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**INCLUSIVE
LANGUAGE,
NAVIGATE
WITH CONFIDENCE**

.....
TODAY'S PROGRAM
.....

ARRIVAL AND NETWORKING

WELCOME AND OPENING REMARKS

Kathleen Turner, Emcee

Ashton Henry, Event Chair

Marilka Vélez, Associated Bank, Signature Sponsor

CELEBRATING INCLUSIVE INFLUENCERS

Named by Event Partners

KEYNOTE ADDRESS

Suzanne Wertheim, PhD

CELEBRATING WF POWER ILLUMINATORS

Monica Shah-Davidson, Board Chair

Annette Jacobson, WF Power Illuminator

CLOSING REMARKS

Lisa Attonito, Executive Director



Greetings,

Recognizing the pivotal role of convening community to our mission, this event is designed to provide information, foster connections, initiate conversations, and drive meaningful actions.

Today's keynote presentation includes insights and strategies for effectively using inclusive language. Dr. Suzanne Wertheim explains language as social action and emphasizes its role as the glue that holds our relationships together. Furthermore, it has a profound impact on self-perception, the view of others, reinforcement of social constructs, and shapes societal norms.

We express our gratitude for the generous support from our Event Partners, with special acknowledgment to Associated Bank as our Signature Partner and Johnson Controls as our Visionary Partner. Thanks to our Book Partner, U.S. Venture, every attendee has a copy of Dr. Wertheim's new book, *"The Inclusive Language Field Guide."*

Several Partners have designated Inclusive Influencers, individuals celebrated for advocating when voices are overlooked, paving the way for inclusivity, and valuing the uniqueness of each person.

We are joined by many individual who as donors, activate our mission and grow our endowment. Some are contributing at least \$1,000 who are named "WF Power Illuminators." All of this collective philanthropy adds power to our efforts of fostering unity for gender equity.

In attendance, we welcome the organizational leaders of our Grant Partners and extend appreciation to our HER Scholars. Despite their demanding schedules encompassing school, work, and family commitments, their presence enriches our gathering.

Thank you for coming.



With Gratitude,

**MONICA
SHAH-DAVIDSON**

Key Account Executive
Google

BOARD CHAIR

EMCEE KATHLEEN TURNER

Regional Support Manager
GO Riteway



HER SCHOLAR AND HER COMMITTEE MEMBER

Kathleen was a non-traditional college student, graduating at the age of 39. Her sole purpose was to obtain a college degree to demonstrate to her daughters that college was attainable. She had read a statistic stating that children were more likely to attend and graduate from college if one or both parents had done so. In Kathleen's family, there was no one who had graduated from college, and neither she nor the children's father had achieved this milestone. Kathleen takes pride in the fact that all her daughters attended college.

Ten years post-graduation, Kathleen is now a Regional Support Manager for GO Riteway. During her college journey, Kathleen received encouragement and assistance from college professors and Rochelle Bast, Co-Owner of GO Riteway. She also received much-needed financial support from the Women's Fund of Greater Milwaukee and the HER Scholarship Program. Kathleen is an active member of the HER Scholarship Committee, where she helps select future HER Scholars.

ASHTON HENRY

Founder & CEO
Small Studio

EVENT CHAIR

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.





BRENDA BEST



YOMARIE CASTELLANO

THANK YOU FOR JOINING US
AS WE CELEBRATE THESE

.....

INCLUSIVE INFLUENCERS

.....

NAMED BY OUR
EVENT PARTNERS



NORA PLATT



LINDSAY STYCK



SHERRICE HARRELL



MARLENE MOLTER

**EACH INCLUSIVE INFLUENCER
IS BEING RECOGNIZED FOR PAVING THE WAY,
PRIORITIZING INCLUSIVITY,
AND CELEBRATING THE UNIQUENESS
OF ALL INDIVIDUALS**



ELYN TYSON-MCDOWELL



KATE WESOLOWSKI

**NAMED BY
BREWERS COMMUNITY
FOUNDATION**



Brewers Community Foundation
Senior Director – Human Resources
& Diversity, Equity, and Inclusion

BRENDA BEST

Brenda Best is responsible for the management of an effective Diversity, Equity and Inclusion strategy, and guides the development of cross functional programs, resources, and communications to advance a strong culture of inclusion and engagement that serves the best interests of employees, players, and customers. Additionally, Brenda performs and oversees duties associated with human resource functions such as recruitment, onboarding, and employee relations as well as human resource information systems, training, and development.

Brenda is currently on the Board of Directors for Hispanic Professionals of Greater Milwaukee, serving as chair of the Human Resources & Culture Committee. She also supports the Women's Center on their personnel committee. Born in Lima, Peru, Brenda is fluent in both English and Spanish. She has been living in Wisconsin for 15 years and currently resides in Bay View with her two children and two dogs.

.....
INCLUSIVE INFLUENCERS
.....

**NAMED BY
TOBIAS KAEMMERER
AND MARILKA VÉLEZ**



Hair Loss Bonita
Founder

YOMARIE CASTELLANO

Yomarie Castellano helps support women living with hair loss, helping them regain confidence and strength through personal coaching and emotional resilience strategies. She doesn't let hair loss define her and took to social media creating an online platform and community to connect with other women struggling with the shame and stigmas around this condition. On that journey she found a need for advocacy, particularly since there were no other Latinas talking about hair loss. Her efforts have gained her thousands of followers and attracted support from celebrities, like Ricky Lake, who have become more open about their experiences with hair loss.

When Yomarie finds a passion, she turns it into her life's work. As a first-generation college student, she studied in Madrid, Spain and was inspired to pursue a career in the field of higher education. For more than 20 years, she has advised students interested in studying abroad. In 2020, Yomarie was selected as a Fulbright U.S. Scholar for International Education Administrators Program in Taiwan. Her goal was to expand study abroad opportunities by collaborating with universities and colleges, facilitating briefings with faculty and administrators, government officials, and leading educational experts to learn about their educational approaches and experiences.

Prior to working in study abroad, Yomarie worked as an advisor for the UWM Education Talent Search Program, a pre-college program serving disadvantaged middle and high school students in the Milwaukee area. Yomarie earned her BA in Communication Studies from Marquette University and her Master's degree in Counseling from Lakeland College.

**NAMED BY
KANE COMMUNICATIONS
GROUP**



Community Care, Inc
Chief Administrative Officer

SHERRICE HARRELL

Sherrice Harrell offers more than two decades of experience in the field of human resource management, in both the nonprofit and private sectors. As a member of Community Care’s executive team, Sherrice directs the human resources, marketing & communications, business development, and facilities departments. She has experience in management, compensation benefits administration, training and development, and employee relations and recruitment. Her career focus has always been to empower others to bring their best skills and talents to the workplace. In 2021, Sherrice was featured in the Milwaukee BizTimes as a Notable Minority Executive.

Sherrice earned a Bachelor of Science in Health Services Administration from Wilberforce University—the nation’s oldest private, historically black university owned and operated by African Americans and a Master of Arts in Organizational Management from the University of Phoenix. She is also a certified human resources professional, holding both the Senior Professional in Human Resources (SPHR) and SHRM-SCP certifications.

Sherrice actively supports the community through her involvement with the Society of Human Resource Management and the Wisconsin Healthcare Human Resources Association. She also serves on the Board of Directors at Industries for the Blind and chairs the board’s human capital committee.

**NAMED BY
WATERSTONE BANK**



WaterStone Bank
Vice President,
Director of Human Resources

MARLENE MOLTER

Marlene Molter, a seasoned Human Resources professional with over two decades of HR experience, drives strategic alignment with business leaders, offering guidance on human resource best practices, analytics and leadership development. Marlene thrives on the interactions she experiences every day with employees. Watching individuals grow within their careers and develop as professionals is what inspires her and continues to shape her love of the field. Through her dedication to making WaterStone a receptive, accessible place to work, Marlene inspires others to do the same.

Marlene serves on the Finance Industry Advisory Board for Employ Milwaukee and is a member of the Milwaukee Industry Liaison Group. A UW-Madison BBA graduate in Human Resources, she is an active member of the Society for Human Resource Management, and holds PHR and SHRM-CP certifications. She is also an avid Badger fan, staying true to her alma mater.

INCLUSIVE INFLUENCERS



Northwestern Mutual
Assistant General Counsel

NORA PLATT

Nora Platt is a trusted legal advisor and collaborative business partner with deep expertise in the regulation of the sales of insurance and securities products. As a seasoned litigator, she provides legal support regarding all aspects of the distribution of Northwestern Mutual products. Nora's special emphasis is on field force business issues, including employment practices, worker classification, immigration questions, and selection of business form.

A respected member of the legal community, Nora has a strong commitment to professional integrity, diversity, and pro bono services. Nora earned her J.D. magna cum laude from Marquette University Law School, and her B.S. in English/Secondary Education with Distinction from the University of Wisconsin – Madison.

Nora is a member of the Board of Trustees of the Legal Aid Society of Milwaukee and serves as Chair of the Law Department Diversity & Inclusion Committee, as a liaison to the National Association of Women and Minority Owned Law Firms and Diversity Professional liaison to the Leadership Counsel on Legal Diversity. One of her greatest accomplishments is launching Northwestern Mutual Law Department Pro Bono Policy, paving the way for in-house lawyers to provide legal services to the indigent.

**NAMED BY
SMALL STUDIO**



**Civilian Beauty, Grooming
& Education LLC**
Owner

LINDSAY STYCK

Lindsay Styck is a hair designer that believes every experience in her chair is a wellness session that is centered on the powerful ways in which she can serve clients. She believes beauty is an energy that comes from within and that informs how she creates the client experience. She customizes everything to ensure clients radiate and works to discover what serves them best. Most importantly, Lindsay is always listening and focused on enhancing client wellness. She wants to find client's truth and help it shine through. She connects with clients and builds a look that brings their highest self. Lindsay believes hair is more than a cut or color; it is a snapshot into all the wonder and amazement that lies deep within a person. Lindsay embraces that each person is uniquely beautiful.

INCLUSIVE INFLUENCERS



**NAMED BY
JOHNSON CONTROLS**

Johnson Controls
Senior Director, Business
Development, Commercial and
Residential Products,
North America Commercial
Excellence, Operations and Strategy

ELYN TYSON-MCDOWELL

Elyn Tyson-McDowell has driven sales operation enablement, thereby increasing team excellence through transformation for over twenty plus years. A leader within Johnson Controls for 8 years, Elyn is consistently focused on listening and implementing improvements, finding the passion in empowering employees to be their best, and building a diverse and inclusive team with an excellence-driving mindset.

Investing in the community, Elyn currently serves on the Board of Directors for Junior Achievement of Wisconsin, is a member of the Johnson Controls Women's Networking and Synergy business resource groups, volunteers and donates to United Way, St. Jude Children's Research Hospital, and many local organizations focused on women's safety and clothing for crisis shelters. Additionally, she supports foreign organizations concentrating on entrepreneurship for women-owned businesses to change communities.

INCLUSIVE INFLUENCERS

**NAMED BY
ASSOCIATED BANK**



Associated Bank
SVP, Talent Acquisition

KATE WESOLOWSKI

As a Senior Talent Acquisition Manager, Kate Wesolowski provides strategic oversight for the Bank's recruitment strategies which includes leading, defining, designing, integrating and implementing key talent initiatives across the organization. Addressing systemic inequities has become a defining challenge of our times so Kate partners with leaders and executives across the organization and key internal/external stakeholders to ensure that all talent acquisition strategies are aligned to business line and organizational needs.

Kate is a dynamic leader, trusted ally and advocate to seven Colleague Resources Groups to implement key initiatives which ultimately leads to a more productive workforce. With more than 25 years of experience in the talent space, Kate has led talent acquisition at Associated Bank for the last 11 years. She has implemented positive enhancements including a talent allyship program and specific Diversity, Equity and Inclusion strategies to increase the hiring of people of color, veterans, women, and individuals with disabilities. Kate also partnered with the Director of Diversity, Equity and Inclusion to reinstate domestic partner benefits, create an inclusive dress code policy and educate managers on hiring for cultural add, not fit. She is passionate about advocating for others and working toward building intentional inclusion and advancing equity throughout the organization.

Kate enjoys spending time with her husband and daughters Ruby and Ivy, mentoring breast cancer survivors, and working out.

SPEAKER AND EXPERT

SUZANNE WERTHEIM, PHD



Dr. Suzanne Wertheim is a national expert on inclusive language and the author of *The Inclusive Language Field Guide* (2023). After getting her Ph.D. in Linguistics from Berkeley, she held faculty positions at Northwestern, University of Maryland, and UCLA. In 2011, she left the university system in order to apply her expertise to real-world problems.

Dr. Wertheim has been an invited speaker around the US and in Europe, presenting research on language and bias, language and gender, and anthropology and artificial intelligence. She has done fieldwork with speakers as diverse as Tatar nationalists in the former Soviet Union, Native Americans in central California, comedians in Los Angeles, and female engineers of San Francisco and Silicon Valley.

As head of Worthwhile Research & Consulting, Dr. Wertheim now specializes in analyzing and addressing bias at work. Her clients have included tech giants such as Google and Reddit, financial companies such as Charles Schwab, and national news organizations such as News Nation. In addition to her keynote speaking on inclusive language and culture, Dr. Wertheim creates customized training for clients based on her original research. She also leads both short-term and long-term consulting engagements.

NOTES:

- The Women's Fund is donating several copies of *The Inclusive Language Field Guide* to the Milwaukee Public Library collection. Books will be available after January 15, 2024.
- Dr. Wertheim was on CBS Bay Area in San Francisco where the importance of inclusive language in relation to the war between Israel and Hamas is discussed. Use QR code to access the story.





2023 POWER. *Illuminators!*

These individuals have used the power of collective philanthropy and invested at least \$1,000 this year in support of the mission to mobilize philanthropy and foster unity for gender equity. These personal gifts unite people, shape community consciousness, and promote solutions that create gender equity.

Thank you for your generosity!

Carrie Arrouet

Sandra Cunningham

Sangeeta Edwin

Heidi Furlong

Michael W. Engh and Chris K. Gawart

Lindsay Hammerer

Margarete Harvey

Doris Heiser

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YOU ARE INVITED TO ADD YOUR NAME!



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de Montesinos

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
Susan Engeleiter
Edith N. Finlayson
Leila Fraser
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Melita Lane Harkness
Elizabeth Levins
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Sister Ellen Lorenz
Marianne Lubar
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Dorothy Pain
Betty Evens Quadracci
Sister Joel Read
Esther Leah Ritz
Lyn Skeen
Annette Stoddard-Freeman
Kim Trostel
Jean Tyler
Barbara Ulichny
Joan Urdan



EXECUTIVE DIRECTOR

LISA ATTONITO

You are the movement.

Using a gender lens as our central focus and priority amidst this uncertain moment in history is critical. Without it, women and gender expansive people disappear from the conversation and, as a result, from the economic equation entirely when it comes to equitable and appropriate allocation of funds and resources. Our collective capacity and interconnectedness is pivotal to improving the effectiveness of philanthropic interventions aimed at eradicating unequal systems of power.

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...and with refreshed resolve, tomorrow, we use our power. Thank you for your trust and dedication.

Creating ripples of change...

Lisa Attonito

Lisa Attonito
Executive Director

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.

WHAT IS NEXT FOR YOU?



Let's talk about it; please come experience the WF Sunny Table.

WF TURKISH COFFEE WITH LISA



Scan the QR code to register.
No fee to attend.

Wednesday, November 15, 2023

8:30 – 9:30 AM
WF Sunny Table

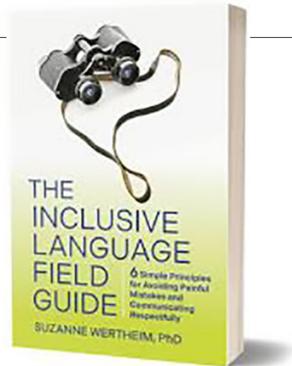
Tuesday, December 12, 2023

8:30 – 9:30 AM
WF Sunny Table

WF COMMUNITY BOOK READ

Wednesday, January 24, 2024

Stay Tuned for Details and Registration



Executive Director, LISA ATTONITO • lattonito@womensfundmke.org

WOMEN'S FUND
OF GREATER MILWAUKEE

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