

# WOMEN IN BUSINESS

UW-MADISON

SPRING 2021 NEWSLETTER

APRIL 21, 2021

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## A Note From the Editor

by Emily Siderits, Newsletter Director

Hello everyone! This semester was our second fully virtual semester, and it was full of growth and new opportunities. While all of our members are itching to be back in person, we definitely made the most of this virtual format. We heard

from a handful of memorable speakers, got engaged with the community in unique, COVID-friendly ways, honed in our DEI presence, and welcomed 32 new members into our org. We've truly been up to a lot, so enjoy your look into Women in Business' virtual Spring 2021 semester!

## CURRENT MEMBER SPOTLIGHTS

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### Doris Pan

by Anna Brenny

Doris Pan has been an amazing, dedicated member of Women in Business! Doris is currently a junior majoring in economics and data science with a certificate in classical studies. She is one of two Organizational Analysts for WIB this semester and has done a fantastic job. Her role as an Org Analyst is to design and read the surveys that members fill out and to provide insights and suggestions to the executive board. She has loved being a part of WIB because the girls are really supportive and have a lot of passion for their goals, which has motivated Doris to move towards her own goals. She has especially loved being in WIB during the hard times of the pandemic and can't wait to be back in person to meet all of the girls. Thank you, Doris, for your hard work as an Org Analyst and for being an outstanding member of WIB!

### Sydney Rossini

by Mikayla Stumpf

Sydney Rossini has been an outstanding member of WIB for the past three semesters, but this semester especially both for asking the best questions at events and for her hard work as this semester's Community Involvement Director. She is a sophomore from Hudson, Wisconsin, and is studying marketing, management, and graphic design! She joined WIB to take advantage of all the opportunities business organizations have and was drawn to the inspiring women she met right away. Sydney says these same women make her want to work hard and be her best self each day! Outside of Women in Business, she enjoys writing for the Badger Herald as well as fitness (currently bodybuilding), reading, and anything art-related. Sydney has experience as a Social Media Assistant for a yoga studio in her hometown and dreams of working in marketing and/or visual branding at a wellness or publishing studio. Other people describe Sydney as passionate and creative, and we are so lucky to have her in our organization! Lastly, one quirk about Sydney is that she is extremely passionate about chubby animals—think hippos, seals, and manatees. Keep up the great work Sydney!



## Women's Business Connections Leadership Conference

by Mallory Ellis

The 2021 BIG10 Women's Business Connections Leadership Conference (WBCLC) was on Saturday, January 16, and Sunday, January 17. This year's theme was IGNITE, and girls who attended learned about improving and empowering, both personally and professionally. Speakers included Gwen K. Young from the Global Women's Leadership Initiative; Nicole Balkenbusch from Amazon; the new Chief Diversity Officer of the business school of The Ohio State University, Cynthia Turner; Abercrombie & Fitch CEO, Fran Turner; and former CEO of J.Jill, Paula Bennett. Those who attended heard a lot about conquering the business world and aligning themselves with respect to their goals and aspirations. There was also a virtual community service portion of the conference, where girls from different schools were put on different teams to make informational PowerPoints for Dress for Success, a nonprofit organization that provides professional attire and resources to low-income women. Overall, WBCLC was a phenomenal event that provided great networking opportunities, and our leadership team learned a lot from other BIG10 schools and the variety of speakers.



## DEI Table Discussions

by Shwe Nagarajan

A new addition to the spring semester, our DEI discussion groups are intended to create a safe, non-judgmental space for members to discuss DEI-related topics that they otherwise may not be talking about. Our goal is to help members be comfortable in the discomfort that comes with unlearning bias and relearning how to be strong allies. This semester, we discussed issues such as white privilege, the lack of inclusion within Greek life, social media's role in perpetuating fatphobia, sexism in the gym, and more. While these groups are optional, we encourage members to take full advantage of this space in which to listen or be heard.

## 2021 Updated DEI Initiatives

1. Leadership diversity and inclusion recruitment training
2. Mandatory virtual diversity and inclusion events incorporated into member programming
3. Open internal communication on organizational diversity and inclusion recommendations, complaints, and questions through anonymous surveys
4. Open external communication on diversity and inclusion suggestions through anonymous surveys
5. Reevaluation of post-recruitment processes to include feedback opportunities for applicants
6. Implementing more equitable and inclusive recruitment policies and practices



## 2/17 WIB Wednesday Merrill Lynch

by Olivia Schoessler

Our first WIB Wednesday was with Merrill Lynch on February 17th. WIB members got the chance to hear from three employees who are all a part of the Ebeling/Melby team. To start the event, Ryan Melby provided us with insight into what a day looks like as Senior Vice President of Merrill Lynch. Ryan is a Certified Private Wealth Advisor (CPWA) who frequently attends and facilitates meetings with his team and with clients, as well as networks with other potential clients. Ryan consistently emphasized the importance of staying up to date with the latest business trends and general news. We were also introduced to Andrew Niemiec, who is a recent UW graduate. Andrew provided WIB members with insight into finding their path after college. After hearing about his experience with switching majors (from marine biology to finance and investment banking), Andrew assured us that we would all find the right major and job position for us. He told us, after jumping into the wealth management world, he learned that this was his passion and encouraged us all to follow our own passions. Lastly, WIB members heard from Ashley Frank, a Registered Senior Wealth Management Client Associate. Ashley is in charge of providing client services to new and existing clients. For her, client services consist of planning potential client events, putting together welcome gatherings, sending out PR materials, and more. WIB especially loved hearing about Ashley's experience as a woman in a male-dominated industry. She expressed to us that it is important to stand your ground, and really get to know your team. All in all, Merrill Lynch provided WIB with some great professional advice on figuring out your path post-college, how to stay active and up to date on the most current news, and being a female in a male-dominated industry.

## 3/31 WIB Wednesday Panel

by Carly Goldblatt

On March 31st, we had the amazing opportunity to hear about the entrepreneurial journeys of three inspiring women for a WIB Wednesday panel, featuring Caroline Wright Turnipseed, Melanie Bolin, and Lina Dickinson. Caroline Wright Turnipseed has had a very notable career and has worked with brands such as Lilly Pulitzer, Victoria's Secret, Starbucks, Uber, S'well, and many other popular brands. After ten years and an amazing career to show for it, Caroline decided to launch her own marketing agency, CWT Consulting Group, which focuses on consumer strategies for brands through her multi-channel approach.

Next, Melanie Bolin started her career working for Mattel Toys on their Barbie account. After transitioning into a new company, The Walt Disney Company, and building her career there, Melanie decided she wanted to focus on her family, and she put her career on hold. Meanwhile, Lina Dickinson finished her MBA and worked in sales until she decided she also wanted to take time off to raise her four kids. The two Kansas City natives came together and created a brand inspired by their love for the beach. Their business, called Mer|Sea, was created in 2013 and started with one single product. Since then, it has transformed into a very successful, million-dollar business.

We were fortunate to have lots of time to ask Melanie, Caroline, and Lina as many questions as we could, ranging from the early years of their professional journeys, how it feels to be a woman in the industry, to what owning your own business is really like. These women gave us so much insight into their own careers and advice about how we can be successful in ours! Thank you, Caroline, Melanie, and Lina, for hosting such an incredible event!



# WIB WEDNESDAY (CONTINUED) & MEMBER RELATIONS

## 3/3 WIB Wednesday SC Johnson

by Maddie Turk

On March 3rd, we had a WIB Wednesday with SC Johnson, where WIB members were able to learn how a multi-billion-dollar company is working to incorporate sustainability in all aspects of its business. It was amazing to hear how large corporations can enact meaningful change in our environment. SC Johnson makes sustainability a focus of their efforts at all levels of the supply chain, working to find innovative ways to both make a profit and minimize environmental damage. SC Johnson also works with non-profit organizations and foundations across the world on issues surrounding the environment, taking their impact to a global level.

For this event, Women in Business was also able to partner with another organization on the UW-Madison campus, the Ethical and Responsible Business Network (ERBN). It was a great opportunity to connect with other individuals on campus to learn about the importance of corporate responsibility and sustainability. We are so thankful to SC Johnson for presenting to us; it was an enriching event that gave WIB members the unique opportunity to understand corporate sustainability from a first-hand viewpoint.

## 2/24 DEI x Member Relations Case Study

by Isabella Doucas

Diversity and inclusion have become a main focus of our organization. It is a topic that we enjoy learning about and constantly yearn to become more conversant in. On February 24th, all members of Women in Business participated in a case study. During this case study, members were placed in teams to identify and resolve a diversity and inclusion conflict for a fictional company. The company, BareBeauty, had a lack of representation in their company, a lack of inclusivity in their color shades of makeups, and had a recent incident in one of their stores with a customer. The Women in Business members worked diligently to propose a marketing plan and statement to address this conflict. Each team presented their PowerPoint to judges at the end of the event.

This event was so inspiring and very beneficial. As women in business, it is important that we are sensible to these topics and knowledgeable of current business practices. This case competition challenged us as individuals to think outside of the box and create solutions to real problems. This case study prepared us greatly for the real world.

## 3/18 Murder Mystery

by Ellie Dimmer

On March 17th, Women in Business hosted a murder mystery game where members had to team up to figure out who the murderer in their group was in a short time frame. Each person was assigned a character and given a brief description to share with the group, and then we were given subtle clues hinting towards the actual murderer. I was actually assigned the murderer, which was really fun because I enjoyed accusing other members of my group of being the murderer. I thought other people would suspect me of being the murderer since many of the clues hinted at my character, but they were thrown off easily by additional clues. Although I was working against other members of my group, I learned the value of teamwork and communication in a group setting. With me throwing off my team members, it made it difficult for them to find out the true murderer. It would have been much easier if one of us wasn't lying, for then we could have come to a conclusion faster. This shows that it is important to be truthful and honest when working as a group; the results will be more conclusive if those team members emulate those qualities.

# DIVERSITY EVENTS

## 3/10 American Family Insurance

by Marie Iwanski

This semester, WIB was lucky enough to have Leana Nakielski from American Family Insurance sit down with us for a chat about diversity, equity, and inclusion from her perspective as a woman of color in a male-dominated field. Leana is a community and social impact director with American Family Insurance and is responsible for deepening the company's commitment to DEI efforts and for investing in partners with external organizations that will benefit minority talent groups. Her efforts are both internal, in the ways she strives for diversity within the employee makeup at American Family Insurance, and external, with her outreach efforts to work with customers that concretely represent the same values that she herself holds.

Leana led a question-based discussion on diversity and facing issues as a minority in general with the group of WIB girls. Her love and enthusiasm for what she works toward—a more equal future with equal opportunity for all—was clear in the way she spoke about it. Leana spoke in-depth about being a woman in a male-dominated field and how that has affected her time in the business world. She talked about having confidence in yourself and your abilities regardless of what those around you make you feel competent of. Leana's positive outlook and wealth of experience made for an awesome, interactive discussion. It was a pleasure to have Leana come and speak with us, and we hope to have her back in the future!

## 3/23 CUNA Mutual

by Shwe Nagarajan

On March 23rd, we had the opportunity to talk with Angela Russell, the Vice President of Diversity, Equity, and Inclusion at CUNA Mutual Group at our third DEI event of the semester.

The event was centered around how COVID-19 has broadened the inequities faced by women and women of color in the workplace. Angela brought us insight into how society's perception of how women must "do it all" with both a family and career has made working from home during the pandemic doubly strenuous for women with children. She reported that although women were feeling more burned out during the pandemic, men have reported feeling more productive since they had fewer responsibilities on the home front. We learned about how this will create a lasting impact when employers prioritize men for special projects and career opportunities both now and in the future due to their current "heightened" productivity.

We went on to discuss other issues like the wage gap and how important intersectionality in the workplace is when it comes to uplifting underrepresented groups. Angela was excited to provide us with some resources to continue our inclusion education. Bringing us her sunny disposition and in-depth experience in the field of DEI, Angela made the event one to remember.



# DIVERSITY EVENTS (CONTINUED) & PROFESSIONAL DEVELOPMENT

## 3/24 Allyship Workshop

by Marissa Lomis

On March 24, Women in Business was given the valuable opportunity to learn more about allyship, specifically how we can actively and continuously be allies every day. This event was hosted by Deja Miguest, the student life coordinator for diversity and inclusion for undergraduates at the University of Wisconsin–Madison, and she started the night by asking WIB members to self-reflect on their own meanings of being an ally. She posed questions such as how are you an ally and how would you define allyship, which led everyone to think about how their own actions and privilege could impact those who face injustice in all forms. After a thoughtful discussion, she provided us with a specific definition of allyship. Deja—even in a virtual environment—made this event very memorable and impactful.

During this presentation, we focused a lot on the topic of performative activism. Performative activism is a form of “activism” that aims to make an individual appear as if they are passionate about a cause to their peers. Deja elaborated on this idea, using the example of blackout Tuesday, in which tens of thousands of Instagram users posted a black screen to speak out against police brutality and systematic racism after George Floyd’s death. After elaborating on how this movement missed the mark, Deja emphasized that allyship is a continuous process. This event redefined the meaning of allyship for many WIB members and encouraged all of us to practice self-accountability going forward.



## MBA in Marketing UW Alum Panel Session



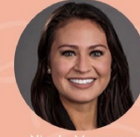
### Guest Speakers:



Gladis Gee



Annie Tollefson



Nicole Monarrez



Michael LeNeveu

## 2/22 MBA Panel

by Cassidy VanEpps

This semester we had the opportunity to hear about three individual’s experiences with the MBA program through the Wisconsin School of Business. Members of WIB heard from Gladis Gee, Annie Tollefson, Nicole Monarrez, and Michael LeNeveu. These alumni provided us with insight into the challenges and rewards of working towards and completing a master’s degree in marketing analytics. They also provided specific insight into what it is like to be a part of the MBA program here at UW–Madison. We had lots of questions for our speakers, ranging from what it is like being in the marketing industry as a woman, to what has been the biggest challenge you have faced. This interactive call allowed members to dive into the details of the MBA program here and speak to alumni about their personal experiences. The environment of this event was open and inviting, which encouraged us all to ponder our future careers and academic paths following an undergraduate career here at UW–Madison.

# PROFESSIONAL DEVELOPMENT

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## 3/8 WIB x AKPsi Panel

by Ellie Dimmer

On March 8th, Women in Business and AKPsi paired up to celebrate International Women's Day. We heard from some influential women dominating the business world, and it was a great way to recognize strong female leaders in the community. One thing that stood out to us all was the multiple paths the women took to find their place in business. Business is so diverse, and there are numerous ways to find your fit. Some women did not even major in something related to business for their undergraduate degree, but then went on to receive their MBA to fully develop their business skills. Others majored in business and were heavily involved in clubs or organizations during their undergraduate years but then did not receive further education after those four years. This was very fascinating and allowed many members of WIB to reflect on their personal paths. We also touched on discrimination in the workplace as a female; women were not always allowed to work in business, and sadly some of these ideals are still reflected today in some businesses. It was interesting to hear about how many businesses are trying to change this and also expand diversity.

## PD Resume Review



by Paige Smoley

This semester, we introduced a new, semester-long resume review opportunity to count for a professional development point. Members of WIB could sign up to have their resume reviewed by one of 14 upperclassmen in WIB. This semester I had the privilege of attending a resume review session with the Vice President of Member Relations, Lauren Knutson. This one-on-one experience was incredibly helpful in building and supplementing my resume. We efficiently met on a Zoom call for around 20 minutes and discussed different features of a powerful resume. She helped me pick the proper formatting, supplement my bullet points with power verbs, and taught me how to target my experiences toward different desired outcomes. For example, I learned that

if I am applying for a customer service position, I should highlight my experience in customer service and emphasize that I have the necessary skills for said position.

I really enjoyed learning from an older member of WIB. It was valuable to get insight from someone (with my same major) who has had prior experience in building an effective resume. She, and the other volunteers with different majors, were very open and eager to help me. The strong community within WIB is so welcoming and I am proud to be a part of it.

## 3/29 Brand Talk with Susan Meier

by Olivia Janza

On March 29th, we had a professional development event with Susan Meier, who talked about how brands should sell their product by actually relating to humans, rather than by promoting all of the product's characteristics. Susan framed her presentation around an example of how she would sell her favorite shoes (a pair of gold, sparkly Converse). After hearing about how these shoes reminded her of her childhood, we realized how much more we wanted to buy a product when the marketing is framed around a human's personal experience. Susan has worked with an abundance of companies and also explained a very interesting process of advertising a light bulb. After she traveled the world researching how people viewed and valued light bulbs, she realized it was about the light, not the science behind the bulb. So, ultimately, they advertised the light bulbs by selling the light it would bring someone in their life, rather than through the scientific aspects of the improved bulb.

This presentation really opened our eyes to the advertisements we see everyday; the best ones are selling the experience and benefits that will be brought to our lives. This technique can make an extremely large difference in a company's success, exemplified when looking at companies like Apple, Pepsi, Dove, and many others.



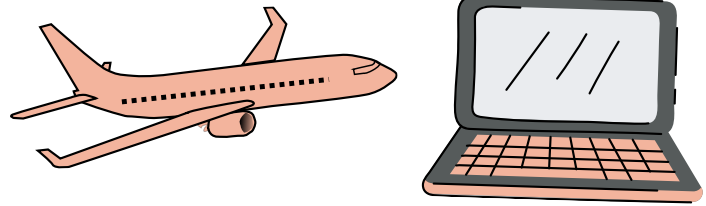
# VIRTUAL TRIP

## Trip Day 1 (Goldman Sachs & Sprinkles)

by Maya Hershkowitz

This year, with the pandemic in mind, Women in Business had to find alternative ways to hold our traditional semester trip. Our virtual trip was held across two weeks on Friday, March 19th and Friday, March 26th, and we had virtual presentations from various companies. On Friday, March 19, we had two presentations, one from Goldman Sachs and one from Sprinkles Cupcakes. While these are two completely different industries, they both educated us on their diversity efforts, their daily responsibilities, and how they make women feel included and represented. They both spoke about their careers and internships offered for students as well. Goldman Sachs has very selective internships, as the program is highly competitive and has many applicants each year. On the flip side, Sprinkles informed us that they do not offer internships for students at this time.

Each of our speakers was extremely passionate and excited to talk about their careers, making us all excited to start our career journeys. I personally realized how few important it is to have some large responsibilities, even as a young employee. Having so many responsibilities allow for learning and teamwork opportunities, which are two things many of us are looking for in a career. Overall, this virtual trip was extremely valuable for all members who participated.



## Trip Day 2 (Facebook & Wayfair)

by Anna Beyer

On Friday, March 26th Women in Business had the opportunity to speak with another two amazing companies, Facebook and Wayfair. Through collaborative discussion, WIB members got to network with business professionals to learn more about professional life and possible career opportunities for them. The speakers from each company were engaging and inspiring. Both companies gave the members great advice for their future careers.

Badger Alumni, Shilpa Lawande from Facebook shared her amazing journey with WIB members. She stressed the idea that taking a risk isn't always a bad thing if it means going after your dreams. Additionally, Ms. Lawande noted the importance of communication within your place of work and with yourself; self-care is necessary! Finally, she mentioned the importance of advocating for yourself and being your own cheerleader.

Wayfair speakers, Olivia Szalacinski (former WIB president), Laura Douglas, and Maddie Peloso offered great advice about finding jobs right out of college. They shared tips on how to meet new people and the importance of connecting with those around you. The speakers shared their personal experiences with moving to a new place and the anxiety and excitement that comes with a new job. Like Ms. Lawande, they noted how transitions can be difficult and it is good to be patient with yourself, you can do anything you put your mind to!

Ultimately, members loved attending this year's virtual trip and were inspired by the empowering female speakers!

A collage of images related to the virtual trip. On the left is a red box of Sprinkles cupcakes with the brand name 'Sprinkles' written on the lid. To the right of the box is a pink background with white text: 'Sprinkles empowers women to determine what's worth celebrating. We put our guests first. We celebrate women. We celebrate with them and for them.' Below this is a purple banner with the text 'Moving to a New City During a Global Pandemic'. Underneath the banner is a 2x2 grid of advice cards. Each card has a purple icon and text. The top-left card has a sun icon and says 'Remember nothing is permanent'. The top-right card has a globe icon and says 'Make an effort to put yourself out there, even when it's uncomfortable'. The bottom-left card has a location pin icon and says 'Get out of your apartment and explore, explore, explore'. The bottom-right card has a heart icon and says 'Transitions are hard - give yourself grace and compassion'.

Sprinkles empowers women to determine what's worth celebrating. We put our guests first. We celebrate women. We celebrate with them and for them.

**Moving to a New City During a Global Pandemic**

|   |  |
|---|--|
| Remember nothing is permanent                           | Make an effort to put yourself out there, even when it's uncomfortable |
| Get out of your apartment and explore, explore, explore | Transitions are hard - give yourself grace and compassion              |

## 2/20 - 2/27 Galentine's Gift Exchange

by Alana Walker

Our first social of the semester was a Galentine's Day gift exchange, and it was a super fun, creative idea! Girls who participated filled out an interest survey with their favorite stores and items, and were paired with another girl in WIB. I personally found out that my Galentine was someone who lived in my dorm, so it was nice to meet someone new in the organization who also lives close to me. We were very surprised that we hadn't met before, so it was great that this WIB event could bring us together! I ended up giving my partner an assortment of different candies that she put on her list, and she gave me a very nice letter, a pink beanie, and Reese's Pieces. This exchange was more than I expected and I truly enjoyed it (especially the pink beanie, I love pink!). WIB members all look forward to participating in this event again, as it was a fabulous opportunity to meet new girls and treat one another!

## 3/12 - 3/17 St. Patrick's Day Bake-Off



by Taylor Grebin

Beginning March 12th, WIB members brought to the table their fantastic baking skills for a St. Patrick's Day bake-off social! This week-long competition gave our women the opportunity to bake whatever they wanted; the only rule was that it had to be St. Patrick's day themed. The top six masterpieces were voted for on WIB's Instagram and the final three winners won gift cards to local grocery stores! Not only were there copious amounts of green, but ladies incorporated pots of gold, rainbows, and clovers into their desserts as well. Members made macarons, cupcakes, cake pops, Rice Krispie bars, and brownies to name a few delicious sweets. Although we wish we could have done this social in person, members still had a blast while brainstorming ideas among one another and voting for winners virtually!

## 3/7 Recwell Fitness Class

by Julia Wojtach-Rytel

On Sunday, March 7th, we took time towards the end of the day to wind down and de-stress with a yoga class led by RecWell. This was our second social of the semester and it was great to see so many WIB girls roll out their yoga mats and take the time out of our busy schedules to do something positive for our minds and bodies.

Our RecWell instructor guided us through a 60-minute deep stretching session that left us feeling more energized and in a brighter mood. Yoga has so many benefits and can sometimes be overlooked by others. It helps us manage our stress, sleep better, and connects us with a supportive community—just like WIB! It is key to prioritize our mental health especially during these times and yoga is just one of many activities that will be beneficial in the future. Thank you RecWell for continuing to provide such great activities and services for students during these unprecedented times!

## 3/25 Trivia Night

by Emily Siderits

On March 25th, WIB girls gathered for a Zoom trivia night through Kahoot, which is a game-based learning platform! Questions followed the themes of powerful women and feminism, and the top 3 "winners" received prizes. We learned that The Washington Post had the first female CEO of a Fortune 500 company and that over the past two decades, the number of women entrepreneurs has increased by 114%. On the flip side, we were shocked to hear that less than 10% of Fortune 500 CEOs are women. We enjoyed chatting about these fun facts throughout the call and left this trivia night feeling inspired but also determined to change some of these statistics ourselves as women in business.

# COMMUNITY INVOLVEMENT



## 4/12 - 4/16 Bingo Board

by Sophie Wallach

From April 12th through April 16th, members of Women in Business participated in a bingo fundraiser for the Nehemiah Center for Urban Leadership Development. The Nehemiah Center for Urban Leadership Development is a local organization dedicated to strengthening the African-American community in the Greater Madison area. Nehemiah works to eliminate racial disparities by fostering relationships, creating solutions, and promoting moral conscience. For this event, members shared bingo boards on their social media accounts and asked for donations from friends and family. All proceeds from this event were donated directly to Nehemiah.

## 3/2 Pregnancy Hotline Panel

by Marissa Mongoven

In early March, our organization partnered with the Pregnancy Helpline of Madison to learn about and discuss what it takes to run a successful non-profit organization for a community involvement panel. Executive Director Brenda Collins guided our members through the steps of developing a new non-profit and how to maintain the organization on a daily basis. From maintaining strong donor relationships to managing a board of directors to organizing volunteers, there are so many moving parts that must work cohesively to stay operational and continue serving the community. In our Women in Business events, there tends to be an emphasis on how to run for-profit organizations but we enjoyed hearing how much strategy and planning is emphasized for non-profits to run successfully.

Thank you to Brenda for taking the time to discuss her non-profit journey and share her insights with us! Women in Business is excited to continue our partnership with the Pregnancy Helpline of Madison through community involvement projects. To learn more about the Pregnancy Helpline of Madison and how it benefits our community, visit [pregnancyhelpline.net](http://pregnancyhelpline.net) for more information.

## 3/21 - 3/28 Just Bakery Cookie Sale

by Morgan Karger

WIB members had the opportunity to participate in a fundraiser for the Just Dane Bakery initiative! The proceeds from the cookies purchased went toward a Madison-based non-profit that works with individuals who are experiencing significant barriers to employment (homelessness, criminal conviction history, lack of education, etc.). This community involvement event was a great way for WIB members to show they care about their community and to give back to those in need. We all loved the yummy cookies and raised almost \$400!



# FUNDRAISING

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## 3/23 Chipotle

by Isabelle Stengel

One of the ways that Women in Business generates income to finance the club and pay for expenses like our marvelous WIB Wednesday speakers is to hold fundraisers at local businesses. The business, whether it be Chipotle, Salads Up, or Eat Street, agrees to donate a percentage of its profits to Women in Business. The fundraiser is beneficial for both the business that agrees to sponsor it as well as the club. WIB is able to generate income to sustain the club and the local businesses are able to gain exposure to customers who may not have otherwise been interested in spending money there.

On March 23rd the members of Women in Business held one of these fundraisers at the Chipotle on State Street. The fundraiser ran between the hours of 5:00 pm to 9:00 pm and if any customer purchased food or beverage (regardless of the amount spent) and mentioned the WIB fundraiser, Chipotle would donate a portion of the proceeds to the club. Overall, the fundraiser was extremely successful, and the club is extremely grateful to local Madison businesses like Chipotle for helping to support both our club and the young women who are involved. Events like the Chipotle fundraiser allow Women in Business to host educational and developmental experiences that allow us to grow into the successful businesswomen we are today.

## 2/27 - 3/6 Eat Street

by Hannah Northfell

WIB kicked off the first fundraising event of the semester through an event during the week of February 27th. WIB was able to partner with one of the most popular food delivery apps on campus called EatStreet. Using code 'WIBMAD,' our members, as well as friends and family, ordered their favorite meals and 15% of their purchase benefitted WIB. Since fundraising looks a little different this year because of COVID, this was an innovative way for WIB to raise money for our organization this semester. This event fostered personal connections within WIB, as many members ended up ordering together and sharing socially distant meals with one another! This was a great way to fundraise and socialize amongst one another in a casual setting. Overall, this was a very successful event and got members excited for when we are back in person!



## 4/15 Salads Up

by Caroline Busch

The Salads Up fundraiser is a fun event that allows members and their friends to enjoy a delicious and healthy salad, wrap, grain bowl, or smoothie while also benefiting WIB! Located right off State Street, Salads Up is a popular restaurant for many UW students. Due to COVID, indoor seating was not allowed so members took their meals to go. However, some were still able to meet up and catch up with each other, something that we appreciate since all of our events were online this semester.

This fundraiser took place on April 15th and a portion of the company's profits generated during the fundraiser time were donated to WIB. WIB has partnered with Salads Up multiple times before, and it has always been a huge success. We thank everyone who participated and this campus partner!

# MENTORSHIP & THANK YOU TO OUR SPONSORS

## 2/23 Business Fashion Show/Interview Advice



by **Hanna Hausmann**

As February came to an end, Women in Business found time to organize a fun way to educate new members on fashion and business attire as well as interview and internship advice. The first portion of the event included a “fashion show” which was hosted by mentors and gave mentees a range of ideas regarding appropriate dress options for job interviews and WIB events. The first group showed off their business professional outfits ranging from business dresses and skirts to pantsuits. The next group displayed their ideas of business casual with cardigans, blouses, and sweaters.

Concluding the fashion show, mentors and mentees were given time in breakout rooms to discuss interview and job application quick tips and advice. Many mentees had questions such as what to wear to WIB events, go-to interview outfits, and the best questions to ask at interviews. Many mentors also shared their favorite stores to shop in order to stay stylish and trendy while looking professional. The most popular stores included Zara, Loft, H&M, and the Banana Republic. Thanks to our experienced mentors, the mentees are ready to nail their next job interview!

## Professional Mentorship Highlight

by **Sydney Rossini**

The professional mentorship program is new to WIB this year, and our mentorship directors this semester have developed the program wonderfully! The program is structured in a unique way to offer every participant the maximum benefit, which we all appreciate. Each participant was paired with their own individual mentor, but we also got the chance to hear from all of the other amazing women serving as mentors this semester during a group panel. This was my personal favorite event of the program. It allowed WIB alumni to work together to answer questions and offer advice to current members. Hearing advice from women across industries was especially helpful because they were able to speak to all of our career goals, whether we planned to stay in the Midwest or head to Tennessee, and whether we had a dream company or simply wanted to learn. We loved getting advice from women who have recently gone through the same process and seeing all of our alumni interact. One-half reunion and one-half professional panel, this event brought together the best parts of WIB: growing as a professional and connecting as women.



## Thank You!

Thank you to our 2021 corporate sponsors! Without you, we wouldn't have been able to experience all of these incredible events. We look forward to Fall 2021! Another special thank you to each company we were able to meet with this semester!

Contact us at

[womeninbusiness.uwmadison@gmail.com](mailto:womeninbusiness.uwmadison@gmail.com) .