

# ***WIB NEWSLETTER FALL 2022***



***WIB***

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THANK YOU FOR READING!



It has been a pleasure putting together the Fall 2022 WIB Newsletter! Women in Business UW-Madison has accomplished so much this year, and it is because of the wonderful members reading this newsletter. I hope you all enjoy! WIB love!

*Olivia Lemanski, Public Outreach Director*

# WIB WEDNESDAY

*9/28 Kraft Heinz*

*10/5 Impact Managed  
Marketing*

*10/19 Ovative Group*

*11/2 PwC*

*11/16 Disney*

# WIB WEDNESDAYS

## Kraft Heinz

For our WIB Wednesday semester kickoff, we were joined by an employee of Kraft Heinz and UW-Madison alumna. Kraft Heinz is co-headquartered in Chicago and Pittsburgh, and produces/owns several global food brands. She spoke about Kraft Heinz's sustainability mission and how it's implemented across all of the products they produce. Additionally, she talked about her work-life balance, her experience moving into the company, and offered advice about the transition from UW-Madison to her job at Kraft Heinz.

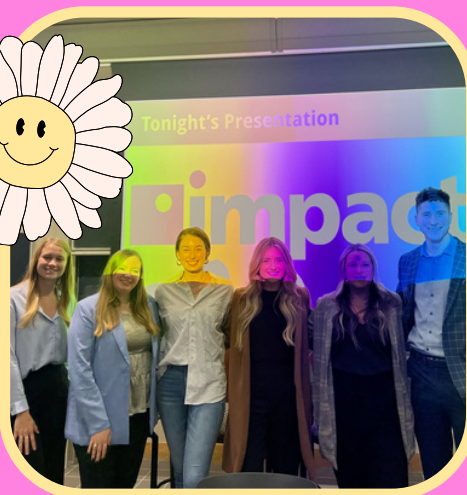
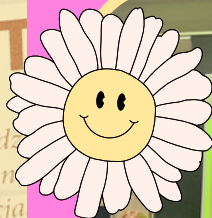
*Lena Parhar*

## KraftHeinz



## Impact Managed Marketing

Impact Marketing came to WIB Wednesday and spoke to us about the work they do in their Chicago office. We heard from WIB alumna Mallory Ellis as well as her boss, and women across the company ranging from HR to Sales. Impact does branding and marketing services for a variety of clients and works to find solutions through research and insights, as well as media services. One key takeaway from their presentation was hearing from their VP of HR, who spoke about the many reward tiers in place to show appreciation for their loyal employees. Rewards ranged from Rolexes to a Tiffany & Co store event, and more. They also spoke about how they really value their teams, and how that was shown through different events and trips that teams go on throughout the year together as a company. *Emily Slaven*



# WIB WEDNESDAYS

## Ovative Group

On 10/19, we were joined by Ovative Group for our 3rd WIB Wednesday of the semester. Ovative is an independent, digital-first media and measurement firm based in Minneapolis, MN. The event began with a recruiting chat with a university recruiter, followed by a panel-style session with several ex-Badgers! The speakers spoke to their personal experiences in the field of Digital Marketing, as well as gave us advice on how to succeed in the industry.

*Uma Parhar*



## PwC

For our second-to-last WIB Wednesday, representatives from PwC came to talk to us about the company's culture of employee care and social contribution. We took a turn away from a typical WIB Wednesday and got to go hands-on, making MyIntent bracelets. Each member got a cord and washer, and got to hammer into the washer their own personal word of intent. My word was "fire," a reminder that I want everything I do to be fueled by passion. It was great to see everyone letting loose and creating together as a group!

*Sydney Rossini*

## Disney

On November 16th, our last WIB Wednesday, we were so fortunate to host an accountant from Disney named Sarah to speak to us about the corporate side of Disney. In her presentation she highlighted the global aspects of Disney and their marketing along with the details that bring together the spirit of Disney in all parts of their corporation. For example, the building that Sarah works in is designed after Snow White and the seven dwarves. The seven dwarves lift the building up on poles and Snow White stands in the center. This Disney corporate building was made in resemblance to Snow White because of the revenue that the movie brought in for Disney; the building became a reality because of the popularity of Snow White. Sarah also discussed the team-like atmosphere at Disney and how mentorship is in all functions of corporate Disney. Everyone grows and learns from each other, and she commented about how collaborative the atmosphere at Disney is. *Lucy Callahan*



# Disney

# Diversity, Equity, and Inclusion

10/24 Roundtable with Natalie  
Arriaga: Tokenism

10/26 Stanford Female  
Entrepreneurs Panel

11/15 Deloitte Panel

11/21 Roundtable: Personal  
Values vs Company Values

# Diversity, Equity, and Inclusion

## **Roundtable with Natalie Arriaga: Tokenism**

*Darcy Troyanovsky*

The roundtable with Natalie Arriaga was focused on DEI, more specifically tokenism. We met in a small classroom where we talked about the meaning of tokenism, along with other terms that are centered around minority groups. It was very interesting because it was different from other DEI events I had attended in the past because it was centered around talking with other WIB members and sharing our personal experiences. I remember talking about feeling like a minority in the world of finance because at the business school most of the organizations for finance are fairly male-dominated. I thought Natalie did a very good job explaining tokenism, the process of making an effort to include minority figures, and I really like the personal stories she had shared from her everyday life, but especially in the workplace.

## **Stanford Female Entrepreneurs Panel**

*Mahita Kallepalli*

In the WIB DEI x Stanford University Graduate School of Business event, we got to hear from a panel of 4 women who spoke about DEI in their workplace. Fabiana, Piyal, Annemarie, and Margo all went into detail about how DEI has shaped their experiences, and how these practices are implemented at their jobs. Some notable topics they covered were the importance of representation for females and minorities, and how their jobs have started implementing a more inclusive hiring process which includes scouting campuses with underrepresented minorities, as well as ensuring that there are female candidates in each round of interviews for a position. They also talked about how finding a mentor can be a great step in the right direction to further your career and learn from others and the importance of choosing the right person to be a mentor. Overall, this panel was insightful and engaging, and the advice that we received will help us navigate future careers.

# Deloitte.

## Deloitte Panel

*Emma Hatch*



In November, recruiters from the global company Deloitte hosted a DEI-themed panel for WIB Members. This panel featured three UW-Madison graduates who currently work for Deloitte and two current UW-Madison students who interned with the company. The event started with learning a little about the company. WIB members were able to ask questions and panelists discussed a wide variety of topics including mentorship, imposter syndrome, diversity at Deloitte, and so much more. Each panelist was able to bring their own perspective on how they have felt included and seen DEI initiatives through the company's many facets. It was a great opportunity to hear from employees about how they see DEI impacting their workplace experiences.

## Roundtable: Personal Values vs Company Values

*Niha Yarramsetty*

I interviewed Corinne for the DEI roundtable event. She explained how they uncovered personal and ideal organizational values. They were able to discuss how aligning personal values to the values of a specific company can lead to more inclusive spaces and a more positive culture. They were also able to discuss their own experiences dealing with conflicts and the importance of setting boundaries. Furthermore, they unpacked the societal pressures put on women regarding factors such as representation in the workforce. Ultimately, Corinne stated it was a very eye-opening event as people were able to bring forth various perspectives.

# Diversity, Equity, and Inclusion



# Professional Development

10/6 Northwestern Mutual -  
Finances 101

10/12 Résumé/LinkedIn  
Workshop

10/17 Mock Interviews with  
Veris Insights

10/18 Abbott - Giving and  
Receiving Feedback

11/1 KPMG - Ultimate  
Candidate Interpersonal Skills

11/8 EY - Mentorship  
throughout your Career

# Professional Development

## Northwestern Mutual Finances 101

This year WIB girls had the chance to learn about the basics of investing with Northwestern Mutual. This event started with everyone thinking about the financial goals that we had one, five, and 10 years from now. With our future financial goals in mind, we then learned how to make smart financial decisions as young adults. This included learning about retirement plans, taking on loans, and managing student debt. We finished the event by talking about how women hold a lot of the wealth in the United States but typically are not focused on long-term investing and saving. Overall, the event was empowering and taught us the basics of finances. *Cassidy VanEpps*



## Résumé/LinkedIn Workshop

The resume and LinkedIn workshop was a required professional development event for new members and an optional opportunity for other members to volunteer their experience. I attended this event as a volunteer to help new members with their resumes or LinkedIn profiles. I was paired with two new members, and I walked them through my own resume and LinkedIn profile while providing them with personalized advice! This was a great opportunity for new members to get feedback on their resumes or LinkedIn profiles and they were also able to connect with more WIB members - in person and on LinkedIn!

*Payton Meuwissen*

Veris 

## Mock Interviews with Insights

The mock interviews with Veris Insights provided the women in WIB with an incredible opportunity to grow in our interview skills. With Veris Insights, you had the option of either having a mock interview or even just asking the hiring manager who was running the interviews general questions about interviewing. Not only were all new members required to sign up for a mock interview, but it was also offered to all members of WIB and those spots filled up as well. It was great to learn tips and tricks about interviewing that we may not have known before such as how certain interviews for different industries may go or even how to help with nerves before interviews. These mock interviews provided us with a great opportunity to feel comfortable and confident in ourselves when it comes to interviewing for anything in our futures. *Jacqueline Renaud*



# Professional Development

## Abbott - Giving and Receiving Feedback

WIB underwent a virtual event with Abbott about giving and receiving feedback in a professional environment, something that most new employees find challenging. The purpose of the event was to gain knowledge of not only what good feedback is, but tips on how to implement and expand upon feedback to further develop your skills. The speakers from Abbott perfectly laid out their slideshow presentation which was easy to follow, while incorporating real-world scenarios to prepare for and learn from. WIB members ultimately discovered that giving and receiving feedback is important for inspiring growth, improving work relationships, nurturing engagement, and much more. *Julia Fontaine*



## KPMG - Ultimate Candidate Interpersonal Skills

On the first of November, WIB kicked off the month with a professional development opportunity with KPMG, along with catered Ian's Pizza. KPMG is one of the big four accounting firms specializing in audit, tax, and advisory services globally. Through this workshop, KPMG led WIB through a number of discussions and activities to gain a better understanding of interpersonal skills that lead to success in the workplace. Some of the characteristics discussed were communication, engagement, and showcasing individual skills and experiences through resumes and situational examples. In any interview, the essential "four knows" include knowing the firm, knowing yourself, knowing your approach to the interview, and making sure the interviewer knows and remembers you. KPMG's workshop was a great way to get WIB ready for upcoming recruiting! *Hanna Hausmann*



## EY - Mentorship throughout your Career

What stuck out to me most from this event was the fact that EY used at the beginning of this workshop - that women are over-mentored but under-sponsored. This means that in the professional workplace, women have more mentors but, when it comes to moving up in the company and having someone to vouch for them or help make this happen, they are left empty-handed. The key difference here between a mentor and sponsor is that a mentor has no pull in changing or altering your current position within a company. However, a sponsor is able to have some say in this, making them an extremely valuable resource. I never realized the difference between these terms until this event. EY was great at opening the floor to the audience and letting us share our own thoughts and reactions as to what mentorship and sponsorship means to us.



*Caroline Booras*

# SOCIALS



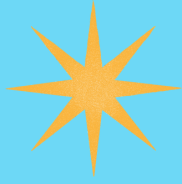
10/3 Scavenger Hunt

10/8 Farmers Market/Picnic at the Capital

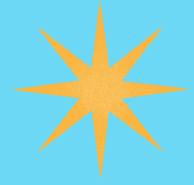
10/17 Trivia Night with AKPsi

10/25 Nick Workout Class

11/28 Vinyl Painting Social with Warner Music  
Group



# Socials



## Scavenger Hunt

*Alana Walker*

The scavenger hunt was a great way to get to know other members in WIB. We were put in groups with members from different years so that we could meet new members and get to know each other. I really enjoyed getting to know other women and learning more about them as we traveled around Madison. We were given a list of items to find and take photos with within about fifty minutes. A few examples of the items were: taking a photo with a Starship, Abe Lincoln, and recreating a photo from the WIB Instagram. This was such a fun way to get to know each other while also racing against the clock to try to be the first group done. I would love to attend a similar event in the future!



## Farmer's Market

*Paige Smoley*

One of our social events this semester was taking a trip to the Farmers Market and having a picnic on the grass by the Capitol. This was a very fun and relaxing experience. We chatted with fellow members all the way up State Street from the Wisconsin School of Business, where we met. Then we wandered around the block and purchased our favorite Farmers Market goodies - I personally bought a pumpkin cronut and flowers. We finished an amazing morning with a picnic in the grass outside of the Capitol. It was a great opportunity to bond with fellow members and experience all of the specialties Madison has to offer.



## Trivia Night with AKPsi

*Jessica Kohlenberger*

On Monday, October 17th we had a fantastic trivia night with the one and only AKPsi. At this crossover event, we split into eight groups that had a mix of WIB members and AKPsi brothers. The game was inspired by the app known as Trivia Crack; each team was faced with an array of categories- Sports, History, Art, Science, Entertainment, and Geography. Each team had about one minute to discuss with fellow team members and come up with an answer. The room was filled with laughter and smiles as some of the questions were bizarre! In the end, Group 5 came out on top and won a variety of Insomnia cookies; and that concluded a very eventful night at Grainger.



## Nick Workout Class

*Ava Foos*

Women in Business participated in a Spin Class at the Nicholas Recreation Center for a social event. The fact that we were biking with our friends increased motivation, competitiveness, and fun! There was a great turnout, with about 30 members almost filling the room. We climbed hills and went through tunnels to modern pop remixes, the music definitely being the highlight of the ride. This was a great way to de-stress from the craze of midterms, while getting to know some fellow WIB members. I definitely want to try another workout class at the Nick!

## Vinyl Painting with Warner Music Group

*Nandini Suryavanshi*

The Vinyl Painting Social with Warner Music Group was super fun. I loved how this social was unique, and we were able to keep the end product; all the girls who attended the event had really creative vinyls. I remember Warner Music Group came in last year as a WIB Wednesday event, which was very insightful. I enjoyed being able to do something different this year with them. I hope this event can continue again next year!



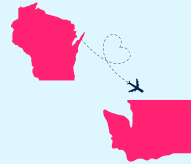
# Socials



WIB TRIP DAY I

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*Adventure, Food. Fun.*



For our first day on the WIB trip, we started with an early morning at Larsen's Bakery (croissants, donuts, and kringles galore). We then headed to the Amazon Spheres which are beautiful giant glass globes filled with rare plants and covered corner to corner with greenery and even fish tanks, which we were mesmerized by. It was absolutely stunning and so cool that Amazon employees get to use the Spheres to get work done-- it feels like you're in a jungle somewhere. Paul Hoban, a former business analytics professor at the WSB, then showed us around and we met with groups from Amazon Video, Amazon Go (which we visited earlier that day), and Amazon Ads. For lunch, we stopped at the coolest Seattle attraction: Pike Place Market for chowders and sandwiches. Finally, we ended the day with a visit to Edelman PR Agency where we met with women across the company ranging from VPs to associates and recent graduates who worked in influencer marketing and management, press, and creative.

*Emily Slaven*




**WIB AIRLINES**

PASSENGER NAME:

**WIB MEMBER**

 FROM **MADISON** TO **SEATTLE**

 GATE **A5** SEAT **20A**

 FLIGHT **AB 1234**

 DATE **10 NOVEMBER**

BOARDING TIME:

**18.25**

**BOARDING PASS**

PASSENGER NAME:

**WIB MEMBER**

 FROM **MADISON** TO **SEATTLE**

 GATE **A5** SEAT **20A**

 FLIGHT **AB 1234**

BOARDING TIME:

**18.25**


DATE

**10 NOVEMBER**

## WIB Trip Day 2



On the second day of the WIB trip, we had the opportunity to visit Google and Expedia Group's offices in Seattle. We first toured Google's office and had the opportunity to speak with Google employees in variety of different roles from finance to product management. We were also awarded the opportunity to eat an amazing gourmet lunch at Google. For the second part of the day, we visited Expedia Group's headquarters. They have a beautiful office that is located right on the water. We had the opportunity to speak with multiple product managers and learn about the internship opportunities at Expedia Group. Following our company visits, we went to the Space Needle to catch a beautiful sunset over the water and finished up our fun day with a delicious dinner at Local Public Eatery before we had to pack up to return to Madison.

Kate Pramenko





# COMMUNITY INVOLVEMENT



## MKE BREWERS COMMUNITY

*Quinn Hourihan*

The DEI and CI team collaborated to connect WIB with the Milwaukee Brewers Community Foundation. Executive Director of the foundation, Celia Gore, graciously joined us to tell us her story on how she claimed a seat at the table in a male dominated industry and how she has made such an inspiring impact on the Milwaukee community. The MKE Brewers Foundation provides resources, funding, and "out of the park" events for the loyal Milwaukee community as the foundation and the team put giving back at the top of their priorities. After telling us her personal story and notable philanthropic work, Celia shared very candid experiences about being a black woman in the sports industry and encouraged us to never doubt our capabilities as young women to be part of an executive board ourselves.

## KENDRA SCOTT GIVES BACK

*Isa Pierri*



On November third, Kendra Scott held an event at the Graduate Hotel, where they showcased their jewelry collection, and 20% of all purchases went to Domestic Abuse Intervention Services in Madison. This event was incredibly meaningful due to the impact it had directly on our community. This event was not an exclusive WIB event, but it was also open to the public so we could raise as much money as possible for DAIS. Their display was very appealing, and the ladies with Kendra Scott were very welcoming. They helped me pick out a gift for my mom's birthday, along with my sister who was on FaceTime. I was very happy that I attended this event because of the impact we were making, and being able to carry on WIB's relationship with Kendra Scott as well.

# Fundraising



## STICKER SALE

This year, WIB sold Business Bucky stickers (shown above) designed by the wonderful Jordan Grob to fundraise! Stickers were sold both internally to members and externally to the greater WSB community for \$3.50 a sticker. Members signed up to run our table in the Atrium throughout the selling window. *Olivia Lemanski*

## RAISING CANE'S

Aside from creating and selling stickers this year, the other fundraiser we hosted was at Raising Cane's! On October 5th between 5:00-10:00pm, if a customer were to mention Women in Business at checkout, 15% of the amount that they paid for their order would go to our organization. After securing their delicious meal, WIB members went to a fun WIB Wednesday with Impact Managed Marketing. Additionally, with posters plastered around and outside the restaurant advertising the fundraiser, community members also came in to support us! Overall, the fundraiser was extremely successful and raised over \$100, and the club is extremely grateful to have the continued support of Madison businesses for our fundraising efforts. By being able to host successful fundraisers like this, we can continue our mission of offering unique professional and educational experiences that empower undergraduate women.

*Jordan Grob*



# SENIOR SPOTLIGHT

## KENZI JONES



Kenzi Jones is a WIB senior graduating this December 2022! Kenzi has been a member of WIB since the first semester of her freshman year. She was introduced to the organization her sophomore year of high school and was inspired to apply through her commitment to female empowerment. Since joining WIB, Kenzi has held 6 different leadership positions, now serving as the SVP of Corporate Relations. Her WIB love stems from the relationships she has built with members of the club and exposure to different companies over time. The biggest piece of advice she would give to current WIB members is to seize every opportunity. Don't be afraid to speak up and raise your hand, that is how you learn and grow and maximize your time in WIB. She also emphasizes focusing on building genuine relationships with companies and members. Kenzi interned at Under Armour last summer in a brand marketing position and is pursuing a similar role at a PR/Marketing agency after graduation to follow her interest in sports or CPG and apply her creative skills. Thank you Kenzi for all your WIB love, you've made an incredible impact on our organization and we will miss you tons.

*Rashmi Majjigapu*

## SENIOR SPOTLIGHT

# EMILY MUCHMORE



Emily Muchmore is a senior this year majoring in accounting. She is part of the IMAcc program and will be returning to Madison for her 5th year to graduate with her masters degree next fall. You won't be seeing Emily around campus until after spring break next semester because she will be completing her audit internship with Deloitte down in the city of Chicago! Emily loves hiking, cooking, fashion, and trying out new restaurants and coffee spots with her friends.

Emily has been a member in WIB since the fall semester of her freshman year and has served as both the PD director and Alumni Relations director throughout her time in the organization. Emily's two favorite events were the golf outing with the UW-Madison women's golf team her freshman year and the PD dinner with EY at Red Madison she hosted with Rashmi. One piece of advice she has for members would be to savor each WIB moment because school goes by so fast!

*Amanda Muchmore*

**Mentorship**  
Mentorship  
**Mentorship**  
Mentorship

# Undergraduate Mentorship

## Mentorship Speed Dating

The internal mentorship speed dating was an event for new members to be paired up with a current member. Speed dating was held at Grainger where this year's new mentors got the chance to meet the new girls in search of their mentees. Through Women in Business, we learn about mentorship and how it can improve networking throughout our lives. The internal mentorship program in WIB offers a start at being mentored and even mentoring new women that join. Before speed dating, each mentor and mentee submits a survey answering questions about themselves. This prepares everyone for the day of speed dating, where each girl will talk to 5-6 girls with similar interests for a few minutes. When talking to the new members, each mentor gets a sense of who they have the best connection with and want to mentor for the year. The best part about this program is that mentorship isn't just for the year, but for many years to come. *Megan Mielke*

## Mentorship Pair Events

This Semester there were 22 new members added to the WIB community and a part of their “onboarding process” was taking part in the mentorship program. Each new member was paired up with a current member to create a welcoming environment and provide support in not just WIB events, but also in school and social settings as well. The mentees met their mentors for the first time at a breakfast potluck while getting to know one another over bagels, fruit, and coffee. Later on in the semester, the mentors and mentees got together for a night of fun and relaxation while watching a movie and coloring to de-stress.

Both of these events were super fun and extremely helpful in integrating the new members into the WIB community! *Lexi Schauls*



# Professional Mentorship

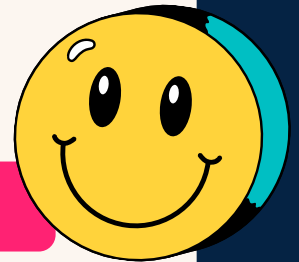


## Professional Mentorship Resumes and Interview Preparation

On November 13th, my professional mentor, who now works in Chicago with a Marketing Agency, and I prepared for an interview I had at the Nick RecWell Center the following week. The purpose of our meeting was to discuss her personal interview experiences; including how she manages nerves, her most successful interviews, a few mistakes she's made in the past, and tips she had with regards to entering the fitness industry. While Mallory and I discussed her experiences and tips, I gained some valuable information on what to include and what not to include during my interview. My biggest takeaway was with regards to how to approach the STAR method when referring to experiences related to illness. Her own experiences with health and fitness occasionally make way in her interviews to offer the interviewer a greater picture of her, but there must be strategy when approaching the details of her past. This conversation was of great value to me because a large part of my "why" for entering the fitness industry has to do with my personal health journey and obstacles I've had to overcome and learn from. Overall, my interview was a success and I feel very fortunate to be able to seek advice from a woman so well-rounded and credible in the realm of interviewing and storytelling. *Luna Bitar*

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