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WOMEN IN BUSINESS

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EDITOR'S NOTE

By: Hanna Hausmann

Thank you to everyone for their support this semester, whether it was writing an article, sending in pictures, or being flexible with my ideas! This semester was extra special as WIB experienced socials, community involvement, professional development, and a trip in-person for the first time in almost 3 years! It has been a treat to see everyone together, new and familiar faces. Thanks again, and happy reading!

Senior Spotlights

Katie Hise

By: Carey-Rose Tharp

This senior spotlight is on WIB president, Katie Hise. Katie majored in Accounting, Finance, and Management with a certificate in leadership. After graduation in the Spring, Katie plans to take a sort of “gap year” to spend time traveling and living in Europe. She is looking forward to experiencing and learning about new cultures before she begins to look for a “big girl job”. Katie is also excited to spend time doing some of her passions, such as cooking. She even has a baking instagram, @katiebug.kc, for anyone who wants to keep up with her latest creations! Throughout Katie’s experience in WIB she made great memories and learned invaluable lessons that she will carry with her forever. One of her favorite WIB memories was the trip to Dallas this semester because of the close bonds she formed there. Katie said, “You grow so close to people when you are traveling and living with them, even if it's just for the weekend.” Katie also accredits WIB with helping her to build her leadership skills and confidence, “WIB taught me how to get out of my comfort zone and learn to exude confidence.” More specifically, Katie discusses how her leadership position as WIB president has impacted her own self-identity, “I definitely experienced imposter syndrome in my leadership roles, but it has made me more confident and feel more capable than anything else these past four years.”



Alyssa Fontaine

By: Abby Manby



Alyssa Fontaine is a senior in Women in Business who has been involved in many ways throughout her years as a member. She has held numerous leadership roles in WIB and has continued to devote her time and effort to the organization. Alyssa immediately got involved in leadership the first semester she was eligible to do so and has held three director positions, including Social Director, Professional Development Director, and Trip Director. She then decided to run for exec, where she held the role of VP Corporate Relations and later SVP Corporate Relations. Through this position, she helped to plan the WIB trip to Dallas, Texas in addition to planning WIB Wednesday events for the entire organization of women. Alyssa’s favorite WIB memory is the most recent trip that she helped coordinate to Dallas. She enjoyed connecting with several companies and hearing stories and advice from inspiring women. She is very grateful for the professional development opportunities and the lifelong friendships that WIB has given her. Alyssa is graduating this May with majors in Supply Chain, OTM, and Marketing. After graduation she is set to start her career in her hometown of Minneapolis, Minnesota at Target’s Headquarters as an Inventory Analyst. Good luck Alyssa!

Senior Spotlights

Sonia Mehra

By: Priya Mehra

Sonia Mehra is a senior at the Wisconsin School of Business and a member of Women in Business. She is graduating this spring with a double major in Marketing and Supply Chain Management as well as a certificate in Graphic Design. When she is not in class, Sonia enjoys reading, spending time with her cat Polaris, baking, and learning new embroidery patterns. During her time in Women in Business, she enjoyed having the role of Community Director for a semester and making friendships with all the incredible members. After graduating, Sonia plans on attending law school at the University of Iowa and is interested in pursuing environmental law.



Marissa Mongoven

By: Quinn Hourihan

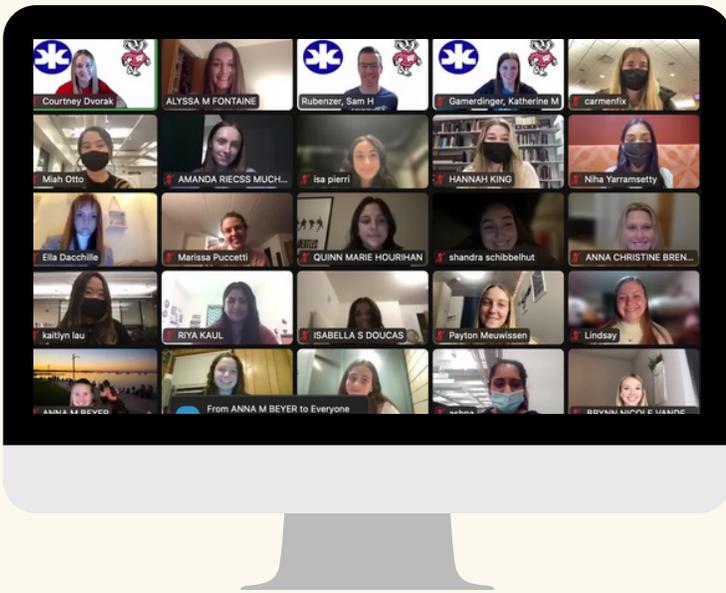
Marissa Mongoven is a senior in WIB who will be graduating this Spring as a double major in Marketing and International Business with certificates in Spanish and Sports Communication. After graduating, Marissa will be taking on the corporate world in her position as a Strategy Analyst for the Deloitte Chicago office in their consulting practice. Here, she will work in the customer and marketing sector to improve user experience. After being a member of WIB all four years of undergrad and holding positions as Director of Professional Development and VP of Member Development, Marissa is proud to credit WIB with providing her leadership skills and lifelong friendships. The aspect of WIB that Marissa admires most is the organization's ability to balance fostering career ambitions with building a supportive community of powerful women. Best of luck on all your future adventures, Marissa!



WIB Wednesdays

Kimberly-Clark

By: Shandra Schibbelhut



Kimberly-Clark, a personal care powerhouse that is a leading corporation right in our backyard! Established in 1872, the company now is responsible for serving 25% of the world's population every day. Besides their 2030 goal of a smaller environmental footprint, Kimberly-Clark has made a strong commitment to creating a fully diverse, equitable, and inclusive environment for their employees with the establishment of their numerous employee resource groups. With many Badger Alumni, and a few of WIB's very own too, landing a position within Kimberly-Clark will make you feel right at home. With position availability in various majors, educational backgrounds, and occupational experiences, there are endless opportunities to catapult your career path and land your dream job.

Aldi

By: Emilee Kather

This semester was kicked off with two representatives from Aldi speaking at our first WIB Wednesday event. The event began with an in-depth explanation of different positions within the company as well as the company's culture. They shared information about their internship program as well. The event was interactive which engaged a lot of WIB members. The speakers brought two separate piles of groceries, one from Aldi and one from a competitor, Walmart. They let several members guess the price of each of the piles to see who could guess the closest and whoever's guess was most accurate got to take the groceries home. Overall, the event was informative and interactive and was a perfect way to begin our spring semester!



WIB Wednesdays

General Mills

By: Alex Rossano



For our first WIB Wednesday of April, we got to hear from the great team of General Mills Supply and Sourcing! We got to learn about some of the challenges that the supply chain at General Mills has been facing over the past two years due to COVID-19 and how the organization overcame these adversities to feed millions of people and generate 18.1 billion in net sales in 2021. Beyond getting a glimpse into the complex coordination of trains, planes, boats and cars which ensure that Haagen Dazs ice cream is not left melting off the shelves, we learned about General Mills' commitment to being "a force for good" through regenerative agriculture. We thank General Mills for sharing their guiding principles in how they source ingredients globally, create modern marketing, make food the world loves and bring it to market!



Sherwin-Williams

By: Xitlalic Castañeda-Cerda

The Sherwin-Williams presentation for April 19th's WIB Wednesday may have been one of the more underestimated presentations of the lot this semester. It's likely that you've seen a Sherwin-Williams retail store driving past some strip mall back home, or even here in Madison and it is likely that when you hear the name you just think of them as a paint store. Well, our three presenters and Tessa (their boss) told us it was just that, a company that specializes in paint sales. However instead of just focusing on that, what they did was teach us valuable lessons they have learned while working in such a male-dominated industry. They first included lessons surrounding negotiations, and the preparation necessary when going into one. The three presenters spoke of knowing why and what you want and coming up with a preliminary plan of action for how to get to that goal. But most importantly, they preached the importance of confidence. Advice on how to build confidence included having a willingness to seek mentorship, staying positive as well as being unafraid to ask for reassurance from your "hype people" and connecting with other women. After giving thoughtful examples, they later went on to tell us about their experiences in the Management and Sales Summer Internship available to Juniors and Seniors, which can eventually lead to acceptance into the Management Training Program that will have you running your own store in the long run. Overall, this WIB Wednesday provided us with advice and values that are applicable to any profession or leadership position.

Diversity, Equity & Inclusion

DEI at Work with Telva McGruder

By: Shwetha Nagarajan

Telva McGruder is the chief officer of Diversity, Equity and Inclusion at General Motors. With almost 28 years at GM, Telva is passionate about weaving DEI into the fabric of the company by cultivating an employee-focused, learning forward strategy for inclusion in the workplace. She discussed her personal experiences being a Black woman in the workplace and offered insightful advice to our group of women about breaking into the business world and navigating a corporate life. Even with being online, this event was one of the best DEI events WIB has held to date!



Enterprising Women of Color

By: Jessica Kohlenberger

On March 30th, we welcomed six business leaders with very diverse backgrounds to share their experiences navigating the business world as female entrepreneurs. Many noted the importance of confidence and assertiveness in the workplace, and how to claim a seat at the table. Moreover, these women described inspiring experiences of them pushing past barriers due to their race, sexuality, and gender. These women truly motivated us, and emphasized that it is possible to achieve our dreams. In my opinion, I truly learned how to be an impactful, empathetic, and effective leader. In addition, as a biracial female it was influential seeing black women in these leadership positions.



Diversity, Equity & Inclusion

Lauer Reality Group

By: Caroline Faurot

A UW-Madison alum, Liz Lauer, came to talk to us about her experience developing her own company in the face of diversity since she was 22. She talked about how she grew up in a blue collar family and how she was lesbian which at that time, made her stand out. Through college she didn't know what she wanted to do, however, she found work by keeping an open mindset and meeting new people. As an entrepreneur she had to take risks, often reminding herself, "What is there to lose?" She went on to sell 25 houses in her first year, and made \$260 million dollars in revenue last year. She consistently worked hard to achieve her goals, which allowed her to find her passion for real estate and growing her own business. What we all loved hearing at the end was her advice for us: "By being authentic and being happy, you will break through so many groups and organizations that you have ever found."



Why DEI?

By: Akshi Arun

At the DEI event, "Enterprising Women of Color", we were able to meet 5-6 different women that came from a variety of backgrounds and owned different businesses or worked for corporate companies. I really enjoyed this event because it was super cool to listen to these women speak out on the struggles they overcame to get to where they are now. I was able to gain a lot of insight and information on how to run a business, work in male dominated fields, opening up your own business, and following your passions. I believe the purpose of this event was to show us women from different walks of life and how they pursued their goals and what they did to get there while being the minority in their field of choice.



By: Megan Mielke



KPMG joined Women in Business for our first professional development event of the second semester and it was a great experience. We met with three speakers from KPMG and gained insight on mentorship and how you can use it in your career. An introduction of their company was given explaining their purpose to serve the needs of businesses through firms and assurance styles in capital markets. It was engaging to hear how having mentorship in any company or career, especially in KPMG, can foster relationships as well as evolve development of skills.



Personal Branding Bootcamp

By: Cassidy VanEpps

The professional branding bootcamp was designed to guide members in developing their professional skills. This bootcamp is required for new members to participate in hopes of guiding their professional development in their first semester in WIB. In addition, all members are welcome to attend the events and volunteer as mentors in the process. The bootcamp lasts the duration of the semester, with 5-6 events that are scheduled. The bootcamp includes LinkedIn advice, resume writing, interview preparation, and more! Overall, it is a great opportunity for members to develop their professional skills in key areas over the course of the semester.



Cookies & Conversations: WSB Master's Programs

By: Stephanie Luce

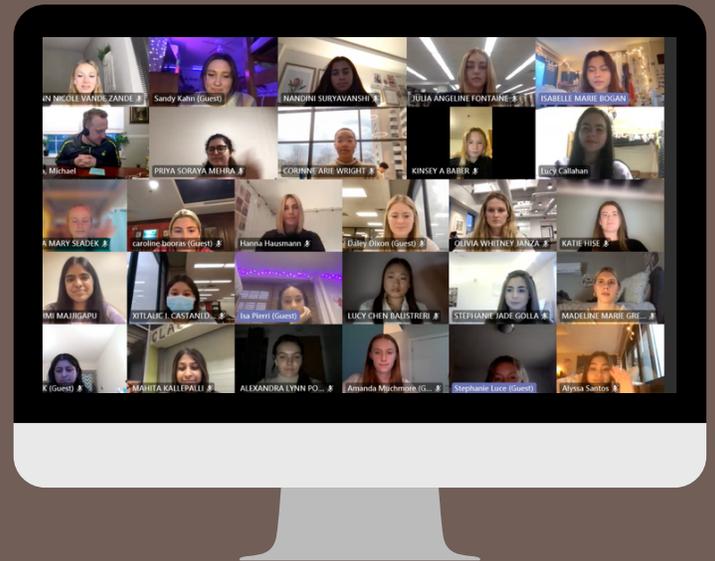


For WIB's third Professional Development of the semester, members were able to attend an informational session covering all of WSB's Master's Programs. The MBA and Master's Admissions Team gave members the opportunity to learn about the programs' experiential learning opportunities and career outcomes. Members heard about the different programs available, requirements, applications, and the typical career paths following each degree. To end the evening, members enjoyed cookies while asking further questions about the programs.

BP

By: Steph Golla

On April 5th, Michael La Ha from BP shared with us some valuable interview and workplace communication tips as an early careers advisor. He discussed the importance of utilizing LinkedIn, writing concise emails, and conducting timely and clear team meetings. During interviews, Michael emphasized that confidence is key and to be friendly, positive, and attentive to truly connect with the employer. Overall, Michael gave us great advice for our WIB girls to have successful interviews and communicate effectively in the workplace of their future careers!



Chipotle

By: Julia Fontaine

Being a new member of the WIB family, I didn't know what to expect when it came to events such as fundraising. After I found out the event was at Chipotle, I knew it would be the best excuse to treat myself for the week! Being that a percentage of the proceeds go to WIB when mentioned at checkout, it also felt great knowing I could support this amazing organization! I happened to recognize a few faces while picking up my order, and it was heartening to see members participate in support of WIB. It's also encouraging to know that popular companies in Madison love to fundraise for various clubs around campus. I will definitely participate in fundraising at Chipotle every semester from now on, and I believe it's a rewarding way to not only treat ourselves for working so hard but also support the organization we love!



Fundraising



Mooyah

By: Payton Meuwissen

Each semester Women In Business works with local restaurants to host events where a portion of the sales are donated to WIB. Mooyah was a brand-new company that we worked with this semester. They are located on State Street and offer burgers, fries, shakes, and more! This was a successful fundraising event with over 40 Women In Business members attending to get a delicious dinner!

Internal Mentorship

Carnival

By: Doris Pan

The mentorship carnival was a great event for mentors and mentees to bond! There were activities such as guess that song, flip the cup, and guess the number of beans in the jar. The mentorship team did a great job to design these events that allow us to be competitive and learn more about each other. This event was fun and relaxing after a busy school day, and I definitely recommend doing it again!



Starbucks & Schedules

By: Caroline Booras



One of WIB's newest mentorship events, Starbucks and Schedules, was focused around mentors aiding mentees in their Fall 2022 course selections. My mentor, Mallory Ellis, sat down with me and thoroughly analyzed my DARS report while providing her personal experience on specific classes that I had yet to take. She was extremely helpful and provided insight that I would not have been able to gain from merely looking at my upcoming required classes. To add to the ambiance of the event, there was even a coffee station set up featuring a variety of creamers and coffee blends to keep adrenaline high during this event! Overall, the event was a huge success and provided some much needed mentor mentee bonding time!

Mentorship

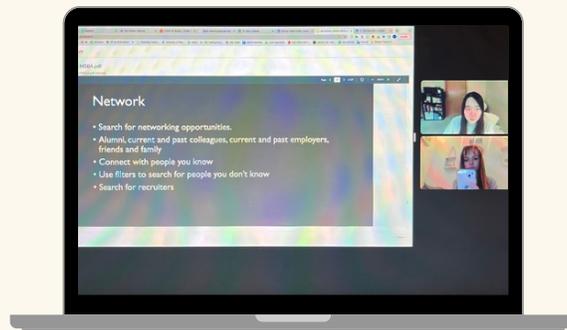
Professional Mentorship Program



By: Ella Dacchille

The Professional Mentorship program offered by WIB involves a relationship between a WIB alumni or a current graduate student (the mentor) and a younger WIB member (the mentee), with the goal of supporting the mentee with their professional development to further their career. Mentors and mentees are paired based on the mentee's desired work field or interests in the future that the mentor is involved in currently. As a mentee, I was paired with a Graduate student who has an undergraduate degree in business analytics which coordinates well with my current major in consumer behavior marketplace studies and my interests in business analytics. The mentors set up weekly appointments with their mentees and each appointment is centered around a different topic of discussion.

For my first meeting, my mentor and I met at Grainger Hall and we focused on reviewing my resume. She was so kind to advise me and offer me tips on formatting my resume as well as offer her insight from applying to internships or jobs in the past and how I can best prepare myself in the future. Having the support of a mentor has been very fulfilling for me as I have had the opportunity to learn, make connections and continue to grow personally and professionally. The support from my mentor and this program demonstrates just how much the WIB organization cares about their members and their success, as this program further provides members with the guidance they need to achieve their future career goals.



Internal Mentorship Speed Dating

By: Carmen Fix

To kick off our internal mentorship program, we had a "Speed Dating" event with all the new members and the mentors who had been accepted into the program. The purpose of this event was for mentors and mentees to meet each other and decide who they want to be paired with for the mentorship program. We were separated into four groups and were given about five minutes to meet each mentee and we repeated until each person in the group met. After everyone was done talking, we filled out a form ranking our top three mentors (or mentees) for the directors to analyze and create pairs that are the best fit. This was an awesome event to not only get to know more members in WIB but also to have a say in our own mentorship pair!

Socials

Spa Night

By: Daley Dixon

In the midst of midterms, the spa night social offered a perfect way for members to relax and practice self-care! Members did face masks, painted their nails, and ate treats all while getting to know each other better. This social offered a very relaxing environment and a small group setting which allowed for members to make new and meaningful connections.



WIB X RMI X AKPsi

By: Emily Muchmore

During the WIB x RMIS x AKPsi: Guess that Song event, members of each organization formed teams and worked together to win points. In order to win, they had to use their quick song-guessing skills by identifying the title within the first couple of seconds it was played! Many teams demonstrated their extensive musical knowledge. Team Slay pulled ahead early in the event, maintained their lead, and won with around 50 points. Guess that Song was a great way for members of these different business organizations to get to know each other and bond while participating in a fun, competitive and interactive social event!



Socials

Speed Dating

By: Elizabeth Kallies

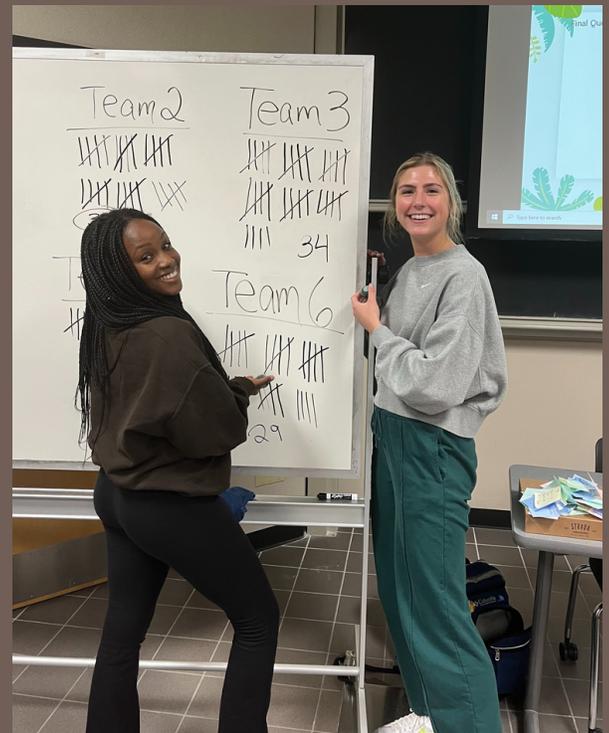


For our first event after winter break, WIB got together for a little bit of speed dating! At this event, WIB members of varying years were grouped into pods of four to answer some fun questions and get to know each other. After 10-15 minutes, a timer would go off and the girls would scramble around to sit with a different pod. Not only was this a great opportunity for members to meet each other at an in-person event but members could also enjoy a tasty piece of cookie cake or brownie because the event was catered by Cravin' Slavin! (a cookie business owned by one of our own members)

Trivia Night & Canes

By: Jordan Grob

On April 18th, after picking up their Canes for a fundraiser, WIB members gathered together to play a few rounds of trivia! Though it snowed on April 18th, which dampened people's spirits and motivation to go out, we still had a great turnout at trivia. Questions varied from music, fashion, science, and the final question was even about the Muppets! There was enough time to chat between questions (and also enjoy our Canes), and I sincerely hope that people enjoyed playing, as I had fun being able to host with Mallory Ellis!



W I B X D A L L A S



Spring Trip Day 1

Fossil, Kendra Scott & Dell

By: Emily Slaven

During our time together in Dallas, not only did we have a great time exploring a new city but also got to see where many of our favorite companies are headquartered. The company visits absolutely exceeded our expectations. We started off with getting to visit the stunning Fossil headquarters. Each of the women we heard from had amazing stories about how they got to where they are today. Fossil's D&I director, Sheri, spoke to us about her plans for the year. She had so much ambition and drive for the company and her energy was amazing. Each of the women had so much passion for the company and their teams. We then had virtual visits from Dell and Kendra Scott which were so informative and engaging. Kendra Scott told us about their community involvement efforts and how they support women and breast cancer survivors, it was incredibly empowering. At Dell, we heard adapting to grad life after college and work life balance. Overall, the companies got all of us so excited to work somewhere with such strong values and energetic people.



WIBX DALLAS

Spring Trip Day 2



Bank of America and Dallas Stars

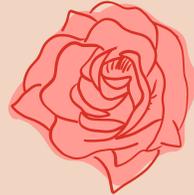
By: Kate Reitz

On our second day in Dallas, we trekked out to Fresco, TX, to meet with Allison, Jennifer, and Mariah from Bank of America, who gave us insights on what it's like to be a woman in the financial industry. Allison gave great advice on financial advising and the "work hard, play hard" mentality she needs to be successful. Then we took a short walk to the Dallas Stars headquarters to meet with a panel of 6 women working in the office. They had roles ranging from philanthropy, to accounting, to HR, and sales. It was amazing getting to network with women in the sports industry as well as seeing the love they have for the team. We couldn't have asked for a better last day of the trip!



Valentine's Day Rose Fundraiser

By: Jennifer Marcus



For our first social of the semester, the WIB ladies had an opportunity to support a great cause while spreading WIB love. This double point opportunity allowed girls to send beautiful roses to their WIB valentines. The rose proceeds were then donated to the Pregnancy Helpline and put towards buying diapers for families in the community. The fun continued with a Valentine's Day mixer that encouraged girls to write handwritten thank you notes while indulging in some yummy treats. Not only did we get to share the joy of receiving a rose, but we also got to hangout and meet new members!

Campus Cleanup with Wisconsin PINK

By: Corinne Wright

For the campus cleanup with Pink, WIB members were able to team up with fellow WIB members as well other students to pick up trash around State street and Langdon. Community involvement is a very important part of our organization and this was a special opportunity for us to serve beyond the walls of Grainger. There was a strong turnout and we collectively gathered multiple gallons of trash. It was a great opportunity to support and give back to the Madison community while fostering WIB love!



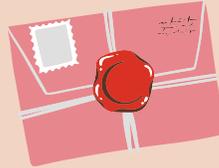
Tie Blanket Making

By: Paige Smoley

This semester WIB took on tie blankets! We worked in groups of 4/5 to create blankets for kids in need. To make each blanket, we carefully hand-tied each knot and cut the excess for the entire perimeter of the blanket. Each group was able to make about 4 blankets which brought us to an impressive total of 30 blankets. This event was a great experience for both bonding with other members and helping our community!

Letter Writing

By: Anna Brenny



On March 28th, Women in Business participated in letter writing for a combined Community Involvement and DEI event. WIB handcrafted letters and wrote special notes to women named Gloria, Barbara, Lilia, and Samantha. Each woman has struggled in some aspect of their life and these cards were sent with love and encouragement to remind them of their support system. While some struggled with loneliness from the pandemic, others grieved lost loved ones, mental health, and addiction. Each WIB member decorated multiple cards for each woman. This event was uplifting as WIB got to connect with new faces and extend love and positivity to individuals living all over the country.



THANK YOU!

TO ALL OF OUR SPONSORS THIS SEMESTER AND TO OUR
ENTIRE LEADERSHIP BOARD



WE WOULD ALSO LIKE TO THANK EVERY COMPANY THAT WAS ABLE TO
SPEAK WITH US THIS SEMESTER, WE WOULD NOT HAVE HAD SUCH A
MEMORABLE SEMESTER WITHOUT YOU!

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