

WOMEN'S  
AFFINITY ALLIANCE  
2024-2025  
PARTNERSHIP  
OPPORTUNITIES

May 1, 2024 – April 30, 2025

TEMPO

# WOMEN'S AFFINITY ALLIANCE

## 2024-2025 PARTNERSHIP OPPORTUNITIES

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### MISSION

To connect ERG leaders and stakeholders and provide them with networking and access to best practices to bring back to their organizations and grow their female talent.

### VISION

The go-to resource for individuals and organizations looking for best practices and connections to advance their female talent and employee resources groups.

### CORE COMPETENCIES

Leadership  
Mentoring  
Networking

### HISTORY

The Women's Affinity Alliance (WAA) was founded in 2011 by TEMPO members from Deloitte and MillerCoors who were leading their company's employee resource groups (ERG). Krista Brookman and Tami Garrison saw the opportunity to create an initiative that brings women's ERG leaders and stakeholders together to network, share best practices, and keep up-to-date on trends in women's affinity programs. With support and input from a focus group of TEMPO members, the Women's Affinity Alliance was born!

### A SIGNATURE TEMPO INITIATIVE

WAA is supported by TEMPO and its strong legacy of advancing executive and emerging professional women in Milwaukee. Over the last 46 years, much has changed in our world and for women in the workplace. As the landscape for women has evolved, so has our organization and we know this to be true: TEMPO's work and our collective power has never been more important.

### 2023-24 KEY ACCOMPLISHMENTS

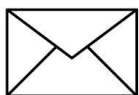


16  
CORPORATE  
PARTNERS

#### ERG TOOLKIT



MONTHLY  
COFFEE  
CONNECTIONS



CORPORATE PARTNERS  
HOSTED EVENTS



1-1 INTERVIEWS  
Conducted with  
Corporate Partners  
& Summary of  
Findings Developed



QUARTERLY EVENTS  
IN-Person & Virtual Sessions  
Around Trending Topics

>>MAY: Surveys That Drive Success - How to Engage, Cultivate & Drive Innovation Through Workplace Surveys  
>>AUG: The ERG Burnout Is Real - Re-engagement, Retention & Resiliency  
>>NOV: POWER Up - Taking Your Success to the Next Level  
>>FEB: How ERG's Fit Into An Organization's ESG Goals

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### MEMBER BENEFITS

- Keep up to date on current trends and issues through participation in quarterly programs.
- Tap into best practices/resources and leverage work being done outside of one's own organization.
- Develop peer-to-peer connections and cultivate a network that can advance and enhance your organization's ERG.
- Access to WAA Advisory Board experts, TEMPO members, Emerging Women Leaders members, and non-members.

### >>QUARTERLY PROGRAMS

WAA programs address topics and trends that help attendees better work with and grow their organization's affinity group. Programs are interactive and format varies between keynote, panel discussion and fireside chat.

Past program topics have included:

- Are ERG's More Important Than Ever?
- Best Practices for your ERG's Success
- Engaging Men as Allies
- Engaging Your ERG
- ERG Trends: Past, Present & Future

### >>TOOLKIT

The WAA toolkit contains our best resources to help you start an ERG or revitalize one. Content includes answers to frequently asked questions, templates, topic and activity suggestions, and ERG establishment steps. The toolkit will be frequently updated to reflect current trends and best practices.

### >>COFFEE CONNECTIONS

Mirrored after TEMPO's highly successful coffee connections program, WAA members can sign up monthly to be paired with a fellow member and meet on your timeline. The pairing can be random, or we'll pair you based on a specific topic or issue you are troubleshooting.

### >>WAA MONTHLY MESSAGE

WAA members receive a monthly communication including upcoming events of interest, resources, and other relevant content curated by the WAA Advisory Board.

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### WAA MEMBERSHIP LEVELS

We have refreshed our WAA member benefits for 2024-25, with feedback from corporate partners, and to reflect the evolving needs of our WAA members.

	Corporate Sponsor <b>\$5,000</b>	Corporate Partner <b>\$1,500</b>	Individual Member <b>\$250/\$100</b> (non-member vs. TEMPO/EWL member rate)
<b>EXCLUSIVE SPONSORSHIP</b>	X		
<b>Priority placement on marketing materials</b>	X		
<b>Podium remarks at all WAA programs</b>	X		
<b>Verbal recognition at all WAA programs</b>	X		
<b>Sponsored Content or ad in Monthly Message e-blast</b>	Quarterly		
<b>Logo recognition on TEMPO website and at all WAA programs</b>	X	X	
<b>Opportunity to host quarterly WAA program &amp; share ERG story</b>	X	X	
<b>Access to WAA member directory</b>	X	X	X
<b>Admission to quarterly WAA programs (virtual)*</b>	20 registrations	8 registrations	
<b>Admission to quarterly WAA programs (in-person)**</b>	10 registrations	4 registrations	X
<b>Monthly Message e-blast</b>	Up to 10 contacts	Up to 4 contacts	X
<b>Monthly Coffee Connection</b>	Up to 10 contacts	Up to 4 contacts	X
<b>Access to WAA Toolkit upon joining</b>	X	X	X
<b>Invitation to join WAA Advisory Board (TEMPO/EWL members only)</b>	X	X	X (TEMPO/EWL members only)

\*Additional guests \$10 per person

\*\*Additional guests \$40 per person

## 2023-24 Corporate Sponsor



## 2023-24 Corporate Partners



## 2023-24 WAA ADVISORY COMMITTEE MEMBERS

**Chairs:** Jenna Kruschel, BDO

Sasha Parsons Waters, Sasha J. Events LLC

**Vice Chair:** Janet Lucas, Direct Supply

Mary Burgoon, Rockwell Automation  
Kathie Campbell, Clarios  
Lisa Cieslak, GMR Marketing  
Rachael Conrad, Rockwell Automation  
Tiffany Davister, EY  
Meredith Gann, MGIC  
Jackie Gerloski, Fiserv  
Sandy Hoeft, Deloitte

Dr. Jeanne Hossenlopp, Marquette University  
Madeline Illman, Fiserv  
Amy Johnson, Baird  
Lecia Johnson, Godfrey & Kahn s.c.  
Alicia Kiser, M3 Insurance  
Irina Kwaitkowska, Associated Bank  
Alicia Lantz, U.S. Bank

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