

# August Meeting to Focus on Sustainability

## Is your company considering its long-term impact on the community and the environment?



Sustainability can be many different things - a motto, an ideal, a way to do business, a way to live your life or a call to action. Generally, there is a commonly understood idea of sustainability – that is, the capacity for continuance into the long term. Businesses, for about ten years now, have been considering the long-term effects of their actions on their community and the environment.

Environmental sustainability is becoming increasingly important to businesses as they focus on corporate social responsibility. Walmart, a corporate leader in the sustainability movement, recently announced plans to develop a worldwide sustainable product index. The index, which establishes a single source of data for evaluating the sustainability of products, is the latest earth-friendly program that the country’s largest company has implemented.

Environmental issues regarding big retail stores that create a lot of waste have resulted in much controversy. Despite this, Walmart moves forward not only to satisfy its customers but also to benefit the environment. These

efforts are not only profitable for the company, but actually save money for consumers. Walmart helps to decrease waste and pollution through simple yet clear-cut goals by working with vendors, manufacturers and suppliers to get this done.

Walmart’s sustainability efforts are targeted in three areas: energy efficiency, waste management and selling products that sustain resources and the environment. Whether it is the sale of organic cotton, biodegradable and reduced-size packaging, or community education to promote recycling to children, Walmart takes pride in taking the lead.

Regardless of the overwhelming pressure to look good in the community, Walmart has faced all challenges and is now working hard for the safety of their customers and for the good of the environment.

At TEMPO Milwaukee’s August 20th program, attendees will hear from Walmart’s Senior Manager of Public Affairs for Wisconsin, **Lisa B. Nelson**. She will discuss how Walmart’s earth-friendly practices are not only good

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## August Meeting, *continued*

for the environment, but are good for business.

Attendees will discover how Walmart leads the way in promoting business growth through earth-friendly practices that are integrated into the Walmart business model and associate culture. Your company, whether it is big or small, can benefit from the

tips and take-aways presented at this program.

Attendees are encouraged to bring Corporate Social Responsibility (CSR) representatives to ask questions about their company's current practices and learn about new ways their company can be part of the sustainability movement.

The August 20th luncheon meeting will be held from noon to 1:30 p.m. at the University Club, 924 E. Wells St. in Milwaukee. There is no cost for members, guests are \$30 per person. To register, visit [www.tempomilwaukee.org](http://www.tempomilwaukee.org) or contact Dana Kader Robb at [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com).

### From the President

## Advocate. Elevate. Accelerate.

By Gina Alberts Peter  
TEMPO Milwaukee President



*This month we are focusing on the second word in our brand. We want to*

*keep reinforcing the brand until you can remember it and know that it represents TEMPO.*

Elevate. Elevate means “to move or raise to a higher place or position.” TEMPO Milwaukee elevates the individual contributions of its members by sharing best practices,

establishing strong networks of help and ongoing leadership development.

The Leadership Conference (October 15th – mark your calendars!) is a great example of elevating not only TEMPO Milwaukee members, but the community at large.

Elevate can be used in a number of ways. When I was President of the Milwaukee Athletic Club I elevated all of the members... by fixing the elevators!

Many of us have been elevated by the strong support of our network of TEMPO friends. During my tenure as President of TEMPO Milwaukee, I hope to work together to elevate TEMPO and its members to a higher level. We are certainly on the right trajectory.

## Mentoring Committee News

*Mentor: a trusted friend, counselor or teacher*

The Mentoring Committee is in full swing and will initially focus on providing mentoring opportunities within our own membership to assure that members have the benefit of learning and growing with the support of TEMPO Milwaukee. We plan to launch the initiative this fall, so watch the newsletter coverage as this unfolds.

Helaine Johnson, Director of Strategic Operations and Communications at UW-Milwaukee, has joined the committee. Welcome Helaine!

The next meeting will be Monday, August 10th. For information on joining the committee, attending a meeting, sharing your input or your mentoring success stories, contact Committee Chair Louise Hermsen at [lhermsen@wi.rr.com](mailto:lhermsen@wi.rr.com).

## Leadership Event & Luncheon, October 15th

# Womenomics: Write Your Own Rules for Success

In the next several months, the U.S. is poised to have more women working than men, according to a report by the Bureau of Labor Statistics. The recent economic recession and resulting job cuts have raised the percentage of women in the workforce to a record of 49.1%. Now, more than ever, companies will need to compete to attract and retain women.



To better understand this new trend, TEMPO Milwaukee is proud to welcome Claire Shipman, the co-author of the provocative new book, *Womenomics*, to address Milwaukee business leaders about the growing impact women have on business, management and society. Our fourth annual Leadership Event is open to the public and will be held on Thursday, October 15th, at the Intercontinental Hotel in Milwaukee.

Released last month, *Womenomics: Write Your Own Rules for Success* explores what Shipman and co-author Katty Kay see as an upcoming paradigm shift in the way individuals and companies approach work. This shift is a result of an increase in the competitive value of women in the workforce and the changing attitudes

of women towards the priorities of balancing work and personal life. The book examines this trend and includes in-depth interviews with companies that are harnessing the power of womenomics, including Capital One, Sun Microsystems and Best Buy. The book also offers tips for companies looking to be part of the womenomics wave.

Claire Shipman is a Senior National Correspondent for ABCNEWS' Good Morning America and a substitute anchor on

the news segments of Good Morning America, as well as contributing to other ABCNEWS programs. Prior to joining ABCNEWS in 1997, Shipman had been White House correspondent for NBC News and regularly reported on presidential policy and politics for NBC Nightly News with Tom Brokaw and the Today show. In addition to her NBC duties, Shipman wrote a popular column for *George* magazine for two years. Before joining NBC, Shipman worked for CNN for a decade.

Shipman's work has merited a coveted Peabody Award, a Dupont Award and an Emmy as one of the key contributors to CNN's coverage of the 1989 Tianamen Square student uprising. She holds a graduate degree in international affairs and a B.A. in Russian studies, both from Columbia

University where she graduated magna cum laude. Shipman, a Columbus, Ohio, native resides in Washington, D.C. with her husband, *Time* magazine White House correspondent Jay Carney, and their two children.

In addition to Claire Shipman's keynote presentation, TEMPO Milwaukee will welcome a panel of CEOs to discuss how companies are preparing for womenomics.

### *Womenomics* Table of Contents

- Chapter 1: Womenomics 101
- Chapter 2: What We Really Want
- Chapter 3: Redefining Success-It's All in Your Mind
- Chapter 4: Good-bye Guilt (and Hello No)
- Chapter 5: Lazy Like a Fox: Work Smarter Not Harder
- Chapter 6: Value Added: Redefine Your Value, Value Your Time
- Chapter 7: Nine Rules to Negotiate Nirvana: How to Change Your Whole Work Deal
- Chapter 8: A Womenomics World
- Epilogue

Sponsorships for this event are available and may include a VIP event with Claire Shipman. Individual tickets are \$95 each; a table of 10 is \$950. Networking and panel sponsorships are \$1,500. For more information, [visit www.tempomilwaukee.org](http://www.tempomilwaukee.org) or call Tracy at 414.905.0117

## A Very Special Tribute to Melodie Wilson

Many of you know Melodie Wilson, a fellow member of both TEMPO Milwaukee and Professional Dimensions, former news anchor and founder of ABCD: After Breast Cancer Diagnosis. In honor of Melodie and her tremendous fight to end breast cancer for all of us, you are encouraged to join a joint TEMPO Milwaukee and Professional Dimensions team at this year's Komen Milwaukee Race for the Cure.

The Race will be held on Milwaukee's lakefront on Sunday morning, September 27th. Join the team online to [www.milwaukee.info-komen.org/race](http://www.milwaukee.info-komen.org/race). Click "Join a Team" and search for "In Honor of Melodie Wilson"

(team name) or "TEMPO Milwaukee" (company name). Please note: be sure to pay the additional \$5 to have your t-shirt mailed directly to your home -- we do not have the ability to deliver t-shirts prior to the Race.

You are welcome to participate in any of the day's events: 1 mile walk, 5k fun run/walk or 5k timed race. Family and friends are welcome to register with the team. Further plans to meet on Race Day will be sent to all team members in late September.

Team signage (known as "back signs") for all members will be provided on race day, courtesy of Barbara Armstrong and Kahler Slater. Online

team registration must take place by September 4th.

You may not know that Melodie was instrumental in getting the Komen Race for the Cure started in Milwaukee ten years ago. Her leadership in Milwaukee has been motivating on many levels; walking or running in her honor on September 27th is just one way we can show appreciation for all she has done.

Questions regarding the team should be directed to Theresa Reagan, [treagan@insideSH.com](mailto:treagan@insideSH.com) or 414.274.3004 or Tracy Johnson at TEMPO Milwaukee, [tjohnson@tempomilwaukee.org](mailto:tjohnson@tempomilwaukee.org).



### HPGM's 6th Annual Meeting

Celebrate with us HPGM's sixth anniversary on **Friday, Aug. 21!** The Annual Meeting celebrates HPGM's past year accomplishments, awards four esteemed scholarships for supporting post-graduate studies, and highlights the newly nominated Hispanic Professional of the Year and Young Hispanic Professional of the Year.

**Date:** Friday, August 21

**Time:** 11:00 a.m. Registration, 11:30 a.m. – 1 p.m. Program

**Location:** Pfister, 424 E. Wisconsin Ave.

Cost: Members \$25, Non-members \$50

To register please visit [www.hpgm.org](http://www.hpgm.org) or call **Joe Atkinson** at **414.384.3700 ext. 224**. Register early as it was a sold out event last year!



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## Welcome New Members



**Helaine Johnson** is Director, Strategic Operations and Communications for the Business Administration & Technology Operations unit at the University of Wisconsin-Milwaukee. She has more than 20 years of experience in non-profit and public sectors, the last 10 in leadership. Helaine earned an MBA and has a BS degree in journalism. Her professional focuses include customer satisfaction research/ analysis, strategic planning and association management. She is nationally accredited in public relations by the Universal Accreditation Board. Helaine serves on the Board of Directors of the Southeastern Wisconsin chapter of the Public Relations Society of America.



**Melissa Koepfel** is an audit partner with over 20 years of experience serving growth-oriented public and private companies in a variety of industries. Melissa is the managing partner of Grant Thornton's Wisconsin practice. Her clients have included both public and private companies ranging from start-up, high-tech ventures to \$1 billion entrepreneurial businesses throughout the Midwest.



**Laura Lukas** is the Director of Quality Assurance for the architecture and software business segment of Rockwell Automation. Prior to joining Rockwell Automation, she held various positions in quality, engineering and operations at Delphi Electronics & Safety. Laura holds a Bachelor of Science in Electrical Engineering from GMI Engineering & Management Institute and a Master of Science in Engineering Management from Milwaukee School of Engineering. She is a Friends of Art-Milwaukee Art Museum Board member and was co-chair of the 2009 Lakefront Festival of Arts. Laura and her husband, Jeff, are the parents of three teenagers: Kaylie, 19, Matthew, 16, and Jeremy, 15.



**Marcella Spoto** is an attorney with Gonzalez, Saggio and Harlan's Milwaukee office. She is a graduate of the University of Wisconsin Law School and has been practicing law with an emphasis in civil litigation and corporate defense for many years. Marcella handles a variety of matters including medical malpractice, nursing home, product liability, automobile and other types of injury related matters on behalf of businesses, insurance companies, and individuals. She also represents businesses in contract disputes, collections, and other areas. Marcella is a Wisconsin native and currently resides in Shorewood.

## Past Presidents Reflect on Progress, Challenges

The June TEMPO Milwaukee meeting featured a lively discussion about entrepreneurship and venture capitalism in the Milwaukee area. TEMPO Milwaukee Past Presidents were honored at the luncheon and were asked to lead table discussions about women in leadership and how the situation has changed since their presidency. Here is a sampling of some of the comments made.

### TEMPO Then and Now

- There were fewer women in business in late 80s.
- Women were concentrated in more traditional roles – HR, health care, few in finance halls
- TEMPO women in general seemed older than they are today.

- Women who went into business in the past shared feisty personality traits.
- TEMPO really made a difference in her career as it provided an essential networking opportunity
- U-Club had women's entrance, women's dining room and women could not be members.
- TEMPO in the past, as an organization, targeted only the top leaders of main corporations, now there are many women from all types of organizations and in all different roles.
- Now in 2009, glass ceiling exists because people like to work with people who are like them.
- Women today are still concerned about the inequity in pay. [This came up in nearly every conversation that was recorded.]
- Entrance into corner / C-Suite is exception rather than rule
- Not many women on boards of large corporations then or now
- Who is being promoted? And why?

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(above) Jody Lowe, *Lowe Communications* and 1978-79 President Marilyn Vollrath, *Vollrath & Associates*

(left) 1996-97 President Mary Ellen Stanek, *Robert W. Baird & Co.* and 1992-93 President Peg Fennig

## Past Presidents, *continued*

- Women today are still concerned that strong women are not viewed the same as strong men.

### Work/Life

- Men sharing some household responsibilities today (some at table disagreed)
- Women take time off for family, men don't. Women get left behind.
- Trade-off between mothering and professional progress

- Men don't have guilt re: household maintenance, children's needs.

### Women in Today and the Future

- 50% of women graduating from medical school but all men still in leadership. Over 50% women grads from law school yet few head up major law firms..
- Not enough mentoring of women as they enter the workforce

- Women today have a more collaborative leadership style.
- Younger generation will have more options, flex time.
- Millennial women seem more engaged and energetic and millennial men are more apathetic.
- Obama – female cabinet members, ambassadors.



(above) Speakers: Jennifer Bartolotta, *Bartolotta Restaurants*; Kathleen Gallagher, *Milwaukee Journal Sentinel*; Frank Langley, *MPP Group, LLC*; Teresa Esser, *Silicon Pastures*; Tim Keane, *Kohler Center for Entrepreneurship*

(right) 1982-83 President Mary Alice Tierney, *Right Management*



## Member News

- **Lori Gervais**, Senior Investment Consultant at Robert W. Baird & Co., was recently recognized on the 2009 FIVE STAR: Best in Client Satisfaction Wealth Managers list in the July issue of *Milwaukee Magazine*. Individuals recognized were chosen from survey responses of clients and industry peers, as well as an assessment by financial service industry professionals. The final list represents less than 7% of the wealth managers in the local market.
- **Cristina Hernandez-Malaby**, an attorney with Quarles & Brady, has been elected President of the Eastern District of Wisconsin Bar Association. The organization is dedicated to improving the practice of attorneys.

*If you have news about a new job, speaking engagement, promotion, client, award, success or even loss, send a brief announcement to [dana@barefoot-marketing.com](mailto:dana@barefoot-marketing.com), indicating that it is for Member News. Items may be edited for length or content, and are used as space allows.*

# UpComing Events

Upcoming events are posted on the Web site at [www.tempomilwaukee.org](http://www.tempomilwaukee.org) a few months in advance. Please register online.

## Board of Directors 2009-2010

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Gina Alberts Peter ■ M&I Bank

### Past President

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#### Mentoring

Louise Hermsen

#### Leadership Event

Heather Fields ■  
Reinhart Boerner Van Deuren s.c.

#### Mentor Event

Sandy Wysocki ■ The Business Journal

### Thursday, August 20, 2009

#### *TEMPO Milwaukee Member Meeting*

**Noon-1:30 p.m.** at the University Club  
(incl. for members, guests \$30).  
Speaker: Lisa Nelson, Director of  
Corporate Social Responsibility at  
WalMart

### Thursday, September 17, 2009

#### *TEMPO Milwaukee Member Meeting*

**Noon-1:30 p.m.** at the University Club  
(incl. for members, guests \$30).  
Speaker: Mike Burke, Program Director  
for the Warren Buffett Early Childcare  
Fund

### Thursday, September 24, 2009

#### *New Member Orientation*

**Noon**, location TBA

### Monday, October 12, 2009

#### *Milwaukee Women inc Report*

**Noon-1:30 p.m.** at the Italian Community  
Center  
More details to follow

### Thursday, October 15, 2009

#### *4th Annual Leadership Event*

Intercontinental Hotel, Milwaukee  
(\$95 per person, \$950 for table of 10,  
sponsorships also available)  
Featuring Claire Shipman, author of  
*Womonomics*

### Thursday, October 22, 2009

#### *New Member Reception*

Location TBA

### Thursday, November 19, 2009

#### *TEMPO Milwaukee Member Meeting*

**Noon-1:30 p.m.** at the University Club  
(incl. for members, guests \$30).  
Speaker: Tim Sullivan, CEO of Bucyrus  
International

### Thursday, December 10, 2009

#### *New Member Orientation*

**7:45 a.m.**, location TBA

### Thursday, December 17, 2009

#### *TEMPO Milwaukee Member Meeting*

**Noon-1:30 p.m.** at the University Club  
(incl. for members, guests \$30).  
More details to follow

### Thursday, January 14, 2010

#### *TEMPO Milwaukee Member Meeting*

**Noon-1:30 p.m.** at the University Club  
(incl. for members, guests \$30).  
More details to follow

## TEMPO Milwaukee

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### Newsletter Editor

Dana Kader Robb  
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TEMPO Milwaukee program meetings  
are held from noon-1:30 p.m. on the  
third Thursday of most months at  
The University Club, 924 E. Wells St.,  
Milwaukee.