

# “**THE F**” **WORD**

## **RECLAIMING FEMINISM**

**THURSDAY,  
NOV. 17, 2022  
3-7 PM**

**SPECIAL GUEST  
MARINA FRANKLIN**



**NETWORKING RECEPTION 3-3:30 PM**

**PROGRAM 3:30-6 PM**

Celebration of Honorees

Presentation by Marina Franklin

Panel Discussion

**HAPPY HOUR 6-7 PM**

**EVENT CENTER AT**

**POTAWATOMI HOTEL & CASINO**



**Associated Bank**

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# WITH GRATITUDE...YOUR INVESTMENT MATTERS

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WHO HELP MAKE THIS EVENT POSSIBLE



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speak. write. coach. • VISIT Milwaukee • Wisconsin Center District

## TABLE CAPTAINS

Kate Brejcha • Yomarie Castellano  
Nicole Horvath • Sheila Long  
Joell Poole • Liz Syrrakos  
Jerri Washington • Lisa Weisman

## RELATED GRANTS AND GIFTS

Greater Milwaukee Foundation :  
The George and Doris Redmond Fund  
Huff Consulting LLC • Sarah Jones  
Pam Miller • Holly Ryan

Women's Fund Greetings,

**Today, we reclaim feminism!** There have been several waves of feminism, each with their own focus and often leaving women behind. In the 1840s, the feminism movement was about education, right to property, organizational leadership, right to vote, and marital freedoms. Another wave in the 1960s was more specific to women's sexual liberation, reproductive rights, job opportunities, violence against women, and changes in marital, custody, and divorce laws. In the 1990s, there was an increased awareness of intersectionality and layered identities of women. More recently, the focus is about empowerment, sexual harassment, spiritual concerns, human rights, and our planet.

**Feminism today,** is about the connectivity among people and a broad range of issues. We must create a collective effort for equity, a movement that challenges injustices and solves the overlapping forms of discrimination. It involves engaging more women, including gender-expansive people, and bringing men along on the journey.

The Women's Fund is committed to inclusivity and is working to create the future we all want – now. We believe women must be safe in their homes and in the community, have economic equality, hold positions of power in the private and public sector, and most importantly design their own destiny having bodily autonomy.

If the work of the Women's Fund resonates, please join me in financially supporting the mission. Whether it is a one-time gift, a recurring monthly gift, or perhaps an estate gift, when we use the power of our philanthropy, we can create the change we all want now. Thank you for attending. We appreciate your engagement and hope you enjoy the experience.

With Gratitude,  
Marilka Vélez

**PS:** Be social media...  
#wfpresents  
#womensfundmke  
#reclaimingfeminism  
#feminism



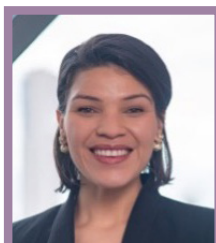
**MARILKA VÉLEZ**  
SVP, Senior Director of Marketing  
Associated Bank



## TODAY'S PROGRAM

Arrival and Networking  
 Opening Remarks  
 Emcee Alexandria Staubach  
 Welcome from City of Milwaukee Mayor Cavalier Johnson  
 Celebrating Feminists named by Event Sponsors  
 Emcee Amira Adams, AmiraThePoet  
 Special Guest, Marina Franklin  
 Panel Discussion  
 Alejandra Anastas  
 Maysee Herr, PhD, Hmong Wisconsin Chamber of Commerce  
 Lindsey Harness, PhD, Alverno College Research Center  
 Facilitated by Monica Shah-Davidson, Google

Alexandria is passionate about challenging the hurdles that keep women out of the workforce, including reproductive healthcare, pay parity, and the struggle to secure affordable, safe and supportive child care. She is pleased to be championing women in Milwaukee through the mission of the Women's Fund and having the opportunity to be more engaged, creating more impact as a Board Director. Alexandria works in commercial litigation and is tirelessly supported by her husband, son, and parents.



**ALEXANDRIA STAUBACH**  
Associate Attorney  
Meissner Tierney Fisher & Nichols S.C.

EVENT  
EMCEE

## FEMINISTS EMCEE



**AMIRA ADAMS**  
AmiraThePoet

Amira is a Thea Bowman Scholar at Alverno College. While majoring in Communications, with a minor in Creative writing, Amira serves as Ombudsperson for Student Government, President of the Black student Alliance, and a peer leader. Her goal is to teach and inspire through the art of poetry. Amira is a change maker and community advocate for social justice and human rights.

## SPECIAL GUEST



**MARINA FRANKLIN**  
Comedian, Actor, Writer, Host

New-York based Marina Franklin is emerging as one of the hottest comedians in the comedy scene today, with such notable appearances as, The Movie Trainwreck, Conan O'Brien, Louie Season V, The Jim Gaffigan Show, Showtime's Women Who Kill, and The Chappelle's Show.

She is a favorite in Comedy Festivals across the world, like Melbourne Comedy Festival, Scotland's Glasgow Comedy Festival, BBC's World Stand's Up, Rotterdam's Comedy Factory, Montreal's Just For Laughs, Ireland's Kilkenny Comedy Festival, and Nashville's Bonnaroo Music Festival. Franklin is viciously likeable, if there is such a thing.

Ashton is the boss and brains behind Small Studio. As a Milwaukee-based designer, social media manager, branding expert, and advocate for women in business, she's the queen of wearing many hats. Ashton has been designing for over 10 years and launched Small Studio to help fellow small business owners be bold and pursue their passions.



**ASHTON HENRY**  
Founder & CEO  
Small Studio

EVENT  
CHAIR



# FEMINISTS

**THANK YOU FOR JOINING US AS  
WE CELEBRATE THESE FEMINISTS  
NAMED BY OUR SPONSORS!**

Feminists will be introduced by AMIRA ADAMS, AmiraThePoet

EACH FEMINIST IS BEING RECOGNIZED  
FOR FURTHERING GENDER PARITY TO MAKE  
FEMINISM MORE INCLUSIVE IN THE GREATER  
MILWAUKEE AREA.



**RACHEL BUFF, Ph.D**  
University of Wisconsin -  
Milwaukee



**TONIT CALAWAY**  
BorgWarner



**SARAH JONES**  
Baird



**TRISH LEWIS, Ph.D**  
Alverno College



**FERNANDA LIMA**  
Johnson Controls



**SARAH MAIO**  
Wisconsin Center District



**KILEY PETERS**  
RAYNE IX



**BETSY STONE**  
Foley & Lardner



# FEMINISTS



**RACHEL BUFF, Ph.D**  
University of Wisconsin -  
Milwaukee

NAMED BY  
ERIKA SANDER

Rachel Ida Buff is Professor of History, as well as Director/Coordinator of Cultures and Communities and Comparative Ethnic Studies Programs at the University of Wisconsin - Milwaukee. Her research and teaching interests include immigration rights, comparative ethnic studies, and diasporic cultural citizenship. Rachel has mastered and synthesized debates and theories across a range of disciplines including US history, immigration history, ethnic studies, cultural studies, sociology, and anthropology – and has skillfully illuminated the tensions and contradictions among these fields.

In the community, Dr. Buff has worked actively with Voces de la Frontera and Jewish Museum of Milwaukee. She is the consummate scholar/teacher who actively embraces her community service role, so critical to UWM's mission as an "urban" research university. In addition, she has published a multitude of books and articles including her latest book, *Against the Deportation Terror: Organizing for Immigrant Rights in the Twentieth Century*. Her scholarly and popular writing has been widely published and she serves as an Editorial Board Member, *Nation of Nations Series*, New York University Press.

Rachel holds a BA from Brown University and an MA and Ph.D in American Studies from the University of Minnesota.



**TONIT CALAWAY**  
BorgWarner

NAMED BY  
ASSOCIATED BANK

Tonit Calaway was appointed Executive Vice President and Chief Administrative Officer, General Counsel and Secretary in October 2020. In this role, Calaway oversees the global legal function, security, facilities, government affairs, real-estate, sustainability, environment and aviation. Previously, Calaway served as Executive Vice President and Chief Legal Officer and Secretary, and Executive Vice President and Chief Human Resources Officer of BorgWarner.

Before joining BorgWarner, Tonit held various positions during her 18-year career at Harley-Davidson. She served as President of The Harley-Davidson Foundation and Vice President of Human Resources. Tonit held various positions in the legal department, serving as Associate General Counsel Motor Company Operations, Assistant General Counsel, Chief Compliance Counsel, and Assistant Secretary. Earlier in her career, she worked for two Milwaukee-based law firms: Davis & Kuelthau, S.C., and Godfrey & Khan, S.C.

Savoy magazine named Tonit to its list of Most Influential Black Corporate Directors in 2021, Most Influential Black Executives in Corporate America in 2020 and to its list of Most Influential African-American Women in Corporate America in 2013, 2016 and 2019. The Milwaukee Business Journal named her a "Women of Influence" in 2014. In 2020, she was named to the Top 100 Leading Women in the North American Auto Industry by Automotive News.

Tonit is a graduate of the University of Wisconsin-Milwaukee and received her juris doctorate from the University of Chicago Law School. She is a member of the State Bar of Wisconsin. Calaway currently serves on the Board of Directors of W. P. Carey, a net lease real estate investment trust; and Air Products, a world-leading industrial gases company.

# FEMINISTS



**SARAH JONES**  
Baird

NAMED BY  
BAIRD

Sarah Jones leads Baird's Strategic Change Office – the team that is trusted to manage the firm's most complex and impactful initiatives. Sarah is highly involved in Ascend, Baird's women's Associate Resource Group, where she serves on the board and helps establish dialogue regarding key issues facing women and amplifies the voices of women from all parts of the organization.

Prior to joining Baird, Sarah directed large-scale change management efforts at Goodwill of Southeastern Wisconsin and led several enterprise technology implementation projects for Fortune 100 financial services firms and national hospital systems. Earlier in her career, Sarah interned at then-senator Herb Kohl's office and taught English in China.

Sarah holds a bachelor's degree from the University of Wisconsin – Madison and earned her Master of Business Administration from the University of Chicago Booth School of Business, where she led the Social Impact Pro Bono consulting program. Sarah is also active in her local community, volunteering as an Election Inspector, serving on the Bay View Neighborhood Association Board of Directors, and organizing community volunteer events as a member of Professional Dimensions Program Committee.



**TRISH LEWIS, Ph.D**  
Alverno College

NAMED BY  
ALVERNO COLLEGE

Trish Lewis is a professor of religious studies and the co-chair of the Humanities Division at Alverno College, where she has taught since 2010. She teaches courses that explore religion and identity, myth and symbol, spirituality, race and gender theories, moral theology, humanities, leadership and interfaith studies.

Dr. Lewis has given numerous presentations on topics ranging from mystical traditions in religions around the world, mindfulness and spirituality, feminist pedagogy, and how to successfully live and work in a religiously diverse world. She also serves on the Cultivating Mindful Awareness and Intention group, and is the program director for the Alverno Accelerate program.

Trish earned her Bachelor of Arts in Communications from the University of Pennsylvania. She earned her Master of Arts in Theology and her PhD in Religious Studies from Marquette University. She serves as a board member of the Greater Milwaukee Catholic Education Consortium, and works with schools, theology, and faith formation.

# FEMINISTS



**FERNANDA LIMA**  
Johnson Controls

NAMED BY  
JOHNSON CONTROLS

Fernanda Reikdal Lima is the global president of UNIDOS, the Hispanic Business Resource Group at Johnson Controls. This is an employee-led group of volunteer leaders with a goal of advancing the skills, professional development, and opportunities for the Hispanic and Latinx employee network. Consistently going above and beyond in her role, Fernanda takes it upon herself to facilitate welcome sessions for all new members, while creating a space and programs to celebrate Hispanic heritage within Johnson Controls. Fernanda's work also further advances the company's strategic focus on diversity, equity and inclusion.

Fernanda's influence is not limited to UNIDOS. She also networks and partners with other business resource groups, including Asia Pacific Business Resource Group and the African & African American Business Resource Group to support all leaders and amplify the impact these groups have in the community.

Additionally, she partnered with the Milwaukee Chapter of the Women's Global Network on a Healthy Home Harvest project to donate food for an entire year to food-insecure children in our city.



**SARAH MAIO**  
Wisconsin Center District

NAMED BY  
KANE COMMUNICATIONS  
GROUP

Sarah Maio serves as the Vice President of Marketing and Communications for the Wisconsin Center District, where she oversees marketing efforts for the Wisconsin Center, UW-Milwaukee Panther Arena, and Miller High Life Theatre. Her impact has reverberated through the community, most recently with her recognition as a Milwaukee Business Journal Chief Marketing Officer of the Year and BizTimes Notable Marketing Executive. Sarah is spearheading communications around the Wisconsin Center's \$456 million expansion project, which will double the size of the convention space. Sarah and her team are focused on communicating the local economic impact of this project including minority-owned business inclusion, job creation and sustainability initiatives.

With Sarah onboard, communications is at the forefront of all organizational decisions and her colleagues value her intentional, calculated and perceptive communications style. She also works closely with VISIT Milwaukee to promote the Wisconsin Center and Milwaukee as the perfect destination to host events.

Sarah is an associate member of the Elm Grove Junior Guild, active member of her children's PTO Board and a member of the Lutheran Social Services of Wisconsin and Upper Michigan Foundation board of directors. She also serves on the Board of TEMPO Milwaukee and was a co-chair of the TEMPO Leadership Event in 2021. Sarah is a proud mother of four and vocal advocate for working moms.



# FEMINISTS



**KILEY PETERS**  
RAYNE IX

NAMED BY  
SMALL STUDIO

Kiley Peters is a serial entrepreneur, small business strategist, executive coach, operations consultant, and brand marketer with nearly 15 years of industry experience. She is on a mission to help 1 million women build more financially free and fulfilling lives.

As founder of RAYNE IX, an executive consultancy, she helps women turn their unique strengths and skill sets into profitable businesses so they can build the lives they want and love the work they do. She built The Starter Kit, a series of online courses guiding emerging entrepreneurs through the steps of starting a virtual business. In 2022, she launched her podcast, Welcome to Eloma, a podcast for visionaries, entrepreneurs, and business owners who want to become better leaders, people, and pioneers.

Additionally, she founded Brainchild Studios, an international award-winning audience research and digital content strategy agency. In 2018, Brainchild Studios won the Wisconsin Marketplace Governor's Rising Star Award for a Women-Owned Business. In 2019 and 2020, Brainchild Studios was awarded international recognition as Business Services Company of the Year for a company with fewer than 10 employees by the Stevie Awards.

Kiley is a Faculty Member at Exit Planning Institute and, an Adjunct Professor at Marquette University teaching Digital Content Strategy. She holds dual Bachelor of Arts degrees from Marquette University and an MBA from the University of Illinois at Chicago. She is also a mentor at BizStarts, gener8tor, and Wisconsin Women's Business Initiative Corporation.



**BETSY STONE**  
Foley & Lardner

NAMED BY  
FOLEY & LARDNER

Elizabeth "Betsy" Stone is an associate and litigation lawyer with Foley & Lardner LLP. She is a member of the firm's Business Litigation & Dispute Resolution Practice. Betsy has broad experience working with corporate clients to confront and resolve issues arising in commercial and financial disputes. She also advises and represents clients on product distribution, dealership and environmental law and has represented clients in environmental disputes against state and federal agencies.

Betsy earned her law degree, summa cum laude, from the University of Wisconsin Law School, where she was elected to the Order of the Coif and was an articles editor for the Wisconsin Law Review. She achieved several awards during this time, including receiving the highest grade in nine courses. She was also on the Dean's List for six semesters.

During law school, Betsy was a summer associate at Foley and Sidley Austin LLP. She also worked as a judicial intern for the Honorable Justice Ann Walsh Bradley, as an extern for Wisconsin's former Solicitor General, Misha Tseytlin and as a research assistant. Before law school, Betsy worked at a boutique litigation firm in Milwaukee.

Betsy graduated, magna cum laude, from Marquette University (B.A.), where she was a member of Phi Beta Kappa honor society.



# PANELISTS



ALEJANDRA ANASTAS

Alejandra Anastas was named Alverno's Newman Fellow in 2018 and was the recipient of the 2019 Wisconsin Institute for Peace and Conflict Studies Student Activist Award. For the past 8 years she has committed herself to changing policy regarding immigration and educating and empowering other undocumented and marginalized folks in her community. She has met with elected officials to emphasize the importance of comprehensive immigration reform, and she travels around Wisconsin and shares her personal immigration story.

As a DACA recipient, Anastas has used her education to advocate for immigrant rights in Milwaukee.

She hopes to give students in Wisconsin the inspiration to organize and the ability to make a social impact regardless of immigration status, social class, race, gender, and sexual orientation.

Alejandra is also a professional actress in the Greater Milwaukee Area. She recognizes the importance of Latinx representation in the Arts, and focuses on offering diversity to the stories told on stage. She lives in Milwaukee with her husband, two brilliant step-children, her cats Koda and Danny, and her loyal Chihuahua, Hamilton.



LINDSEY HARNESS, Ph.D  
Alverno College

Lindsay Harness's career in higher education began in 2015 as an associate professor of Communication and Technology and most recently as a co-director for the Women's and Gender Studies program. As Director of the Research Center for Women and Girls, Harness is particularly passionate about technology that provides greater access to education for marginalized populations and the importance of rhetorical leadership for purposes of civic engagement.

Dr. Harness is active in social movements that seek to disrupt hegemonic ideologies and work to raise awareness about injustices, particularly in regard to gender, sexuality, and class.

Her vision for the Research Center for Women and Girls is to be a voice that represents the binds many women and girls face as a result of the intersection of their identities, and participate in local, national and international conversations about what it means to be a marginalized human and what it means to be a human who has an equal opportunity for a life of authenticity, happiness and well-being.

Lindsey is passionate about encouraging and supporting women and girls to live their authentic lives with a continuous goal of embracing her identity as a lifelong learner in whatever context that might align with her values.

# PANELISTS



**MAYSEE HERR, Ph.D**  
Hmong Wisconsin  
Chamber of Commerce

The daughter of Hmong refugees, Maysee saw firsthand how cultural barriers can pose a major hurdle for a prospective business owner and it started with her father who struggled for access to resources. Now she is in a position to help those like her parents.

In her current role as CEO of the Chamber, a Community Development Financial Institution, Dr. Herr has developed new programs, and created new and lasting partnerships across the state. A champion for providing equitable resources to underserved communities, she oversaw the creation of one of the first COVID-19 small emergency loan funds in Wisconsin to help businesses stay open during the pandemic. She and her team continue to offer standard lending options for small businesses and in 2020, the Chamber handled the largest loan volume since its inception.

Dr. Herr has a passion and desire to share her talent by serving the community and not be defined by a job title or role. She envisions a future where everyone, regardless of differences, has equitable access to resources without being afraid to ask for assistance. Not being afraid requires having people in organizations that diverse business owners can identify with and trust.

In college, Dr. Herr studied psychology, education, and business. Wanting to influence young people to respect each other's differences, she became an elementary teacher, then a professor at UW-Stevens Point, and is a current business owner.

## PANEL FACILITATOR



**MONICA SHAH-DAVIDSON**  
Google

Monica Shah-Davidson represents Google to the customer and the customer to the company in all activities in her role as key account executive. She has had the privilege of helping organizations transform and grow for over 20+ years and is very adept at relating business value of a complete solution to C-level executives. Monica has also been recognized for her leadership attributes as a territory sales manager, assisting companies transform their businesses, from infrastructure to apps, and devices. She has helped companies innovate faster, scale smarter, stay secure, and do more with their data.

As Vice Chair of the Women's Fund, Monica sees her time and efforts as an expression of her passion for the organization and views herself as an "Everyday Philanthropist." She served as the Event Chair in 2020 and 2021, stating that "these annual events speak to the Women's Fund mission of creating social change by shifting attitudes, behavior and culture. Themes often relate to a quote by Kofi Annan, the former Secretary General of the United Nations, "When women are fully involved, the benefits can be seen immediately; families are healthier, they are better fed; their income, savings, and reinvestment go up. And what is true of families, is true of communities, and eventually, of whole countries."





The latest study from the Women's Philanthropy Institute at Indiana University indicates that just 2%\* of all charitable giving supports organizations for women and girls.



\* Just 2% is a small fraction when compared with 29% to religion and 13% to education.



## ACTIVATING PHILANTHROPY TO ADVANCE EQUITY FOR WOMEN

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ECONOMIC EMPOWERMENT • LEADERSHIP DEVELOPMENT • EDUCATION

CONVENING THE  
COMMUNITY

HER SCHOLARSHIPS

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**It's 2022, let's change that data point!** Let's demonstrate our care for women in Greater Milwaukee. Make a 2-year commitment using 2s today.

It could be \$22 per month, or \$222 or \$2,222 per year. **Or choose any amount** and put the power of your philanthropy towards advancing equity for women!



that 100% of our support is for women in Greater Milwaukee



that our Grants, HER Scholarships, and programming provide economic empowerment, leadership development, and education



YOUR commitment ensures there is a continued effort of shifting attitudes, behavior, and culture, so that women reach their full potential and everyone thrives

**Your dollars make change for women in Greater Milwaukee... please make your commitment today!**

(414) 290-7350 | [womensfundmke.org](http://womensfundmke.org)



# TAKE ACTION!

### PLEASE REFLECT ON YOUR OWN FEMINISM AND CONSIDER THESE.

- ✓ **THINK** of yourself as a feminist today in a positive light (without any negative connotation.)
- ✓ **ASK** others about being feminists and help them reclaim feminism.
- ✓ **LEARN** more history about women, and their fight for rights and justice.
- ✓ **ENHANCE** your commitment to a broader women's movement that includes issues from basic needs to elected offices.
- ✓ **HELP MOVE THE NEEDLE**, and specifically use the power of your philanthropy in direct support of women and girls...please consider with ongoing support and engagement with the Women's Fund.

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**Cheryl Moore, Ph.D**

**Heather Walker**

## FOUNDING MOTHERS

These 36 women were bold. In 1985 they launched the Fund to ensure there would always be financial resources available to support advancing equity for women and girls in our community.

Judith Bluestone

Doris Chortek

Julie Carpenter

Alberta Darling

Austin Doherty

Susan Dragisic

Judith Drinka

Barbara Elsner

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Esther Leah Ritz

Lyn Skeen

Annette Stoddard-Freeman

Kim Trostel

Jean Tyler

Barbara Ulichny

Joan Urdan

EXECUTIVE  
DIRECTOR



LISA ATTONITO

Today, the world is different from when the feminist movement started in the 1800s, though feminism remains a movement for equality...regarding social, economic, and political rights for women. This is not a crusade of women against men, instead it is a movement against the norms and social constructs that exist and persist.

Equity for women in government, business, community leadership, and so many other aspects of life, remains a work in progress. Today we pause to celebrate and honor...tomorrow we continue the effort of advancing equity for women.

Special thanks to Marina Franklin for her feminism and to our event sponsors, panelists, facilitators, table captains, volunteers, and guests. Let us also honor the named Feminists for their tenacity and commitment to using their voices. Thank you for your trust and dedication.

With Gratitude and in Partnership,

*Lisa Attonito*

Lisa Attonito

Executive Director

lattonito@womensfundmke.org

Lisa Attonito started as Executive Director of the Women's Fund of Greater Milwaukee on November 1, 2016. Lisa has extensive experience in organizational management, board governance, staff development, budget creation and oversight, along with brand development and engagement. Her career includes senior positions with several well-known, best in class nonprofit organizations. She has a growth mindset and believes strongly in building brand experiences that reflect the culture and mission of the entity, while supporting the strategic goals. Her track record of sales includes consistent success and a dynamic network that is fueled by sound project management and good communication. Lisa holds a Bachelor of Business Administration from University of Wisconsin - Milwaukee. She is married to Ercan Ornek and together they have two sons, Anthony, and Michael.





**Tuesday, November 22, 2022**

Traditionally, one of the most popular days of charitable giving, Giving Tuesday, falls after Black Friday and Cyber-Monday. Giving First Day flips that script. Before the hustle and bustle of the traditional shopping weekend, we have an opportunity to reflect on the needs of our community and invest in our values.

Launched in Milwaukee, WI in 2021 through the collaboration of over 40 non-profits, Giving First Day gives you the opportunity to strengthen the complex and interconnected landscape of organizations addressing difficult issues and creating the robust community assets all of our neighbors need to thrive.

**Put Your Philanthropy First by Giving First.**

**#givingfirstday**

**<https://givingfirstday.org/>**



*Inclusive. Powerful. Progress.*

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