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*empowering*

# WOMEN IN BUSINESS NEWSLETTER



*inspiring*



*nibabies*



*nib love*

Fall 2023 Edition

# Thank you for reading

I truly enjoyed curating our Fall 2023 Newsletter! It was a privilege to introduce exciting new events, including WIB Welcome and WIB Workshop, along with our latest sustainability events (don't miss them!). This semester, we hosted over 40 events that contributed to the professional and personal growth of our members. A special thank you goes to VP of Administration Kendall Troup for her invaluable assistance with the newsletter. I hope you all enjoy exploring the highlights of our fantastic semester!

-Rachel Wise, Public Outreach Director



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## **PRESIDENTIAL**

Shandra Schibbelhut - President

Lindsay Bisek - Recruitment & New Member Director

Kate Pramenko - Recruitment & New Member Director

Sasha Kryazh - Organizational Analyst

Lucy Callahan - Organizational Analyst

*Leadership team*



## **CORPORATE RELATIONS**

Brenly Parker - SVP of Corporate Relations

Carly Lois - VP of Corporate Relations

Natalie Thoms - Alumni Relations Director

Elaina Camino - Trip Director

Julia Fontaine - Trip Director

## **INTERNAL RELATIONS**

Emma Hatch - VP of Internal Relations

Katherine Swanson - Mentorship Director

Sage Parelez - Mentorship Director

Lily Rott - Social Director

Haley Winter - Social Director

Olivia James - Banquet Director

Carmen Fix - Banquet Director

## **ADMINISTRATIVE**

Kendall Troup - VP of Administration

Rachel Wise - Public Outreach Director

Nicolette Szewczyk - Digital Marketing Director

## **FINANCIAL**

Brynn VandeZande - SVP of Finance

Jennifer Marcus - VP of Finance

Bella Shim - Fundraising Director

## **MEMBER DEVELOPMENT**

Olivia Lemanski - VP of Member Development

Ava Foos - Professional Development Director

Lena Parhar - Professional Development Director

Rishika Gudise - Community Involvement Director

Corinne Wright - Sustainability Director

## **DEI**

Brianna Villegas - SVP of DEI

Maheen Hasan - VP of DEI

Isra Ahmed - Inclusion Director

Violet Cordova - Inclusion Director

# WIB Welcome



And we're off! New members and returning members were welcomed back with open arms at WIB's inaugural WIB Welcome & Kickoff. Our 2023-24 President, Shandra Schibblehut, idealized a better way to bring our organization back together, and it was awesome seeing her vision come to fruition.

We were reminded of our expectations as members, introduced to the new executive board, and filled in on all the exciting things leadership has in store for the semester.

We ended our kickoff with meet and greets, "get to know you" bingo, and fellowship with Insomnia cookies, in classic WIB fashion. What a great way to kick things off!

-Corinne Wright

# Personal Branding Bootcamp

CAMP WIB

Personal Branding Bootcamp, or the newly named "Camp WIB," was a one-day professional branding workshop for the 21 new members of Women in Business. This was the first time PBB requirements/events were completed all within one day and the event was a huge success! It consisted of pairing new members with current members for resume and LinkedIn evaluations/updates, two mock interviews, and coffee chat tips. This event was organized by our professional development team: Olivia Lemanski, Ava Foos, and Lena Parhar. Thank you to the WIB Executive Board and WIB volunteers who made this event happen.

-Kendall Troup

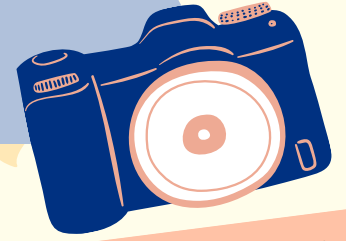


LINKED IN &  
RESUME WORKSHOP

MOCK INTERVIEWS



# Headshots



10/01

Another semester, another chance for our members to thrive professionally and boost their personal brand! On October 1st, our members gathered at the front of the Memorial Union staircase for an exclusive opportunity to have their professional headshots taken by the talented Kendall Troup. Set against the scenic backdrop of Memorial Union, Kendall's photography skills expertly captured each participant, creating striking and polished portraits of our members. This semesterly event not only equips our members with valuable professional assets but also reinforces our commitment to fostering a supportive community where our members and leaders can uplift and empower each other, both professionally and personally. Thank you to our executive board for creating such a valuable event for our members and our members for actively participating in this opportunity!

-Lucy Callahan



*Kendall Troup*



# WIB Workshop

AI in the Workplace - 10/19

I am so thrilled to have pioneered the first-ever WIB Workshop! This event was a brainchild of our president, Shandra Schibbelhut, and I had the pleasure of speaking to both Sarah Troup and Jenson Troup this summer about AI. Shandra and I wanted to expand Women in Business' impact on the entire Wisconsin School of Business by hosting an event open to any student, not just WIB members.

Motion Connected delivered a deep dive into AI's practical applications and its transformative impact on business and society. They emphasized responsible AI usage and explored key studies predicting its workforce influence. This event was incredibly insightful and spoke on the real-time AI developments that have the power to change the trajectory of the business world. Using our WIB network and sharing our resources, I am hopeful this event will continue for many semesters, so be on the lookout for it next semester!

-Kendall Troup



# WIB Wednesday

## Plexus Corp - 09/27

Kendall Troup

Our first WIB Wednesday of the semester was with Plexus Corp! Plexus is a company based out of Nina, Wisconsin, and is a global leader in complex product design, supply chain, manufacturing, and sustaining services. They expressed how difficult this can be to market as a business-to-business company. In addition to learning about their company and its practices, the ladies from Plexus shared many insights into how your major does not define your career, as well as the importance of finding strong mentors who can advocate for yourself.



## Christensen Associates - 10/11

Kendall Troup

For our second WIB Wednesday, we were joined by Christensen Associates. Christensen Associates is an economic analytics firm, helping develop innovative solutions since 1973. The female CEO attended our event and spoke to us about her journey to becoming a female CEO in a male-dominated world. In addition, three of her colleagues also spoke about their complex journeys throughout schooling, careers, and finding their way to Christensen Associates. They provided our members with a look into the uncertainty that our futures bring with tips on how to best navigate this ourselves.





# WIB Wednesday

## Enterprise - 10/18

Kendall Troup

The third WIB Wednesday was presented by Enterprise Car Rentals. Enterprise had a very different business model and shared its simple and streamlined way of moving up within its company. Emphasizing how all employees start at ground zero. After discussing their company, they shared with us many interview tips and tricks, their version of an interview workshop. This was extremely informative and applicable to our members. They covered both online and in-person interviews, both of which have become extremely common in the business world.



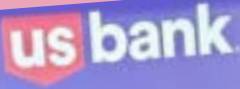
## Uline - 10/25

Jessica Kohlenberger

On October 25, 2023, we had the pleasure of welcoming Uline, a family-owned business that is the leading distributor of shipping, industrial, and packaging materials to businesses throughout North America. During this event, we heard from UW-Madison alumni, who are now employed at Uline, and they emphasized the importance of teamwork, dedication, focusing on customer satisfaction, and fostering a sense of camaraderie among employees. In addition, we learned more about the business itself and the company's innovative approach to the industry. They utilize cutting-edge technology, while staying up to date with the markets, and ultimately deliver quality products to their customers. The session concluded with a productive Q&A session, as many WIB members were curious about the array of high-quality internship opportunities Uline offers. It was such a pleasure to be joined by Uline!




# WIB Wednesday

The US Bank logo is displayed on a blue background with a white shield icon containing the letters 'us'.

## US Bank - 11/08

Brielle Hagen

US Bank's WIB Wednesday was a great informative event for anyone and everyone, no matter their major! On Nov. 8th, WIB got to learn more about US Bank and its many different sectors in depth. Ending with an informative Q&A that included interview tips and setting yourself up for success for internships and post-grad, Rebecca Jacobi and Darren Hodges engaged with WIB members about their different journeys and lifestyles at US Bank coupled with their work-life balance. US Bank is a global business and getting the opportunity to learn more about the company and their employees made it a very fun and informative WIB Wednesday!

A pink paperclip is positioned at the top left of the PwC section.

## PwC - 11/15

Rishika Gudise

In our final WIB event of the semester, WIB welcomed a diverse group of accomplished women from PwC, representing various departments and hierarchical levels within the company. These speakers generously gave valuable insights into PwC's culture and values. Additionally, they provided guidance on approaching PwC applications and standing out throughout the interview process. Younger speakers shared their experiences on adapting to post-graduate life and navigating corporate culture, while others delved into strategies for leveraging company resources and fostering connections within the organization. In summary, the event provided a comprehensive understanding of the PwC work environment.



# Professional Development



## How to Succeed in Internships w/ Ernst & Young - 09/28

Olivia Lemanski

For the first PD event of the semester, EY joined us in Grainger Hall to speak on how to set yourself up for success during an internship. The event was extremely informative and touched on being proactive, attending events, what to discuss with co-workers, having a positive attitude and confidence, and making yourself heard. Overall, WIB members were able to get a sense of what top firms look for in successful interns that would prompt a return offer!

## Building Brand Trust through Strategic Communications

### w/ McDonald's - 10/03

Kendall Troup

Our second professional development event of the semester was a virtual event with McDonald's! The speaker highlighted the importance of brand trust and getting creative with it! She shared with us how McDonald's has completed fun and different marketing tactics and ended the event with an interactive exercise.

## Building Executive Presence & Quieting Your Inner Critic w/ Zillow - 10/10

Hailey Ens

My favorite WIB event this semester was the 'Building Executive Presence & Quieting

Your Inner Critic with Zillow's professional development event. Devyn Cegeksji is a female leader at Zillow and came in to talk to us about the greatest critic we as women in business face, ourselves. We began the event by discussing broadly how we as women view ourselves both personally and professionally and the challenges such as imposter syndrome that we face. Devyn then led us through an exercise where we individually wrote down what type of things our inner critic says, what they look like, and what their name is. We then were encouraged to become more vulnerable with the women around us and the descriptions of our inner critics. The session wrapped up with some valuable insights and strategies from Devyn that can help quiet our inner critic which we all found extremely applicable.



# Professional Development

## Reaching Financial Goals & Financial Wellness w/ TruStage Insurance and Summit Credit Union - 10/16

Olivia Lemanski

The TruStage Insurance and Summit Credit Union PD event allowed WIB members to gain knowledge on statistics surrounding how diversity and finance intersect, how to market different financial services and the role of financial wellness in our own lives. This finance-focused PD event was a mix of insurance and banking, which was a great way to showcase the vast areas WIB members can enter post-grad as well as the financial steps we can take now to set ourselves up for success as we enter our careers.



## Providing and Receiving Candid Feedback in a Corporate Culture w/ Milwaukee Tool - 11/14

Riya Cherukuri

As our final Professional Development event this semester, WIB welcomed Kelli Semon, a 2014 WIB member, from Milwaukee Tool to present on providing and receiving candid feedback in a corporate culture. A large focus of Kelli's presentation was discussing how to maintain candor in the workplace as a woman, especially in a male-dominated area of business, and the importance of feedback. WIB members also got an insightful look into Kelli's experience in her personal and professional journey as she touched on what she has learned from being a woman in business. She also graciously suggested three books she believes that we should read to improve our management skills and candor: *Radical Candor* by Kim Scott, *Lean In Women, Work, and the Will to Lead* by Sheryl Sandberg, and *Unapologetically Ambitious* by Shellye Archambeau. WIB had a great experience listening to Kelli's genuine advice and experiences and closed out the event with an interactive discussion focusing on various questions posed by WIB members.



# Social



## Farmers Market Social - 09/30

Katherine Swanson

At the first social of the year, new and current WIB members alike took a lovely stroll down State Street to the beautiful Dane County Farmers Market. Our WIB ladies were able to buy fresh produce, flowers, and bread while chatting at the lively market. We took pictures, reconnected after a summer apart, and had a wonderful time getting to meet the new members. The Farmers Market social is always an event to look forward to, and this gorgeous day in Madison filled with laughs and smiles, was definitely one for the books.



## Comedy on State - 10/05

Emma Hatch

This semester we ventured away from the Business School for our first Comedy on State Social. Over 30 WIB members joined up on State Street for a night full of laughs and joy. We went to Steph Tolev's show featuring two other local comedians. It was such a great opportunity to socialize with other members and grow relationships within the organization. Our business-centric events are amazing, but it is fun to get away from time to time!



## Halloween Social - 10/20

Haley Winter

To celebrate Halloween and the spooky season, WIB members had the chance to get together and show off their amazing costumes! The members were so creative and had the best costumes. One of the best costumes was Nicolette as Sue Sylvester! This event was an awesome chance to connect with members and take a night to relax and destress after midterms!



# Social

## Family Feud w/ WIRE - 11/06

Jacquelin Renaud

Family Fued with WIRE, Women in Real Estate, was an incredible social event that included lots of laughs and the building of our teamwork skills. The room was divided in half and there were individual teams based on that. From there, each team then had the opportunity to play Family Fued and try to guess the hidden answers on the board. While some of the questions were challenging to think of answers, it was a great experience going through the struggle with your teammates. We wrapped up the game by having two representatives doing the Fast Money round, where one team ultimately ended up winning the whole game. Our incredible host, Lily Rott, was the perfect Steve Harvey and kept us engaged throughout the whole event as well. Overall, this was a social event that everyone had a blast at and would love to participate in again!



## NIC Workout Class - 11/28

Megan Mielke

Celebrating a semester of wonderful socials, Women In Business ended on an upbeat note. Several WIB women participated in a Zumba class at the Nicholas Recreation Center on November, 28th. The studio was filled with rhythmic beats as our organization of all ages and backgrounds gathered to dance their hearts out. The event was aimed to promote fitness, togetherness, and the joy of being active. As we learned exhilarating Latin-inspired dances to tunes, laughter echoed through the room creating an empowering atmosphere where everyone felt encouraged to express themselves. Beyond sweat and energy, this event emphasized the importance of our well-being and the bonds formed through the love of music and dance.



# Diversity, Equity, and Inclusion

## Mossier - LGBTQ+ Allyship Workshop - 09/25

Isabelle Bogan

On September 25th, DEI hosted a virtual LGBTQ+ and Allyship workshop with the founder of Mossier. Our speaker spoke about their experience being a nonbinary person in a business workspace, finding community, and navigating privilege and identities in professional spaces. They spoke about identifying the need for LGBTQ+ and identity training and how they were able to create their company. I enjoyed this discussion a lot since we were challenged to confront our biases and ask questions, which I appreciated.



## Office of Inclusion Education - 10/30

Wurie Bah

Attending the Women in Business Diversity, Equity, and Inclusion (DEI) event was a rewarding experience that increased my understanding of privilege and how it is intertwined with more than we realize. The speakers delved into what it means to have privilege, emphasizing that it extends beyond the obvious, such as race or gender. Surprisingly, being able-bodied, your sexual orientation, and even size were highlighted as forms of privilege that impact one's experiences. The event explored other topics, such as implicit bias and the difference between culture fit and culture add, shedding light on the importance of cultivating diverse perspectives in the workplace. It was a thought-provoking exploration of the intricacies of privilege, which made me reflect on my own biases and commit to promoting inclusivity within professional spaces. The WIB DEI event provided valuable insights that will undoubtedly influence my approach to diversity and inclusion in the future.



# Diversity, Equity, and Inclusion

## DEI w/ Deloitte - 11/07

Isra Ahmed

During this event in November, WIB members learned about diversity, equity, and inclusion from Deloitte, a company that focuses on audit, tax, advisory, and consulting services. Deloitte brought in a group comprised of three women and one man to discuss their company in a room packed full of earnest WIB members. Much of the presentation was focused on what the company does and what Deloitte looks for in their employees. They also presented some of their diversity initiatives and statistics later in the event, and passed around a report to the WIB members that included those statistics. Overall, DEI with Deloitte was a great way for WIB members to learn more about Deloitte and how they could potentially be a good fit for the company.



## DEI x Social Powerpoint Night - 11/13

Amelia Bretl

At the DEI social powerpoint night, we had the privilege of engaging with a diverse array of perspectives as several members of the organization took the stage to educate us about their cultures. Each presenter presented for around 5-10 minutes and created a presentation that included numerous facts and pictures. They highlighted unique aspects of their cultural heritage or just delivered a comprehensive overview. These presentations proved to be not just informative but profoundly impactful, offering valuable insights on each other's culture.

## Intercultural Competency Roundtable - 11/15

Quinn Hourihan

On November 15th, WIB members learned about intercultural competency through a roundtable discussion. Many girls who went abroad this past Spring shared candid stories of how they gained more cultural awareness in the new country they would call home for four months. While these icebreaker stories were lighthearted, they led to a deeper discussion of the vital considerations needed when interacting with a peer from a different culture than your own. This roundtable fostered a welcoming environment to ask questions and become more educated in the three elements of intercultural competence: skills, attitudes, and knowledge.



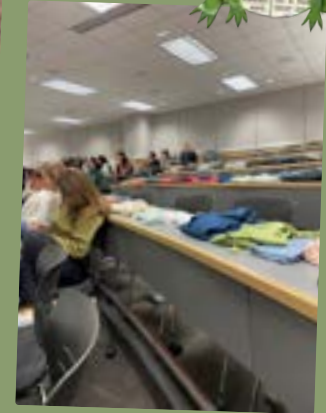
# Sustainability



## Sip & Swap - 10/15

Abby Anokye-Agyei

The Women in Business Sip x Swap event was a vibrant gathering focused on fostering sustainability and social connections. Attendees engaged in a unique clothing swap, exchanging gently used items and contributing to a more sustainable fashion cycle. A compelling TED talk shed light on the environmental impact of discarded clothing, emphasizing the need for conscious choices. To top it off, participants enjoyed snacks and casual socializing, creating a dynamic and impactful experience that blended business, sustainability, and camaraderie.



## GROW Your Sustainability Goals- 11/16

Grace Bernards

At the GROW your Sustainability Goals event, members of Women in Business took a break from their busy midterm schedules to learn about how to live more sustainably. We decorated pots and then got to choose which seeds to plant in each of our pots. I learned that growing your own food is one of the best ways to live sustainably, which is difficult when living on a college campus. This event taught me that, even though it may seem difficult to change your lifestyle, improving little by little is still beneficial. Growing our own herbs is a great start to pursuing our sustainability goals.



## Sustainability with MG&E - 11/28

Isa Pierri

Attending my first sustainability event centered around the new point requirement was an educational and transformative experience. The session featured the guest company speaker MG&E which is our local Madison utility provider, who passionately shared their insights into the company's core values and commitment to clean energy. The presentation went beyond corporate strategies regarding energy consumption, but also how we as college students experience the truths of energy and utility consumption in our daily lives. This event not only broadened my perspective on environmental responsibility but also motivated me to integrate sustainability in my own life.



# Mentorship

*internal*



## Speed Dating - 09/28

Olivia Janza

Speed Dating is the first event to kick off the internal mentorship program in Women in Business. This event gathers our new members and our members who volunteered to mentor someone for the semester. It is an exciting event to get to know others and form a bond with another WIB member. Our mentors line up at the front to introduce themselves to everyone, and after that, everyone is divided into groups. Each mentee and mentor talk to about seven others, sharing their hobbies, majors, interests, career goals, and anything else they want to chat about. After these speed dating rounds are completed, everyone submits a form to our directors naming a few of the people that they connected the best with. Soon after the event, mentorship pairings were sent out, and every new member now has a connection to a mentor that they can reach out to and form a friendship with.

## Murder Mystery Night - 10/12

Julissa Tovar

Murder Mystery Night consisted of our awesome WIB mentors and their mentees searching around Grainger, solving clues on who took Ms. Prez Shandra. WIB members found and solved clues all around Grainger Hall and slowly crossed out suspects from their list of WIB members. WIBs were found scrambling around Grainger in hopes of saving Shandra. New WIBs were able to bond with their mentors while participating in a fun murder mystery night hosted by Sage and Katherine!





# Mentorship

*internal*

## Scheduling + More - 11/09

Rashmi Majjigapu

The scheduling event was a great opportunity for mentees to solidify their spring semester class schedules and for some quality mentor-mentee bonding time. Mentees shared their class options with mentors who advised them on professors and ideal class combinations. This event was perfectly timed the week before class enrollment so members could be prepared for their enrollment date. In addition, watercolor paints were provided for mentorship pairs to paint together and relieve some stress from the exam and scheduling period. Mentorship in WIB is an amazing way for students to not only find guidance in areas like classes but also to create organic relationships and lasting bonds with fellow members through activities like painting.



## Presentation Night - 11/30

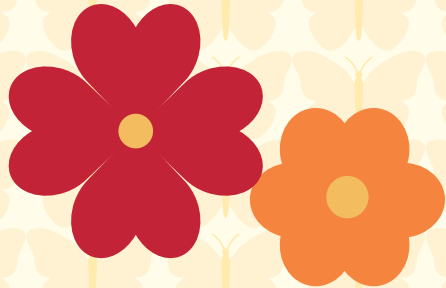
Kendall Troup

Mentorship presentation night was such an incredible new event for the Women in Business mentorship program. Upon arrival, our lovely internal mentorship directors made groups of mentorship pairs to work on a presentation with. We were all given 10 minutes in our groups to be creative, make each other laugh, and have fun. Each group was then given the opportunity to share and present their ideas with the group. My group did a presentation on the "WIB It Girls" where we created make-shift Pinterest boards for each WIB Event aesthetic. It was an absolute blast scrambling for photos within our group and convincing my fellow members they must have Pinterest accounts. It was the perfect ending to the WIB mentorship program this semester!!



# Mentorship

*professional*



## Meeting #1

Rachel Wise

During the first professional mentorship meeting, WIB members got to know their mentors! Mentees learned about their mentors' careers, roles, and post-grad journey. Afterward, mentors gave personalized resume feedback to their mentees. They learned how to tailor their resumes to their future career interests and how to stand out!

## Meeting #2

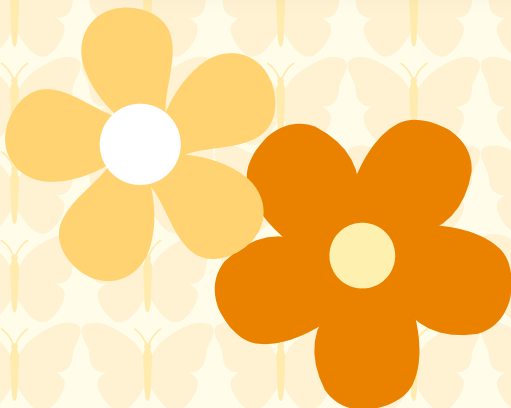
Rachel Wise

The main topic of the second professional mentorship meeting was networking. Mentors shared their networking tips and suggestions that mentees can use in WIB, the business school in general, in future internships, and beyond. Mentees also learned how to maintain their network throughout their careers.

## Meeting #3

Rachel Wise

Mentors shared their interview advice during the last professional mentorship meeting. Mentees practiced their responses to "Tell me about yourself" and other common interview questions. The meeting ended with a conversation surrounding what is important when choosing a company to work for and how to prepare to enter the workforce!



# Fundraising

## Bake Sale - 10/24-10/25

Katie Wong

WIB hosted a bake sale open to anyone cruising around campus on October 24th and 25th. From this event, we raised around \$400 to be put back into the club's development. WIB members could sign up to either bake a goodie or work the booth. The baked goods were a hit and we sold out quickly! Lots of the treats were Halloween-themed for the upcoming festivities.



## MagTaggart's Fundraiser - 11/12

Cassidy VanEpps

We celebrated our third successful fundraising event of the semester at MacTaggart's Deli on Sunday, November 12th. The event not only offered our members a chance to savor Madison's iconic sandwiches but also contributed to raising funds for WIB. This event paves the way for future members to enjoy invaluable opportunities like WIB Trips and enriching mentorship programs, that require funds. This fundraiser also shows the dedication WIB has toward community-driven initiatives. We're thrilled by the success of this event.



# Community Involvement

## Riverside Food Pantry Drive - 10/02

Alana Walker

This semester, WIB gave back to Riverside Food Pantry, and we could donate to it as members. I donated six items, but the minimum was four which is a doable amount for me to donate. I really liked this event because I was able to donate to the community and I felt like I was making a difference. A donation of four nonperishable items does make a difference. I appreciate this event and will continue to donate to food pantries when I can.

## Halloween Volunteering at Madison Senior Center - 10/25

Caroline Booras

During the Halloween season, a group of WIB members volunteered to help decorate the Senior Center in Dane County for the holiday. For this event, we created various gift baskets including spooky treats like fake spiders, witch hats, skeleton stickers, ect. In addition to this, we hung up orange and black colored ribbon along the tables and walls to create a festive ambiance. All the workers and the Seniors were extremely grateful for our help and were pleased with the end result. The Dane County Senior Center is a valuable resource in our community here at UW Madison and we are very lucky to have had the opportunity to partner with them during the start of the Holidays.

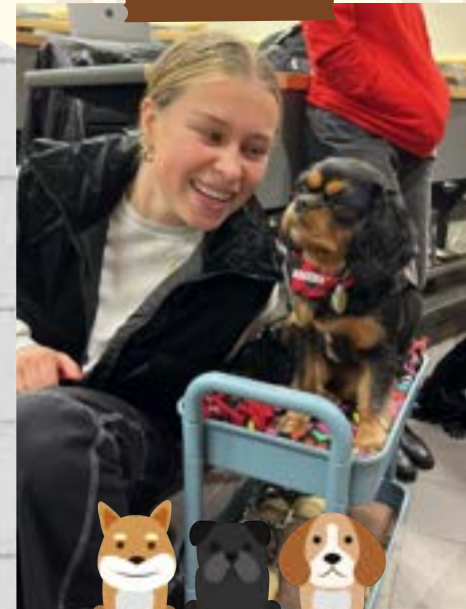


# Community Involvement

## Go Team Therapy Dogs - 11/10

Vivian Marmor

As one of our Community Involvement Events (CI) The Women in Business (WIB) Club hosted a heartwarming event on Friday, November 10th, inviting members to take a delightful break from hitting the books and immerse themselves in furry joy with Go Team Therapy Dogs. The room was filled with wagging tails and contagious smiles as WIB members spent quality time with these four-legged companions, soaking in the therapeutic benefits of their presence. This event was a much-needed opportunity for students to unwind, destress, and embrace the joy these dogs brought to the room. I had the opportunity personally to engage with one of the women who works with the Go Team Therapy Dogs Team who brought these dogs in. I gained insight into the extensive training that goes into preparing a therapy dog and learned about the distinction between therapy dogs and service dogs. It was an enriching and relaxing experience for WIB members to let off some steam while learning valuable knowledge about the dedication and care that underpins these incredible animals' roles in supporting the well-being of others



## Letter Making w/ Letters of Love - 11/10

Chelsea Chingwe

Participating in the Letters of Love project with the Women in Business club was a touching experience. We came together to write letters to sick children, and it became more than just a task—it became a shared moment of care and connection. As we chatted while writing, I realized the importance of thinking about others, even if we don't personally know them. Each letter was a small, heartfelt message meant to uplift and encourage. The experience underscored the impact of simple gestures and the power of reaching out to those in challenging situations. It was a reminder that, even through letters, we can spread warmth and hope to those who need it most.

# WIB TRIP

11/2/2023

Day 1

Fall 2023 Edition

## **SEMESTER HIGHLIGHT:**

# Golden Gate Success: UW-Madison Women in Business Heads West to San Francisco!

By: Brynn VandeZande



To kick off the first full day in San Francisco, all 14 WIB trip-goers headed downtown bright and early for our first company visit at Baker Tilly. We engaged in a thought-provoking panel discussion with a group of empowered women, through which we gained advice and insights on how to succeed and advocate for ourselves as a woman in this industry.

We then traveled over to the renowned Salesforce tower for our second company tour, where we networked with various business professionals and absorbed the breathtaking panoramic views.

## **Exploring the city**



Aside from these company visits, the group was also able to explore some popular tourist attractions including the San Francisco Ferry Building, Pier 39, and ended our evening with a sunset boat cruise around the Golden Gate Bridge and Alcatraz—which proved to be a huge highlight of the trip. We couldn't have asked for a more memorable first day!



# WIB TRIP

11/3/2023

Day2

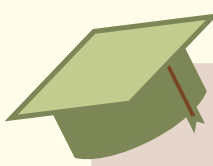
Fall 2023 Edition

By: Julia Fontaine

During the second day of WIB's fall trip to San Francisco, California, we visited another 2 companies! The first stop was SAP, a world-leading company that works to develop programs to manage business operations and customer relations. After learning from our speakers, having lunch on the roof, and getting a tour of the facility, we made our way to PwC for our second company visit.

PwC is another world-leading company that works to deliver quality Assurance, Tax, and Advisory services. We enjoyed an informal and very empowering presentation from our speakers, followed by snacks, networking, and an office tour. We ended our day by having dinner downtown to celebrate an amazing trip experience!





# Senior Spotlight

## Carmen Fix



Carmen Fix is a senior graduating this fall with a degree in Marketing.

After graduation, Carmen will begin her role at Molson Coors as a Category Management Analyst in their Chicago office.

Carmen has been a part of Women in Business for five semesters, holding roles as VP of Member Development, Banquet Director, and Organizational Analyst.

Carmen is going to miss game days the most at UW-Madison, but is looking forward to exploring Chicago!

We will miss Carmen's bright personality, but are excited to see everything that she will accomplish.

-Olivia James



# Alumni Spotlight

## Isabelle Stengel



Isabelle Stengel is a 2022 graduate of UW-Madison and a WIB alumni! She currently works for Partners Group in their Denver office. The company is a global private markets investment management firm headquartered in Switzerland, specializing in private equity, private real estate, private infrastructure, and private debt. Isabelle currently works as a Private Equity Analyst. On the day-to-day, she works with her team on financial analyses, due diligence, and market research for different investment opportunities for the firm. Ultimately, the company is trying to decide on the financial health, risks, and growth potential of target companies. If the company or fund seems like the right fit, Partners Group takes it to their investment committee to be approved completely.

Quote from Isabelle: "Being part of Women in Business was transformative, equipping me with crucial skills for the business world—from effective networking to overcoming imposter syndrome, it made a significant impact on my professional journey."

-Maddie Green

# Thank you, sponsors!



We want to express our sincere appreciation to the sponsors who have made this semester possible: Enterprise, Uline, Milwaukee Tool, US Bank, PwC, Plexus, Christensen Associates, and Spaulding Ridge. Their generous contributions empower WIB to organize a variety of events and create valuable opportunities for our members. We thoroughly enjoyed hearing from these organizations, and our members found their insights truly enriching! A big thank you once again to our sponsors!