

# WOMEN IN BUSINESS UW-MADISON

Spring 2020 Newsletter



## Spring Welcome

By Olivia Peters, Newsletter Director

Hello Everyone! Our spring was off to a great start, with many members excited about a WIB schedule chalked full of opportunities for personal and group growth. Although the semester didn't end the way we were all expecting, the WIB girls made the most out of the time they had on campus. Our members have a lot of love for WIB, and exemplify the values of our organization in everything they do! Here is a look at what we were up to the first half of the spring 2020 semester!



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# WIB WEDNESDAYS

## Milwaukee Tool

By Kate Reitz, 2/12/20

Women in Business was excited to welcome back our favorite Milwaukee Tool ladies for our first WIB Wednesday of the semester! Kelli and Elly, UW-Madison alumni, taught us all about what goes into a quality Milwaukee Tool product, as well as how dedicated the company's fan base is! It was inspiring to hear about how they've progressed through the company and the various opportunities Milwaukee Tool has given them. Both Kelli and Elly stressed how much they have learned about management and communication. Hearing their stories about communicating with business professionals, customers at trade shows, and construction workers in the field really gave us a sense of how interactive a career at Milwaukee Tool could be. Lastly, they gave us career advice in the Q&A portion and introduced us to various internships they offer. We loved hosting Milwaukee Tool and it inspired us to look for a career outside of our comfort zones!



## Pregnancy Helpline of Madison

By Hannah Northfell, 1/28/20

On January 28th Women in Business had a community involvement event at the Pregnancy Helpline of Madison. Fall of 2019 was the first time that WIB was able to get involved at the facility and it was such a success that we were anxious to go back this semester! Helping out at the center allows WIB members to connect to their local community and make a small difference in the town that they may not see all parts of during their studies. This event was especially memorable because it was sponsored by Zipcar. Throughout the event, we were able to capture the fun of donating diapers, baby wipes, etc. to the center by creating a three-minute video with the highlights from the day! These compiled moments were sent to Zipcar to be a part of a national competition. Thank you to everyone who participated in giving back and the video we submitted!

# COMMUNITY INVOLVEMENT



# CURRENT MEMBER SPOTLIGHT

## Lauren Knutson

By Anna Brenny

Lauren Knutson has been a member of Women in Business since the Fall of 2018. Lauren is a Sophomore studying marketing and theatre. Since the day I first met her she has been such a positive, friendly person who makes everyone feel included. She has dedicated so much of her time to Women in Business and is the true definition of a great WIB member. She exemplifies the WIB ideals by being a strong, confident woman who is dedicated to school and excelling in the professional world. Currently, she is serving as the VP of Corporate Relations. She continually dedicates herself to this organization. We are so lucky to have her, and we appreciate everything she has done. Thank you Lauren!



BOSS  
BABE

## PROFESSIONAL DEVELOPMENT

### Northwestern Mutual

By Emilee Kather, 3/5/20

Women in Business was given the opportunity to listen to speakers from Northwestern Mutual for a professional development event. They taught us about a wide variety of things from our personal brand statement, to etiquette that may get overlooked in the business world. A portion of our time was spent creating a personal brand statement by brainstorming our individual unique traits and forming a 1-2 sentence pitch to introduce ourselves with to employers. We also discussed professional attire and what a professional handshake entails. Overall, our time spent with Northwestern Mutual was interactive and offered beneficial advice for a group of women entering the business industry.

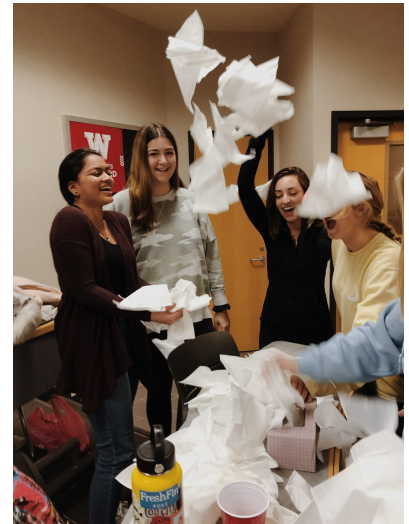


# MEMBER RELATIONS

## Minute to Win It

By Olivia Pralle, 2/19/20

On Wednesday, February 19th, all of the members of Women in Business participated in our first member relations event of the semester with the return of Minute-to-Win-It Games! We split into groups and played four games – Separation Anxiety, Stack Attack, Face the Cookie, and Hanky Panky. This member relations event allowed for a fun, competitive, and light-hearted environment to ease the stress of midterms. I had the best time reconnecting with WIB friends and meeting some of our new members!



## Marielle Cesar

By Macy Madsen

Marielle Cesar is a junior who is studying marketing and pursuing a certificate in Spanish. She is spending her semester abroad in Spain in the CIEE Seville Business and Society Program. Marielle's favorite class is her Spanish class which is all about Islamic culture in Spain. Her favorite part about Seville is the people; everyone is super nice and always willing to help her. In Seville, Marielle is living with a host family and she says this has been one of the best choices she's ever made.

Her host mom is a great guide for helping Marielle navigate around Seville and her cooking is also amazing. Marielle's favorite place she's traveled to so far has been Chefchaouen, the "blue city" in Morocco and before her program ends, Marielle hopes to visit Switzerland. Marielle is thankful she can keep up to date with our organization via social media! Marielle especially misses all of the WIB women and can't wait to see everyone next fall.

## ABROAD SPOTLIGHT





# MENTORSHIP

## Game-Day Crafts

By Mallory Ellis, 2/26/20



On Wednesday, February 26, mentors and their brand-new-to-WIB mentees met at Grainger to make game-day apparel! Girls brought their own shirts, denim jackets, jeans, and other articles of clothing, and worked together to transform them into something Bucky would be proud of. Members used the provided paint and paintbrushes, sharpies, iron on patches, and other materials to jazz up their clothing and make one-of-a-kind pieces! Girls were also able to make beaded bracelets, with a variety of colors and letters provided. All in all, it was a great mentorship event, and helped WIB girls relax and get creative during midterm season, which was much appreciated all around.



# FUNDRAISING

## Salads UP

By Sydney Mittelsteadt, 2/17/20

Women in Business had a fundraiser at Salad's Up on February 17th from 4-8 pm. For this fundraiser, WIB members and members of the community went to Salads Up and if they mentioned Women in Business at the register a portion of the sale would go to WIB. The purpose of this fundraiser was to help raise money for WIB so we can keep doing amazing things! Besides dues, fundraising activities are one of the organization's main sources of funding for the many events and activities put on for the members. This fundraiser not only helped to bring in extra funds for WIB but also was a fun way to support a local business and treat yourself to a great dinner!



# ALUMNI SPOTLIGHT

## Kelly Carpenter

By Maddie Mortell

Kelly Carpenter was an amazing member who showed her WIB love through leadership and dedication. After she graduated in 2019, she began working in Atlanta with the PGA Tour as a Sales Coordinator and is loving it! In her role, she is responsible for organizing golf tournaments, corporate sponsorship plans, and community involvement events. Working with the PGA Tour has brought about many incredible experiences for Kelly, including when she was one of the first people to congratulate Rory McIlroy after he won the FedEx Cup at East Lake!

Although Kelly adores her job and the people she works with, she stresses the importance of finding the right work-life balance, as it can be a challenging adjustment at times. Some of her fondest college memories include traveling on WIB trips, snacking (on OREOs) with the board, and even living with her best friends that she met through WIB. We are so grateful for Kelly's lasting impact on WIB, and congratulate her on all of her successes post-graduation!

*inspire*



## BMO Harris

By Julia Lane, 3/3/20

In early March, members of Women in Business and the Multicultural Business Association came together to expand their knowledge of diversity in the workplace. Monica Murphy, WIB's Diversity Directory, led a panel of BMO Harris Bank representatives who spoke on their personal experience regarding diversity. The initiatives implemented by BMO Harris Bank strive to create an inclusive work environment that celebrates each employee's unique background. BMO's panelists also emphasized the value of small groups at work, such as the women's group or LGBTQ+ group, that they joined to be surrounded by similar peers. While BMO Harris Bank and other large companies can seem like an intimidating setting, these groups offer opportunities to find commonalities and empowerment. Overall, the panelists underscored the importance of using one's individuality as a strength in the professional world and beyond.

## DIVERSITY





# SOCIALS

## Ice Skating

By Caroline Iserloth, 2/16/20

For our first social event of the semester, the WIB ladies were lucky enough to go ice skating at the Edgewater ice rink. Even though I haven't skated in a while and I wasn't great, it was an enjoyable, relaxing Sunday afternoon. Also, shoutout to Grace Colvin for being an amazing ice skater and showing us some of her tricks! Not only did we get to enjoy the beautiful Sunday afternoon, but we also got to hangout and catch up. Hearing about how everyone's week had been was the perfect Sunday study break. This social helped me schedule some time for relaxation as well as get closer to other WIB girls!



## Ice Cream

By Isabella Doucas, 2/25/20

What's better on a cool February evening than an Ice Cream Social! Contrary to what one might think, it was a perfect antidote to bring some stress relief to us students during midterm season. Between all the incredible flavors (from vanilla to Oreo) and choices of toppings (from sprinkles to fudge), to music and dancing, it was truly a great WIB social event! This event like our other WIB socials provides members the opportunity to become better acquainted in a more relaxed setting. As empowered women with similar passions and mindsets, these socials are great ways to meet new people, learn, motivate and inspire each other. At the end of the day, there is nothing better than ice cream, toppings, and the WIB women!

# ZIP CAR CONTEST

By Emily Zoborowski

WIB is currently a finalist and competing in a video contest for Zipcar, which is a popular car-sharing service used by many college students. We created a three-minute video highlighting what WIB does and how using Zipcars helps WIB to accomplish our overall goals. We took the footage from a community involvement event where we used Zipcars to bring donations to the Pregnancy Helpline of Madison. Major shout out to Marita Kelnhofer for organizing, creating, and making this amazing video for our submission for the Zipcar Students with Drive Video Contest!

Also, shout out to all the WIB girls who went to the Pregnancy Helpline and starred in this video, the ladies of this organization have major love for WIB. We have a few more weeks for voting, viewing, and sharing the video the contest ends on 4/15! Look up Zipcar's Students with Drive Contest to vote. The grand prize is \$10,000 for the organization, this is a very exciting opportunity for WIB. Check out our social media channels for the eventual results!

*Empowered  
Women  
Empower  
Women*



**WIB**





# COVID-19 Response

## A Message From the President, Olivia Szalacinski

It is safe to say our members, the greater UW-Madison campus community, and the entire world have been through one of the most challenging times in recent history as a result of the COVID-19 pandemic. It was with great sadness that WIB was forced to cancel all of our events in the middle of the semester and our members were sent home from campus to participate in remote learning. Although this was incredibly disappointing for us as an organization, we understand the importance of needing to do whatever it takes to stop this virus from spreading further.

I would like to personally recognize the hard work and dedication our members demonstrated throughout the short semester we had together, and especially the exceptional work of the Executive Board and Directors for being incredibly flexible during these trying times. I would also like to recognize the continued dedication over the years from my fellow WIB seniors. I am sad we will not be able to spend this final semester in WIB together, but I am thankful for the memories we have already been able to share.

The Executive Board knew WIB needed to do something to show our support for those in our community who are struggling. As an organization, WIB was able to donate \$354 to support No Kid Hungry, a charity that works to feed children who rely on school meals and are now without one due to school closures. WIB was not only able to donate funds that would otherwise have supported our events this semester, but WIB members themselves stepped up to donate their own money in support of this great cause. I am incredibly proud of how our organization has pulled together not only to support each other, but to support the greater community as well. With each other's support, I know we will come out of this semester stronger and be well prepared for an amazing Fall 2020 semester!



**Thank you to all of our  
corporate partners!**

**You make our organization possible.**