

UW-MADISON

WOMEN IN BUSINESS

Spring 2023 Newsletter

May 1, 2023



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A Note From The Editor

Putting together this Spring 2023 Newsletter has been such a privilege. This organization has so much to offer to its members and I am excited to showcase what a wonderful semester it has been! This semester we have heard from many successful company's during our WIB Wednesdays, grown both professionally and personally, strengthened our DEI understanding, given back to our wonderful Madison community, and grown closer with our wonderful WIB members. I hope you enjoy seeing what a wonderful semester we have had! Enjoy!

Haley Winter, Public Outreach Director

Leadership Board

Spring 2023

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WIB WEDNESDAY

2/8 Walgreens Cassidy VanEpps

On February 8th, Walgreens was invited to speak at a WIB Wednesday event to discuss their business segments and internship opportunities. The representatives from Walgreens shared valuable insights into the company's various business segments, including retail, pharmacy, and healthcare services. They also highlighted the company's commitment to diversity and inclusion and how they strive to provide equal opportunities to all their employees. Moreover, the representatives discussed the internship opportunities available at Walgreens and how they offer valuable experience and exposure to the corporate world. The event was a great learning experience for the attendees, who got to interact with the Walgreens representatives and gain insights into the company's operations and culture. Overall, the event was a huge success, and the attendees left with a better understanding of Walgreens' business segments and career opportunities.

2/22 BMO Uma Parhar

For our second WIB Wednesday of the semester, we had the privilege of being joined by several representatives from BMO Harris. The speakers all shared valuable insights into the company's culture and offered guidance on how to approach interviews with the firm. The presenters, many of whom were early in their careers, provided us with valuable insights on how to navigate the corporate world and make the most of our first job. In addition, WIB members had the opportunity to partake in coffee chats with the representatives prior to the event, which allowed for personalized Q&A sessions. Overall, we learned a lot about BMO's company values and how to navigate the application/interview process.

3/8 Kohls Haley Winter

WIB hosted Kohl's for our third WIB Wednesday of the semester. During this event, the presenters offered our members insight on opportunities with Kohl's, the rotational programs they have, as well as information about the culture and values of the company. Additionally, we had a mini panel with the speakers from Kohl's where members were able to ask a variety of questions. These questions ranged from career based to life based as many of the speakers were early on in their career and similar to our members.



WIB WEDNESDAY

3/22 PepsiCo Haley Winter

This semester, we had the pleasure of hosting PepsiCo at one of our WIB Wednesdays. During this event, PepsiCo came to talk to our organization about what the company is all about, the opportunities they have, as well as give the members time to ask questions to the speakers. This event was very insightful and allowed our members to see a ton of new opportunities that are out there.



4/5 RSM Rachel Brandmeier

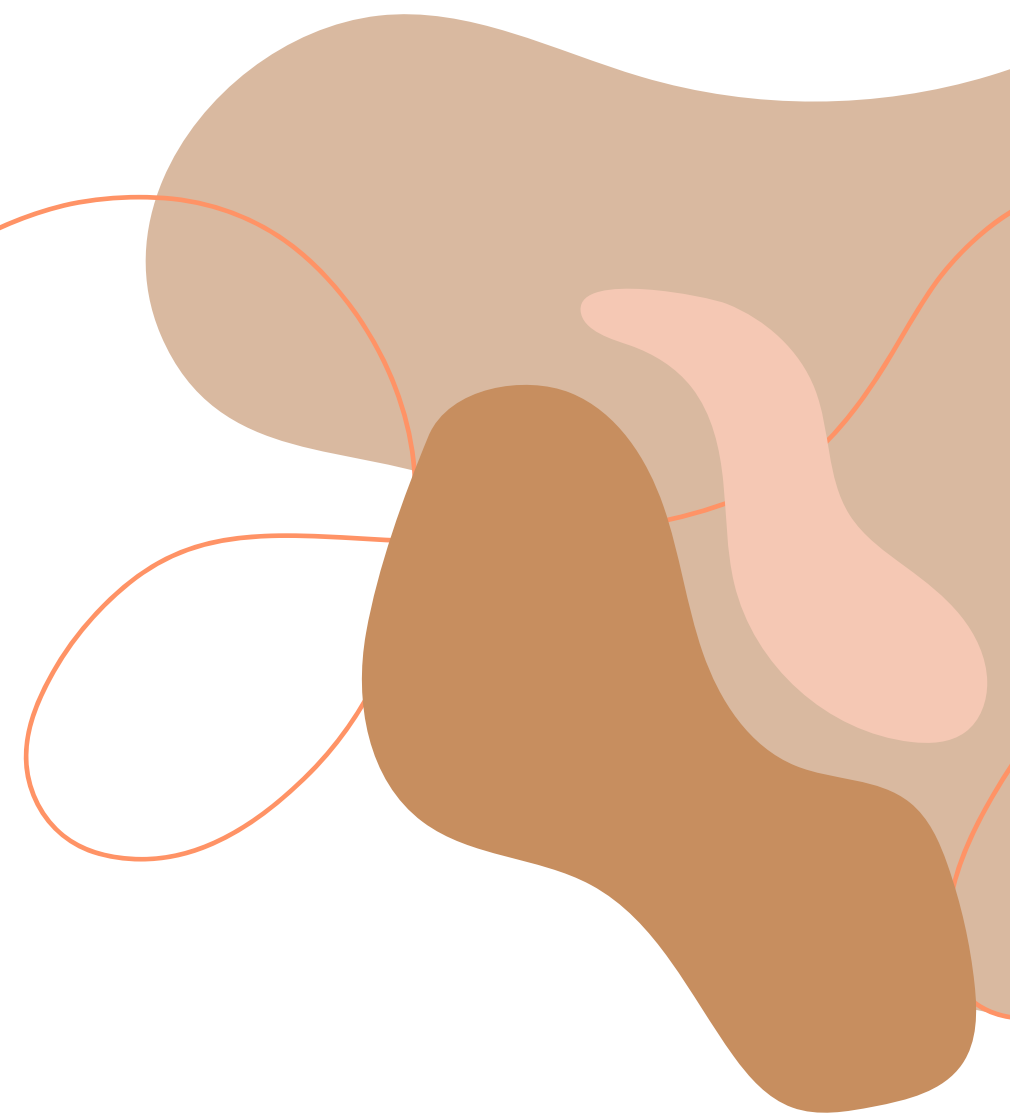
On April 4th, female representatives from various backgrounds at accounting firm RSM, joined WIB girls for a WIB Wednesday event. The event kicked off with an overview of RSM's exciting offerings and workplace perspectives beyond the usual audit, tax, and consulting services. For the remainder of the event, WIB girls broke off into three separate groups to begin more intimate Q&A discussions. The employees from RSM rotated between our three groups, offering advice on interview and resume tips & tricks, building our personal brands, and transitioning from being a student into our professional careers. With the opportunity to have the smaller-group discussions, each of us were able to ask questions and receive meaningful feedback, leaving everyone feeling more confident to take on our professional careers!

4/12 Evry Jewels Mia Juneja

Joined by Brittany Sigal, cofounder of Evry Jewels, our members got an inside look into the creation of this jewelry empire. Evry Jewels, a COVID baby, started as an idea in Britt's bedroom. Trying to find a happy medium in between high end jewelry and trendy pieces, Britt found a gap in the market and filled it. This WIB Wednesday was informative, funny, and relatable. Britt presents herself as an ordinary girl who also finds herself stressed and overwhelmed. She expresses how she even struggles to take her mind off work for one second. Through this event, our members learned the importance of perseverance and hard work in seeing an idea through.



DEI INITIATIVES & EVENTS



Spring 2023 DEI Initiatives

1. Create a complete evaluation process of post-recruitment, including feedback opportunities for applicants through anonymous survey and thorough review with leadership
2. Collaborate with the Wisconsin School of Business and other on-campus organizations to advocate for DEI and gain DEI learning opportunities for members
3. Create more major/career specific programs for members to have resources within their interests

3/6 Baker Tilly DIBS Workshop

Haley Winter

During this event, we were joined by Shane Lloyd, Head and Exclusion Leader of Diversity, Inclusion, and Belonging Strategy at Baker Tilly. Shane talked about the Importance of diversity, inclusion, and belonging in the workforce and the Importance of finding a place of work where you feel you belong. Shane gave us insight on the DIBS program at Baker Tilly and how to choose employment with a positive DIBS program.



PAVE Workshop: Ethics In Business Isabelle Bogan

For this DEI event, two Peer Facilitators from PAVE hosted an interactive workshop called "Ethics in Business". We discussed topics such as what majority holds corporate power? What obstacles do women and women of color have to overcome that others don't in the corporate world? What is consent culture and how can this be implemented into corporate practices? How can we, as women, support and empower other women within the workplace? How can we navigate workplace sexual violence, and create safe spaces for reporting? The audience was very engaging, participated a lot, and provided some wonderful insight and asked great questions. Merch, stickers, resource guides, and other goodies were also provided to the participants. Overall, as a Facilitator myself, I think the event went great and it seemed like WIB members walked away having learned something.



DEI INITIATIVES & EVENTS



4/11 DEI, VC, and Mentorship with Margaret Ntambi Haley Winter

For this DEI event, our organization was lucky enough to be able to sit down and chat with Margaret Ntambi, who had a lot of wisdom to share about females in venture capital, mentorship, as well as DEI in the workplace. First, we were able to get a background of Margaret, her education experience and her career path. We were then able to get Margaret's insight about the venture capital space and the do's and don'ts about that career path. Margaret also took some time to talk to us about the entrepreneurial sector of business as she and her husband started their own business a few years back. Lastly, Margaret touched on the DEI space in the workforce and we were able to discuss a few DEI topics with her.

4/10 Women In Securities Finance Panel Maheen Hasan

Joined by a group of successful and driven women leaders in securities finance at Northern Trust and Apex Fintech Solutions, Women in Business hosted a virtual DEI panel focused on navigating and thriving in the finance industry. The panel included Brianna Rodgers, DEI Council Chairwoman, and Culture Council Chairwoman, who shared her thoughts on how leaders should receive and implement DEI feedback from employees. Additionally, she shared how DEI positively impacts workplace communities and how to successfully create those initiatives. We were also joined by Lori Paris, Senior Vice President and Head of Client Management, and she discussed how to be aware of unconscious biases specifically when recruiting and building a dynamic team. Finally, we were joined by Harleen Singh, Jr. Repo Trader, who shared her experiences and advice about being in a male-dominated and competitive environment.



PROFESSIONAL DEVELOPMENT

2/15 Resume/LinkedIn Workshop

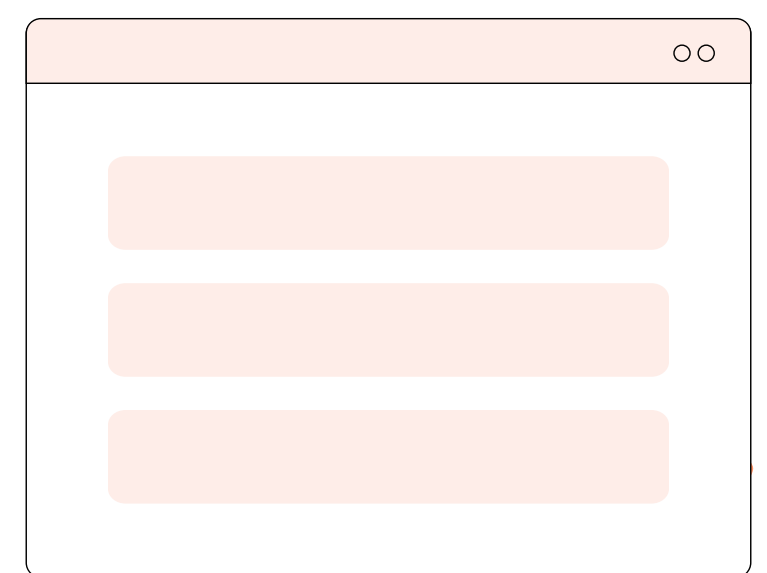
Charlotte Lau

During WIB's Resume and Linked-in workshop, new members were able to work with seasoned members to collaborate on Resumes and Linked-in profiles in the Career Engagement Studio. As a requirement for new WIB members, this event allowed for a more cohesive insight into the expectations for personal branding. WIB members were presented with a presentation about the School of Business's guidelines for resumes, including advice on what to include to stand out to future employers. After the presentation, new and seasoned members were paired up and the seasoned members guided them on their specific needs. New WIB members were able to gain a detailed tour of Linked-in and its tools, how to make a post, how to add a position, and more. After the event, new WIB members were able to leave with professional resumes and up-to-date linked-ins.

2/21 Social Media Training w/ Home from College

Haley Winter

This semester, we had the pleasure of speaking with the founder of Home from College, Julia Haber. As a young female entrepreneur, her insight and expertise about the entrepreneurial space was very inspiring. Additionally, we were able to get the Inside scoop on her company as well as tips and tricks on how to use the services her company provides.



2/27 Mock Interviews

Rishika Gudise

The mock interviews hosted by WIB were a required professional development event for new members where they completed 3 interviews with 3 different WIB members in a span of 1 hour. The interviews provided great insight for new members on how to approach common interview questions and interact with the interviewer. These mock interviews also allowed us to practice interviewing techniques and gain constructive feedback from other WIB members, so we could apply the strategies in real-life scenarios. By rotating through various members, lots of advice was given and taken from member to member, curating a positive and comfortable experience. Overall, this great learning experience made us feel more confident about going into an actual interview in the near future!

PROFESSIONAL DEVELOPMENT

3/7 Professional Development w/ Polaris

Lindsay Bisek

Right before spring break, WIB got to welcome Pam Kermisch, Chief Customer Growth Officer, from Polaris Inc. This was WIB's first semester working with Polaris. Pam talked all about the different things she wishes she would have known before entering a career in business as well as what she has learned from being a woman in business. Her visual presentation was super engaging, but her personality surpassed it. She was able to create such a conversational environment between all of the members who attended, and all of the members left raving about how much they learned. Definitely look forward to having Polaris speak again!

3/28 Budgeting Post Grad w/ Northwestern Mutual

Haley Winter

Speaker, Tiana Tidd, a Financial Advisor for Northwestern Mutual, came in to talk to WIB members about personal budgeting and finance. After an hour long, interactive discussion, WIB members were better equipped with information on smart budgeting and financial decisions.

4/4 Transition to the Workplace w/ KPMG

Lexi Schauls

At the "Transitioning from the Workplace" Event with KPMG, WIB members had the opportunity to take part in a more discussion based presentation with Jeff Nilsen and two of his colleagues about their own success stories of transitioning from college to a full time position at such a large company. WIB members learned tips and tricks to easing into change such as keeping a routine, finding time in your day to do something you love, or managing a work life balance while proving your worth as an associate during the first few months at a new job. WIB members were able to ask questions regarding really anything. Some other topics touched on by the group regarded navigating contacts of different mentors, how to go about asking questions, and imposter syndrome. WIB members really enjoyed hearing from people who had just graduated because of their experiences being fresh and applicable to their lives.



TRIP HIGHLIGHTS



Company 1 : US Bank Haley Winter

We kicked off our spring trip with US Bank at their headquarters in downtown Minneapolis, MN. In the morning we had a networking social with current US Bank employees and recruiters. We then got a tour of the US Bank Ascent office followed by a US Bank Agile office Information session. We finished off our visit with lunch and a women's panel conference with some of US Bank's brightest females. We had the best time with US Bank and thank them greatly for their hospitality!

Company 2 : Ovative Group Haley Winter

Our second stop of the first day was at Ovative Group. Here we were able to learn more about what Ovative Group was all about and the recent growth they have had in the past few years. We also got a office tour of their new space and had the opportunity to network with current employees, including some of our very own WIB alumni!

TRIP HIGHLIGHTS



Company 3 : UnitedHealth Group's Optum Office Haley Winter

The second day of the WIB spring trip started off at UnitedHealth Group's Optum office. First, we were able to get a tour of their brand new office including their personal gym, bank, health clinic, cafeteria, and office spaces. We then were able to learn more about the company as well as the opportunities they provided for college students. We ended the amazing visit with a panel where we are able to ask questions to four young female professionals working at UnitedHealth Group, across many sectors.

Company 4 : The Coven Haley Winter

We ended our trip on a high note with a company visit to The Coven. The Coven is a collaborative work environment where individuals can rent out spaces to work for the day, utilize the company's educational resources, and attend networking events with other members of the Coven. At this visit, we were able to learn more about this collaborative work space, get a tour of the office, and meet some individuals working in the space and see the effects this type of environment has on individuals.

SOCIAL EVENTS

2/13 Valentines Mixer

Niha Yarramsetty

The CI x Social Valentines Mixer occurred back in February around Valentines Day and members thoroughly enjoyed it! Prior to the event, members were able to fill out a form saying if they wanted to buy a rose for a fellow member in WIB. All of the proceeds went to a local nonprofit, which was a creative way to raise money for a great cause. The rose was also very thoughtful and personable as there was a cute note attached for the recipient. This event opened our eyes up to the different nonprofits near Madison and reminded us of issues that we must fight for and improve such as climate change and domestic violence.



2/17 Capitols Hockey Game

Jacqueline Renaud

The Capitol's Hockey Game began with a group of around ten of us meeting at the Edgewater Hotel to get on the free bus transportation provided by the Capitol's Hockey team. The bus was a great time to get to know the other women going to the game and to get excited to cheer on the team as well. Once we arrived, we found our seats next to the "student section" of the rink. The game was filled with entertaining plays, fun music, and an energetic crowd which made for an overall incredible experience. All of us had nothing but smile on our face the entire time, and we grew closer from sharing this experience.

The feedback retained from this event was so overwhelmingly positive that most of us in WIB cannot wait until the next time we can do this again!

3/1 Ice Skating

Julia Fontaine

As part of one of our socials this year, WIB took on the ice skating rink! Members met up at the Shell on campus and enjoyed skating around the indoor rink together. Not only did members get to bond, but we also enjoyed some great exercise despite the cold weather outside! Socials are always a great way to meet new people, explore new places on campus, and try new things!



SOCIAL EVENTS

3/28 Spring Bouquet Making

Jessica Kohlenberger

In March, WIB members had the pleasure of entering the Spring season with other fellow members by creating beautiful flower bouquets from an array of flowers. Each member in attendance was able to create their very own personal bouquet that correlated with their personality. Additionally, to hold the flowers together, we used recycled newspaper and Trader Joe's bags, making the bouquets super unique. Some of our members even decided to give bouquets to other members. WIB love was definitely prominent during this event and was a great way to enter the spring season!



4/18 Nick Workout Class Haley Winter

To wind down during a busy part of the semester, WIB participated in a yoga class at the Nicholas Recreation Center. This was a perfect way to connect with WIB members and just take a mindful break from school during a stressful time. WIB members were able to try the Nick classes for the first time as well as learn the many benefits of yoga. It was a great way to de-stress with our WIB friends while also exercising our bodies.



4/22 Farmer's Market Haley Winter

Our last social of the semester was a trip to the Madison Capital for the second Farmer's Market of the season. This was a great way to connect with fellow WIB members and get a break from the stress of finals season looming around the corner. Wandering around the capital, looking at all of the booths, taking pictures with your fellow members, and laughing in the fresh air was just a wonderful way to spend a Saturday. It was a great opportunity to bond with fellow members but also enjoy the wonderful events Madison has to offer.



COMMUNITY INVOLVEMENT EVENTS

2/13 Valentines Mixer

Brielle Hagen

For our first social event of the semester, the WIB ladies had a Valentines mixer! It was such a fun way to get to know other members in WIB, especially as a new member this semester! Fresh roses were handed out to members given by others who got to send them for CI while also having the opportunity to decorate the cutest pouches during the event with paint. Getting the chance to socialize with all the lovely ladies of WIB for the first time while also raising money for the community made for such a great social event. It was such a fun event to celebrate Galentine's with WIB and I am definitely looking forward to similar events in the future!!<3

3/21 Go Team Therapy Dogs

Lena Parhar

During this event, our members had the opportunity to collaborate with Go Team Therapy Dogs to give back to the community by making dog toys from old T-shirts. WIB also had a puppy chow bake sale. All proceeds and dog toys went back to Go Team Therapy Dogs. An added bonus was the play time the members got with the dogs brought by Go Team Therapy Dogs!



3/27 Salvation Army Book Drive

Haley Winter

For a week in March, WIB held a Salvation Army Book Drive where any member could drop off any old books they were wanting to donate. WIB members also spread the news about the event and were able to gather donations from friends, peers, and family as well!

4/19 St Jude Card Making w/ Letters for Love

Haley Winter

As our last CI event, WIB members collaborated with Letters for Love to create many kind letters to be sent to a children's hospital in Milwaukee. We created many letters that included strong messages or funny puns to try and put a smile on a child's face. WIB members were able to give back to the children by making letters that would hopefully brighten their day.



FUNDRAISING EVENTS

2/15 Potbelly Fundraiser Haley Winter

Our first fundraiser of the year was with Potbelly sandwiches, one of the biggest sandwich shops on State Street. On this night, for a few hours, a percentage of the proceeds from every purchase at Potbelly went towards our funding for the semester. Events like these allow our organization to be able to put on fun events and give back to the Madison community. Thank you Potbelly for partnering with us to allow us the fun semester we have had so far!



2/24 Kohl Center Concessions Haley Winter

As a way to fundraise for our WIB Spring Trip, WIB members volunteered to work the concessions stand at the Kohl Center during the WIAA State High School Wrestling Tournament. WIB members rotated through the shifts, taking turns so members didn't get tired. In total, WIB volunteered for an entire afternoon into the evening, raising a lot of money for the Kohl Center as well as for our organization that we were able to put towards the spring trip to Minneapolis.

4/3 Business Badger Sticker Sales Haley Winter

This semester, WIB decided to reintroduce our Business Bucky stickers as a way to fundraise for our organization. These stickers were designed last semester by one of our very own members, Jordan Grob. These stickers were sold both internally to members as well as externally to UW students in the Grainger atrium. Our members signed up to help run the sticker booth to sell these stickers to UW students for about a week's time!



UNDERGRADUATE MENTORSHIP



2/16 Mentorship Speed Dating

Isa Pierri

During the speed dating event, all the mentors are on one side of the date and the mentees are on the other. With each pairing we chat for around 5-10 minutes and then switch when the time runs out. This is a great way for new WIB members to meet existing members and build strong relationships, in addition to meeting their future mentor. Getting the chance to intermingle with new people allows new connections and networks within in our WIB organization which is a core value of the organization.

2/23 Mentorship Scavenger Hunt

Lucy Callahan

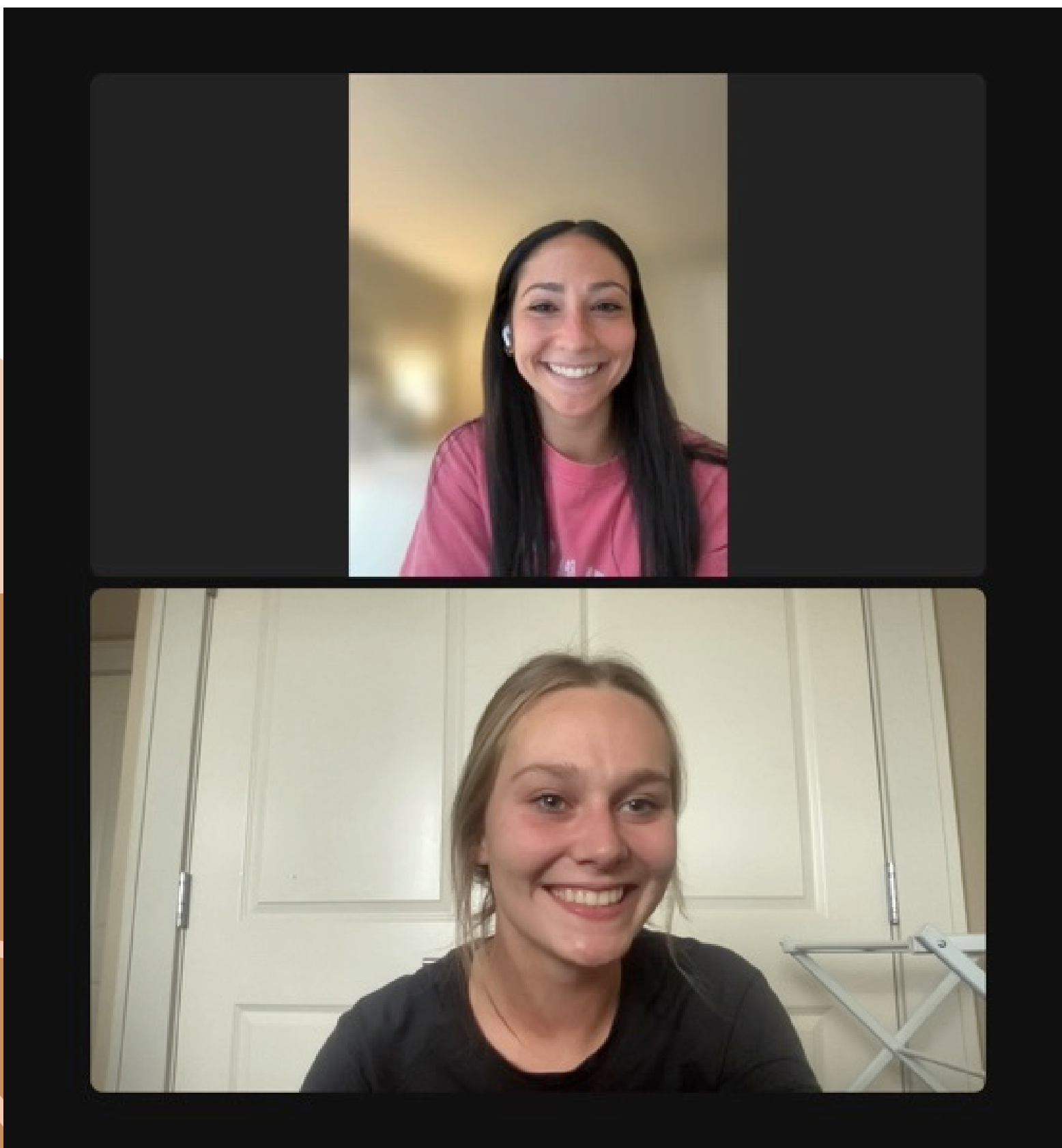
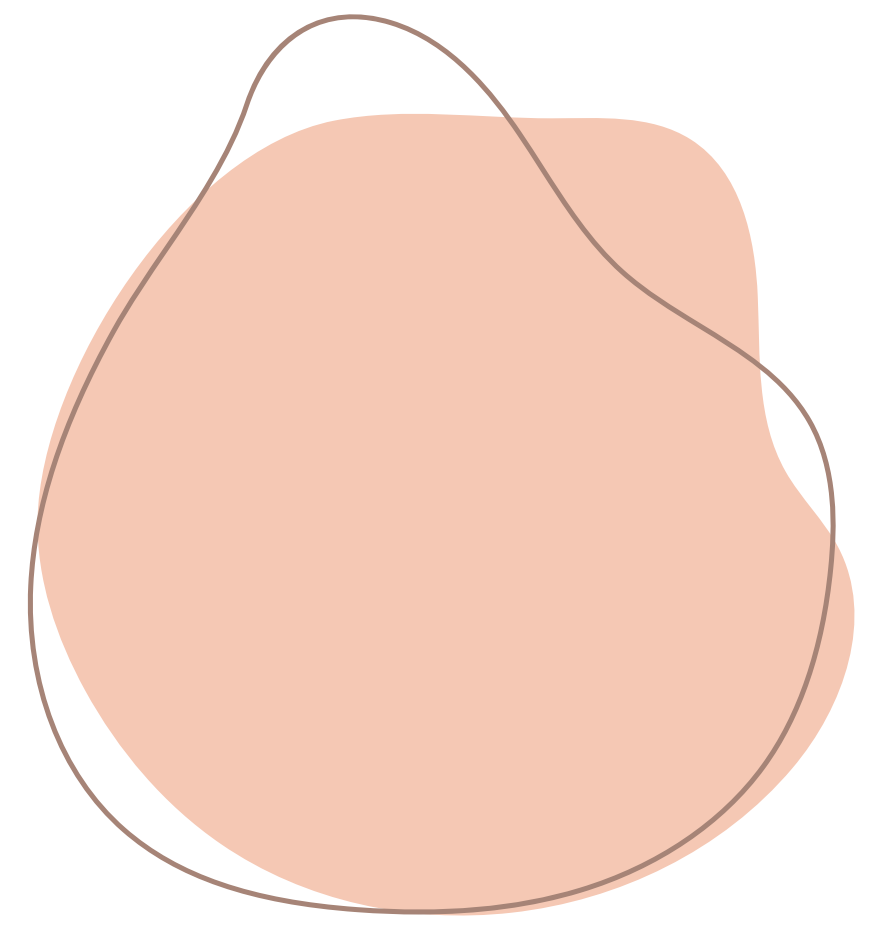
One of our events for Mentorship consisted of a scavenger hunt around the entire business school. Mentors and mentees were placed into individual teams to compete against other pairs. At every station, the pairings were given a clue about where to venture next within the business school, but they were also given a get to know you question. These questions asked for random fun facts about the mentorship pairs like their favorite drinks or hobbies. The pairings were able to learn so much more about each other while exploring different areas of the business school! This was such a fun night and a great way to bond with our mentorship pairings!

3/23 Mentorship Jeopardy

Lily Zahorchak

Mentorship Jeopardy was a very fun, unique event that Women in Business mentors and mentees participated in at the business school. There were different categories such as a Wisconsin category, facts about mentors, facts about mentees, business school facts, and a random category. Groups worked together to come up with the answers to the questions and whoever raised their hand the fastest after the question was read got called on to answer. During this event we got to know our mentors and mentees better and worked with teams which allowed community bonding within WIB. We learned fun facts about mentors and mentees that we wouldn't have known without the jeopardy game, and it was a fun, competitive game that was a good de-stressor and time to hangout with friends. It was awesome to learn how some people knew fun facts about Wisconsin and other random categories and the event made us stronger and closer as an organization. The purpose of this event was to spend time with your mentor or mentee and to learn about each other. The mentorship jeopardy game was overall a great hit!

PROFESSIONAL MENTORSHIP



Professional mentorship is a newer addition to our organization and allows members to connect with young professionals in the real world. Many of our professional mentors are WIB alumni who graciously volunteer time out of their day to speak with members.

Professional mentorship lasts the whole semester and you meet with your professional mentor at least three times throughout the semester, but obviously can meet more if you want to. During these meetings, members ask a variety of questions to their mentors. Some common topics are resume tips and tricks, interview do's and don'ts, how to transition from college to the workforce, internship help, and much more. Mentees and mentors can meet in person or virtual depending on the locations of the mentors.

Professional Mentorship Haley Winter

This program's recent addition to the WIB environment, has been a great one. With professional mentorship, members are given the opportunity to speak with real individuals who have recently gone through exactly what they are going through. Members are able to expand their networks and ask those pressing questions they have been dying to ask but don't know who to ask. Members can take advantage of this professional mentorship opportunity as much or as little as they would like as members receive a new mentor each semester and therefore can learn and network more and more as they go through their WIB career.



OUTSIDE EVENTS

BIG 10 Women's Business Connection Leadership



This semester, a few of our WIB members attended the BIG 10 Women's Business Connection Leadership Conference at the University of Iowa. The WBCLC is the women's business connection leadership conference for the Women In Business chapters across the BIG10. Similar to our events across campus, these ladies attended keynote speaker events and small breakout groups with local Iowa businesses. This was also followed by networking sessions at the end of the night to learn from other Women in Business organizations to share Ideas for us to learn and Incorporate into our own club.

National Women's Case Competition



In April, four of our WIB members had the honor of attending the National Women's Case Competition hosted by the McCombs School of Business at the University of Texas at Austin and sponsored by Apple. They were presented with a complex Operations and Supply Chain Case that really challenged them to think outside the box and leverage a skill set that might not be incorporated into their day-to-day education. They also had the opportunity to network with some big names at Apple as well as other fellow competitors! Thank you WSB for supporting our participation in this case and giving us the opportunity to represent UW on a National scale. We hope to see more UW teams compete in future years!

FEATURED STORY: WHY WIB?

Darcy Troyanovsky
Sophomore

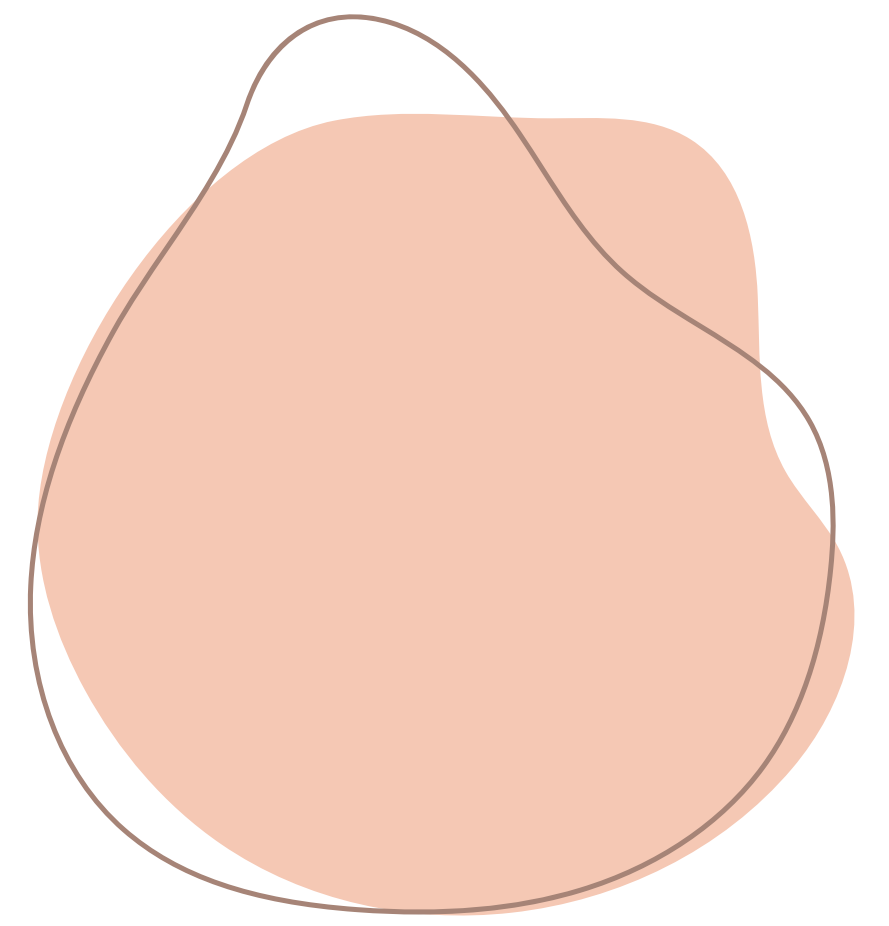


"I have always loved Women In Business, It has always been my favorite organization that I have been apart of just because of all of the empowering women that I have got to meet throughout my three semesters here."

"I got to meet so many amazing Individuals and gain a lot of friendships."

Darcy Troyanovasky shares her Insight on the Impact Women In Business has had on her, her education, and her future career path. To see more on what Darcy has to say, visit the Women In Business Website, under "Join" to watch the full video.

INTERNSHIP SPOTLIGHTS



Renee Marconi
Dell Technologies

Finance and
Business Operations
Intern



Lindsey Bisek
Polaris

Intern



Natalie Thomas
Sleep Number

Supplier
Development Intern



Carly Lois
Cured

Business
Development Intern



Katie Wong
BMO

Financial Analyst
Intern

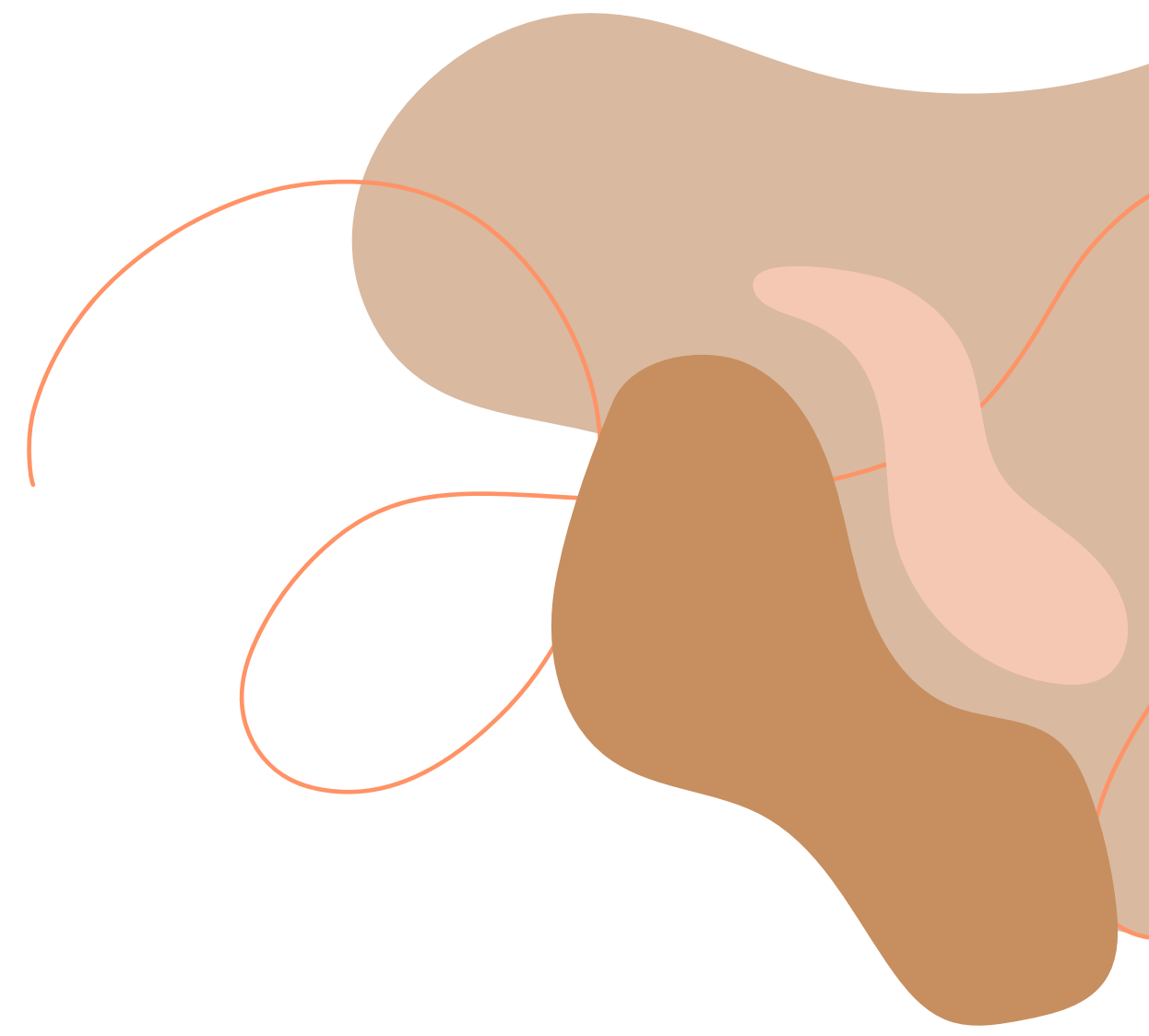


Isabelle Bogan
GEEEX

Social Media/Digital
Communications
Intern



SENIOR SPOTLIGHTS



Uma Parhar
SVP Corporate Relations

Uma has been an outstanding leader in our organization and is the most approachable human. Uma is always the first one to extend a helping hand when something is needed to be done. We can always count on Uma and we are so thankful to have had her in our organization. Uma will be heading to Seattle after graduation as a software engineer for Microsoft. We are so fortunate to have an amazing senior like Uma who is paving the way for young technology females. We can't wait to see what the future holds for you Uma!



Emily Siderits
SVP Finance

Emily is one the most outstanding business females in our organization and in the Wisconsin School of Business. Not only is she remarkable in the business realm but she also is an amazing human being. Emily brings light and joy into every environment and is the most friendly person. Emily will be joining Ovative Group after graduation as a Digital Marketing & Measurement Analyst. We know Emily is going to do great things and we can't wait to see where her career takes her!



Farewell To Our President

A Note From Our President

Anna Beyer

My UW-Madison experience would not have been the same without Women in Business. As I approach the end of my college career and reflect on what I have learned, I can confidently say that the connections and experiences I made through Women in Business have made a lasting, positive impression on my life. WIB motivates me to be creative, work hard, and think outside the box. Our organization is focused on empowering our members to be the best version of themselves, and it is an honor to represent such an inspiring, driven group of future leaders. I will cherish the memories I made in WIB forever, and cannot wait to see where the organization goes in the next few years! WIB love always! <3

- Anna Beyer, Chapter President



Anna has graciously led our Women In Business organization for the past year and has done an outstanding job. Anna is a person you can look up to, go to for help, and get excellent guidance and advice from. Anna is the definition of what a great female business women looks like. We are sad to see her leave but know she is going to be doing excellent things in the near future and we can't wait to see what she contributes to the business world!



THANK YOU SPONSORS!



Walgreens



We would like to take a moment to thank our sponsors this semester: BMO, Kohl's, Walgreens, RSM, and PepsiCo. Without them, we would not be able to do all of the amazing things we have completed this semester. We really enjoyed hearing from all of these companies and have cherished the networking and learning opportunities we have received from them. Thank you sponsors!