

WOMEN IN BUSINESS

FALL 2020 NEWSLETTER

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**A SEMESTER LIKE
NO OTHER**

FALL 2020 LEADERS

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Community Involvement

Katie Hise

Fundraising

Emily Siderits & Payton Meuwissen

Organizational Analyst

Grace Orella

New Member/ Recruitment

Shwe Nagarajan

Diversity

A virtual fall semester led Women In Business to transition each of our prepared events online. Follow along and recognize how each member of this organization adapted, learned and cherished another semester in Women In Business.

UNFORGETTABLE INTERNSHIPS

by Emilee Kather

Two Members' Internships Impacted by COVID-19

Brianna Fiene, the President of Women In Business and Monica Murphy, the VP of Member Development both managed a summer 2020 internship in the midst of a pandemic.

Fiene interned at Milwaukee Tool in their commercial finance department and Murphy landed a position with Deloitte out of their Milwaukee office. The two faced similar struggles over the course of their internship.

"We had to wear masks at all times in the building and the office was only at 25% capacity so being able to interact with people was mostly virtual calls," Fiene said.

Murphy also touched on the lack of face-to-face interaction.

"One of the biggest struggles for me was meeting people whether it was other professionals or interns because everything was via Zoom. I missed out on that natural networking and building relationships in person," Murphy said.

Both members of Women In Business expressed their gratefulness towards having an internship in a time of uncertainty.

The number one positive takeaway for me was that I was able to have an internship in person because I know a lot of people had internships that were canceled. The fact that I was able to interact with my manager in person and be in the office was a definite benefit for me," Fiene stated.

Murphy was supposed to be in Milwaukee for eight weeks but two of those weeks transitioned to be completely remote.

"I still had an internship which is always a good thing so I'm blessed I even had that opportunity," Murphy said.

Despite the setbacks both women faced, they remained positive and earned themselves positions to return with the two companies they enjoyed working for.

Fiene accepted a full-time position at Milwaukee Tool after she graduates in the spring and Murphy will return to Deloitte as an audit and insurance intern next summer.



DIVERSITY INITIATIVES

At the beginning of the semester Women In Business was challenged to re-examine the diversity of our organization. We fully acknowledged this and reevaluated our diversity and inclusion initiatives.

Ultimately, we want everyone to feel welcome joining our organization and we recognize changes must be made. We are constantly exploring ways to improve.

A Statement from our Current Diversity Director

"Ever since I joined Women in Business, I was acutely aware of being one of few students of color within the organization. While the members were always open, warm and welcoming, I knew that we needed more representation to extend that warmth to other minority students within the business school. I applied to this role with the primary intent of organizing programming around education. I believe that being informed and educated on the experiences and challenges of BIPOC (both with the United States and at a PWI) is the first step toward becoming a strong ally and creating an inclusive environment. We have a long way to go in our efforts, and while change takes time, I think this position has the potential to implement substantial improvements within WIB both now and in the future."

- Shwe Nagarajan



NEW DIVERSITY INITIATIVES

- Mandatory implicit bias training for those with leadership positions
- Mandatory diversity and inclusion events
- Open communication within the organization on organizational diversity and inclusion recommendations, complaints and questions
- Open external communication on diversity and inclusion suggestions
- Reevaluation of post-recruitment processes to provide feedback opportunities for applicants

DIVERSITY EVENTS



ALLYSHIP

by Hannah Northfell

On October 10th, WIB hosted their very own diversity event from our alumni Alexis Burns. Prior to this event, our members were asked to watch a Ted Talk called '3 ways to be a better ally in the workplace' by Melinda Epler. It discussed Melinda Epler's own experience with microaggressions in the workplace and she gave advice on how to be a better ally. Then we talked in breakout groups about our own members' personal experiences regarding these two topics. It was so insightful and educational that our members were able to speak and learn about prevalent issues surrounding the workplace. Furthermore, it was so nice to see our alumni members giving back to WIB and hearing their own personal stories that we can learn from!

CASE STUDY

by Tylar Trichon

On November 9th, Women in Business was fortunate to have the opportunity to collaborate with the Multicultural Business Student Association for a Diversity related business case. WIB members were assigned to groups and given the task to come up with applicable solutions for the diversity case. The case was about a racist incident that occurred at a Dunkin Donuts location. After reading the case each group held a brief discussion where they compared ideas and prepared a strategy for Dunkin Donuts' response. The solutions were then presented to a panel of judges who selected a winner. Group six was chosen as the winner of the case study. This was an extremely fun and impactful opportunity for WIB members as they were able to understand the implications of inclusion from a company standpoint in addition to getting practice participating in a case competition. Congrats to group six on winning!

"I wanted to see how I could support the Black Lives Matter movement in a unique way. So, I decided to focus my passion of art towards a greater cause and act as an ally."

Anna Levy

AUTHENTIC STORYTELLING

by Olivia Pralle

On September 29th, Mandy Runnalls and a team of other female business professionals from Deloitte brought us our first diversity event of the semester and gave an incredible presentation on Authentic Storytelling. Having an interactive event was super helpful for us to remember the information that was presented. We learned about how every story should have three sections – takeoff, turbulence, and touchdown. The takeoff section is all about setting the scene of your story, the turbulence part involves describing your defining moment and the touchdown should provide resolution and convey a meaningful message.

All three of these sections should craft a story that makes you, you. In other words, every story should be authentic to who you are and what is important to you. Thanks to the ladies at Deloitte for this fun and interactive event!

IN THE COMMUNITY



DIAPER DASH 5K

by *Caroline Busch*

On September 26th and 27th WIB members had the opportunity to participate in a virtual 5K! Members could choose to walk, run, bike or perform any other type of physical activity that would get them to 3.1 miles. This 5K was in support of the Pregnancy Helpline in Madison. The Pregnancy Helpline is a non-profit organization that works to provide care, information, support and community referrals to women and their families before, during and after pregnancy. The Diaper Dash run/walk is an annual event put on by the Pregnancy Helpline of Madison and has raised awareness for diaper needs since 2015. This year, due to COVID-19, the event had to be moved virtual but that didn't stop our WIB ladies! It was a rainy day but we still got out there and participated. As a result we were able to raise over \$600 in the Diaper Dash 5K for the Pregnancy helpline!



SALADS UP

by *Isabella Doucas*

The Salads UP fundraiser was a wonderful event that brought smiles and stuffed tummies to many WIB girls. Located right off state street, Salads UP is a popular restaurant for many UW students. It has countless healthy prebuilt salads as well as a build your own option. The restaurant just recently added wraps and grain bowls to their menu as well. Whatever you choose, you will not go wrong!

This fundraiser took place on October 29th from 11am-8:30 pm. A portion of the company's profits generated during this time were donated to WIB. This is greatly appreciated by WIB members and it was a great opportunity to meet and catch up with each other. We appreciate the times we can be together especially in a time of entirely virtual events.



COMMUNITY INVOLVEMENT

by *Sydney Mittelsteadt*

From November 1st through November 8th Women In Business members participated in a community involvement event by writing inspirational and encouraging letters to the 7th and 8th graders of the Deforest Area School District. The students are currently completing their year entirely virtually and WIB wanted to provide them with positive words of encouragement. WIB got creative with their letters to spread motivation and support to the students in hopes of bringing happiness during a year like no other.

WIB WEDNESDAY



MEDLINE

by Doris Pan

This event was an introduction of the company Medline as well as its company culture. Headquartered in Illinois, Medline is one of the biggest companies of medical supplies in the United States. Despite the pandemic, the demand for medical products and Medline's strategic business plan has allowed them to have zero debt on their balance sheet. The company is very well organized and has a wonderful team environment for all its employees. Despite being a large company, coworkers have strong relationships and different departments have good connections.

The three speakers gave different perspectives on how they joined the company and why they like working there. Allee mentioned when she was a senior at UW-Madison that she did not have a plan after graduation. Medline happened to encounter her and granted her the unexpected opportunity to work for them. This was a great story to inspire many of us. We were more than happy to have Sarah, Allee and Grace talking to us through the Q&A session, in which they all showed positivity and enthusiasm toward their jobs. It also showed us how business majors can seek possibilities in other fields. The event was overall very informative, meaningful and interactive with great speakers joining us for the night.

GOOGLE

by Aditi Mehra

On Wednesday, October 28th, WIB had the honor of hosting two UW-Madison (& WIB!) alums from Google. This was the first time WIB has had Google come in and speak to us and it was truly amazing to hear from them. The presentation started with a video from Google's "Search On" campaign that emphasized gender equality and girl power - two things WIB is extremely passionate about. The two women went on to discuss their respective journey's to Google and Google's mission of making the world's information accessible and useful to all. Moreover, they also highlighted Google's diverse range of employee resource groups as well as Google's collaborative culture.

Finally, they talked about navigating the tech space as a woman and how they deal with that in the workplace. This was an unforgettable and inspiring WIB Wednesday that showed that you don't have to go to Stanford or an Ivy League school to work at Google. Having Google come in to speak to us was an amazing opportunity to get advice and hear from female leaders in the tech industry!

THANK YOU!



Casey
Haas



Farah
Shirzadi

PROFESSIONAL DEVELOPMENT

NORTHWESTERN MUTUAL DELOITTE

by Carly Goldblatt

On October 19th, WIB was lucky to have the opportunity to hear from the wonderful representatives of Northwestern Mutual. The Professional Development event was called "How to Conduct an Effective Career Search". We were joined by Kelsey Reed, Kyle Gostomski and Amanda Sawatske who are all from offices located in both Milwaukee and Madison. Throughout this event, we were given great advice and tips about the career search process and what it takes to go the extra mile. We got an in depth look at Kyle's LinkedIn. He took us through it and explained what the most important aspects were, especially in the eyes of employers.

We were also exposed to leveraging sites like Glassdoor and learned how they can be helpful in the career search process. To end the event we were given information about Northwestern Mutual's Top 10 Internship Program. Thank you to Northwestern Mutual for taking the time to host such a great event!

by Hannah McDermott

On October 12th, 2020, WIB had the awesome opportunity to connect with Deloitte and discuss time management, strengths, and weaknesses! With Jen and Danielle as our lovely presenters we conversed through Zoom to reveal our perceived strengths, time management tips and ultimately participated in a group dialogue where we were able to share our knowledge with one another. Together we watched a video that taught us a few key predictors of high-performing teams while working to fuel performance: connecting goals to what objectives we are aiming to achieve, thinking alike, and having the ability to show our strengths every day. Deloitte informed us that "a strength is something that you're excited to do, something that energizes you, and when you do it, you achieve that feeling of being 'in the zone.'"

Thank you, Deloitte for supplying us with valuable tools to navigate our schedules, optimize time and channel our strengths!

ULINE RESUME REVIEW

by Grace Orella

Women in Business was given the opportunity to learn resume tips and tricks from two professionals at Uline. We learned about who Uline is and what they offer. Our speakers spent time explaining to us what makes a resume stand out and how we could alter ours to land our dream job. They went in depth about the proper format, content, and common mistakes that are made. We spent some time in small groups going over members' resumes one by one and looking for ways in which they stood out or ways to improve them. This professional development event was very interactive and very applicable as many of us started our summer internship search. Overall, our time spent with Uline was very helpful and provided much needed advice for young professionals in a position of starting their careers.



RESUME REVIEW WITH ULINE

Tips for a Standout Resume:

1. Know what story you're trying to tell
2. Tailor your resume to the specific role you're applying for & incorporate buzz words (from the job description or general)
3. Use strong action verbs
4. Don't overcrowd your resume
5. Incorporate the STAR method in all of your bullet points (situation, task, action, result)

OUR VIRTUAL TRIP

VIRTUAL TRIP

by Uma Parhar

Friday, November 6th was this semester's WIB trip (virtual of course). The first company that spoke with us was Google. Two Wisconsin alumni, Jenna York and Caroline Matkom took us through their personal experience in the workforce, specifically through their time at Google. Both of them were communication and nonprofit leadership majors here at UW but ended up in staffing/recruiting positions for arguably one of the largest tech companies in the world. Both of them emphasized the importance of utilizing the resources Madison has to offer, such as drop in interview prep at the business advising office, as well as signing up for weekly entrepreneurial emails that provide students with opportunities to showcase their skills in unique ways. They both highlighted the importance of building solid connections and using those connections to open up opportunities for yourself in different companies. Lastly, Jenna mentioned that she likes seeing resumes that highlight people's interests and hobbies, rather than just their experience and education. She also said she enjoys the occasional pop of color!

The second company that spoke with us was Snap Inc. and during this session we had two UW alumni come in and speak with us. Both Luise and Taylor took us through their post graduation journeys and shared with us exactly how they landed positions with one of the most used apps on the app store. Both of them had unique career paths but their experiences allowed them to gain the transferable skills that they use in their current positions. They recommended that we choose our jobs based on what skills we would get out of them rather than how it would look on a resume. They also emphasized the importance of confidence and body language and even recommended a popular Ted Talk that talks about the infamous "power stance". They recommended a few books at the end and one that stood out to me was called "Break the Good Girl Myth," a book that encourages women to stand up for their beliefs and to take control of their future!

After our lunch break we had the honor of talking to four amazing women who are currently working in different departments at General Mills. All four women had different backgrounds in finance, marketing and journalism. They all shared a passion for food as well as the values and culture at General Mills. The women talked a lot about what techniques they use to be successful while working from home. They also spoke briefly about General Mills' global opportunities, which are definitely an option for those who are considering it!

Lastly, they ended with some words of advice. First, they recommended that we continue to work hard, as our grades are important when it comes to finding a job. Second, take leadership roles! Finding places to show and improve your leadership skills is absolutely crucial and will make your resume stand out from others.

The last company we spoke to was Procter & Gamble, and we were fortunate enough to have the honor of speaking with recent WIB and UW alum, Emmy Bildings! Emmy took us through P&G's mission, values, initiatives, where she works within the company and why she loves it so much! Some initiatives she touched on were "Can't Cancel Pride" and P&G's mission to end autism discrimination in the workplace. She also went into detail on the extremely powerful and inspiring "Like a Girl" campaign. Bildings ended with a few tips on school and life and also shared a few of her favorite classes here at UW!



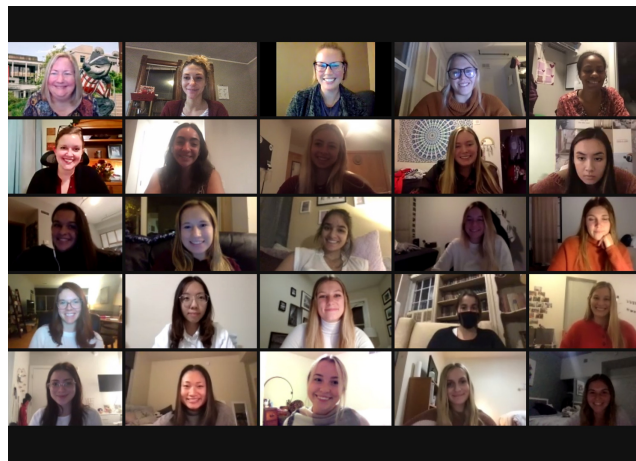
MEMBER RELATIONS & SOCIALS

'ZOOM' BA

by Cassidy VanEpps

Our Zumba fundraiser took place on Friday, October 16th. Zumba is an aerobic fitness program featuring movements inspired by various styles of dance. It provided a great opportunity to get moving while being stuck indoors as the weather gets colder and the pandemic continues. Around 20 girls took advantage of this great opportunity to fundraise for Women in Business. Each member who participated in this event paid a five-dollar fee with a portion of this donation going towards a RecWell nominal fee.

This event was instructor-led over zoom. Members of Women in Business were invited to turn their cameras on and partake in this hour-long Zumba class. There is nothing better than burning some calories with members while being able to raise money to help fund our organization.



MEMBER RELATIONS

by Stephanie Luce

On Wednesday, November 4th WIB hosted the Internal Relations event for the semester. There was only one Internal Relations event this semester due to COVID-19. The event was Kahoot themed so each member submitted a fun fact about themselves prior to the event. The WIB Women were broken up into three groups based on last name. There were 80 fun facts, and each one was a quiz question on the Kahoot. There were four possible names as answers and only one was correct.

Some fun facts were Payton Meuwissen has dual citizenship in Switzerland and Christina Lee has watched the series, "Grey's Anatomy," over five times. Additionally, Malia Tyler used to work in Japan, Lady Gaga went to Grace Mitchell's high school and Hailey Laubscher has been to South Africa four times. It was really fun and a great way to get to know all the members of WIB this semester despite the fact that WIB could not have any in-person events!

KAMPS SOCIAL

by Cassidy VanEpps

The KAMPS social was held on Saturday, October 17th to encourage WIB members to workout, burn some calories and boost some serotonin. KAMPS is a fitness center in Madison with a focus on high-intensity training. This was a virtual event that was tailored for all body types and fitness levels. From dorm rooms to apartments our members all came together to take part in this exercise program that was led by Hailey Birch over Zoom.

Members were led through a HIIT training program which included many high-intensity exercises. While quarantining it is easy to be unmotivated but this was a great opportunity for members to get moving together during a stressful and unprecedented time. Exercise boosts serotonin which is why it was the perfect social to take part in virtually during a pandemic and midterms.

SELF CARE SUNDAY



by Alana Walker

I attended the Self Care Sunday event where the lovely WIB ladies and I joined a Zoom call to talk about our week, play games and get to know each other. It was a very chill Zoom call, but it was much needed after a stressful midterms week. We rotated through three breakout groups, having a different group of people each time. I got to talk to some WIB members that I hadn't talked to before. Although it was a little awkward at first, the other girls were very willing to talk to each other. I even asked some of the upperclassmen advice about what apartment I should live in for next school year. Overall, the Self Care Sunday was exactly what I needed to end a long week, and start another one.



by Marissa Mongoven

Our Women in Business members had their last social event for the semester on November 1st. The social directors designed a self-care event over Zoom on a Sunday night after a long week of midterms and projects. Members were encouraged to relax, put on some pajamas and enjoy a break from school with their fellow WIB members. The directors divided participants into breakout groups to encourage more intimate conversations and groups could also choose to play virtual games such as Scattergories, Heads Up, and Pictionary. Even though we can't be together in the same room, this self-care social allowed our members to reconnect and enjoy each other's company virtually during these difficult times. This was definitely a needed break from everyone's busy schedules and a great opportunity to catch up with everyone. Thank you to both of our wonderful social directors Emily Zoborowski and Kenzi Jones for giving us the opportunity to relax and have fun with our favorite WIB friends!



THANK YOU!

**A special thank you
to each company we
were able to meet
with this semester**

