid their flags all throughout Grainger. It was a creative way to have fun as a whole organization. For the Community Dinner, most WIB members brought Chipotle from the Chipotle Fundraising event and all ate dinner together in a room at Grainger. It was a great opportunity to chat and get to know fellow WIB members.



MENTORSHIP

BY MONICA MURPHY

Through the mentorship program, new WIB members get the chance to learn more about the organization and make friends through a veteran WIB member. This allows for our new members to feel more included in WIB as well as helps them acclimate to the organization. I had the amazing opportunity to mentor Lydia Sladek this Fall semester! Lydia is one of the sweetest people I have ever met and I have truly enjoyed mentoring her over the last 15 weeks. Throughout the semester, we had lunch at ShortStack Eatery, discussed courses for next semester, attended mentorship programming together, and overall grew our friendship.



SOCIAL



FALL PICNIC

BY ASHNA BANSAL

The social at James Madison Park was a great way to kickoff the semester! After spending the past semester of WIB online, the social provided a great opportunity to meet the other members in person. It was so fun to talk to other members and see the diversity in their backgrounds, majors, experiences, and plans for after college. The social taught us that while technology is advancing and virtual communication is possible, there is something even more valuable in-person, face-to-face interactions.



SCAVENGER HUNT

BY HAILEY LAUBSCHER

This semester WIB members formed teams and participated in a campus wide scavenger hunt. While we were running around campus, finding the necessary clues and doing challenges, we got to know each other outside of a typical meeting environment. My favorite part was the creativity that went into fulfilling each of the requirements, and getting to see some of the WIB members' competitive sides. Overall, this event was a great way to bond with members of all years and majors, and work together to complete all of the tasks on the scavenger hunt.

HALLOWEEN MOVIE NIGHT

BY ELIZABETH KALLIES

For a fun Halloween activity, WIB members got together to watch a classic Halloween movie, Hocus Pocus. A night of snacks and fun was a nice break from midterms for the WIB members. It was a great night of low stress socializing that was something we missed during our year of only online events. The WIB Halloween movie social was a great event for spooky season!

FALL TRIP



WEEKEND 1 (TARGET & MORNINGSTAR)

BY ISABELLA DOUCAS

On November 5th, 2021, a group of 25 Women in Business members had the opportunity to hear from and network with employees from Target and MorningStar. Members first heard from Target employees: Taryn Levins, Lisa Punderson, and Rachel Vold. Their presentation focused on career progression, Target's internship opportunities, and the company's culture. They also discussed Target's initiatives regarding diversity and sustainability goals. At the end of the presentation a panel discussion was facilitated with a Q&A session about Target's culture. The members also heard from MorningStar employees: Annalise Arigi, Harron, and Sabrina. They focused the presentation around growth opportunities and their career history. They discussed their life at the company and provided meaningful advice for the post graduation/full-time transition. WIB members learned about the company's culture and various aspects about MorningStar's competitive differentiators.



WEEKEND 2 (ENSODATA & SPS COMMERCE)

BY UMA PARHAR

For this semester's virtual trip, we were fortunate enough to also hear from leaders at Ensodata and SPS Commerce. The SPS Commerce speakers spoke about why they chose to work at SPS, as well as how they ended up in their current role. They also gave amazing advice regarding career progression and how to navigate the corporate world! Ensodata emphasized that career journeys can be sporadic and that there is no "one path" to success. Both companies also touched on imposter syndrome and how to deal with being female in a male-dominated industry.

COMMUNITY INVOLVEMENT

MADISON CAT PROJECT

BY RACHAEL RYAN

At the end of October, our women participated in a community involvement project for Madison's Cat Project. WIB members made cat toys out of baby socks and scraps of paper, finishing them with a marker to make them look like fish. Resources and supplies are always lacking at a nonprofit busy shelter so to be able to craft toys made. There were a lot of women from our organization that came out to support MCP, and its vision. It was a fun, creative opportunity to get involved in the WIB community as well as the Madison community at large by being a part of a mission greater than ourselves and helping some furry friends along the way!



PREGNANCY HELPLINE

BY LILY HOLDEN

Two things I learned this semester: 44% of young children live in low-income families and diapers cannot be bought with food stamps. This semester, members of Women in Business had the opportunity to support underserved families in Dane County by purchasing disposable diapers. This drive allowed WIB members to either raise money or purchase diapers to be donated. Pregnancy Helpline was the first diaper bank in Dane County and has been serving many children and families in the Madison area. Community Involvement Director, Harper Xiong, reported that members raised about \$500 to purchase supplies for Pregnancy Helpline and provided 6 boxes directly to the drive. This fundraiser/community involvement opportunity was a major success and is a testament to the impact women can make when we work together!

WRITING LETTERS TO SENATORS

BY SYDNEY ROSSINI

One of the best parts of being in WIB in the past few years has been seeing our DEI team innovate and grow. This semester, they teamed up with the Community Involvement team to host a joint event. Finding a new way to help WIB women stay involved and educated, the directors taught members how to write and send a letter to a senator or member of congress. Placing an emphasis on issues that disproportionately affect women, members wrote letters on the pink tax, family leave, and more. DEI is a crucial consideration in everything we do, and this event helped members take action on issues of equity important to them.

THANK YOU

TO ALL OF OUR SPONSORS THIS SEMESTER AND
TO OUR ENTIRE LEADERSHIP BOARD



A BIG THANK YOU TO EVERY COMPANY THAT WAS ABLE TO
SPEAK WITH US THIS SEMESTER, WE WOULD NOT HAVE HAD
SUCH A MEMORABLE SEMESTER WITHOUT YOU!

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