



*professional***dimensions**

Women Who Inspire

CELEBRATING 40 YEARS

ANNUAL REPORT
2018-19

Dear Members,

The last twelve months have gone by unbelievably fast. We set ambitious goals for our fortieth year – to expand and amplify the local conversation on inclusion and diversity, to reimagine and launch a new staffing model, to clarify and invigorate our brand and so much more.

As we reflect, we are amazed by all we have achieved this year. Members' generous donations of time, talent and treasure made our success possible and the resulting impact has been tremendous.

We kicked off our fortieth year with the election of the most diverse board in our organization's history, across race, generation, tenure, experience and expertise. We have more work to do, at the leadership level and throughout the organization, and we are deeply committed to building an inclusive and representative culture. Our leaders work hard to hold us accountable to this commitment.



We launched a half day summit on inclusive leadership that drew more than 350 business and community leaders to downtown Milwaukee amid a snowstorm. Our goal was to help move the local conversation away from simply creating diversity toward building cultures where everyone can bring their whole and authentic self to work.

We elevated the role of Director of Operations to Chief Executive Officer, signaling the strength of our presence and creating the required infrastructure to sustain it. We also hired a Member Relations Coordinator to further increase the value of your membership and ensure adequate support for our growing body.

On Equal Pay Day, we announced the formation of the Women's Leadership Collaborative, our partnership with TEMPO Milwaukee and Milwaukee Women inc, to harness the collective voices of more than 1,000 women to address issues of workplace gender inequity with one powerful voice.

Shortly after, we announced a second donation of \$50,000 to Pathfinders' New Paths program, closing out our two-year partnership with more than \$100,000 donated in aggregate. The outstanding level of generosity exhibited by members through the Charitable Fund enabled us to make this our new standard, doubling our former annual commitment of \$25,000.

Finally, at the start of the calendar year, we initiated a project to more clearly define our brand with the goal of strengthening our messaging and elevating our visibility as an organization. The results of this work are truly inspiring and all stem directly from the feedback and participation of members.

We are very proud that we were able to do all of the above without increasing cost to members. In the last fiscal year, we diversified and grew our revenue streams, with a heightened focus on partnerships and sponsorships. This enabled us to make the important investments detailed above, double our reserves fund and strengthen our overall financial position.

We have had an impressive year, but that is not surprising, it is our new normal. We are more than 400 powerful women who achieve incredible results in all that we do, who challenge the way things have always been done, who seek inventive solutions and who celebrate all things great and small. This is what draws each of us to this network of women in the first place and it is the fuel that sustains it.

Thank you and on to the next awe-inspiring year.

Sincerely,

Johannah Karstedt St. John
Chief Executive Officer

Emily Phillips
President of the Board



professional dimensions
Women Who Inspire

**Proud to be inclusive women leaders
using our power to help each other
and advance our community
– for over 40 years**

ACCOMPLISHMENTS

2018-2019

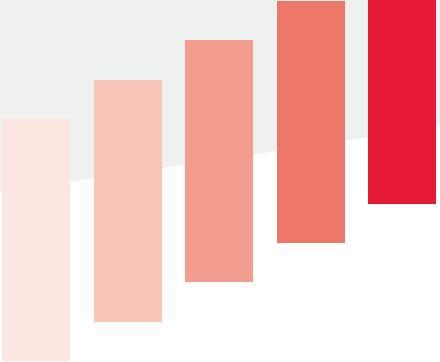


\$50,000

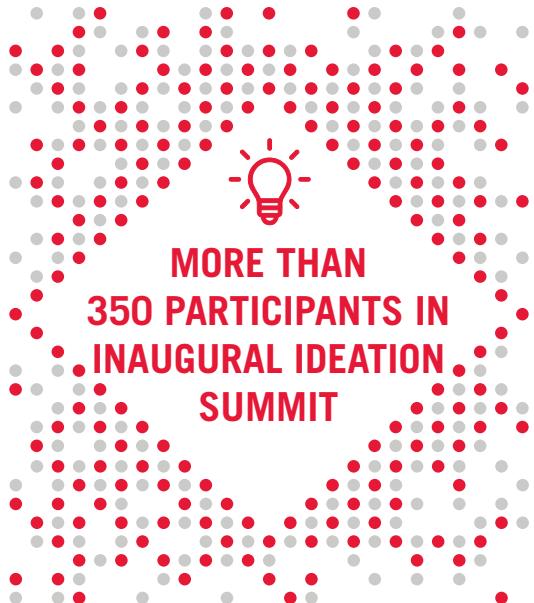
Donated to Pathfinders'
New Paths program



Most Diverse Board
in Organization's History



Elevated Role of
Director of Operations
to Chief Executive Officer



2 NEW SPECIAL INTEREST GROUPS



Coffee Conversations



Founders Alliance

22%

Increase in Amount
Raised for Charitable Fund
Annual Campaign

40 YEARS OF WOMEN'S LEADERSHIP

Forty years ago, local professionals Penny Scheuerman, Susan Scott and Barbara Stansberry recognized a need unfulfilled in the lives of women professionals. There were few spaces for businesswomen to connect with each other and there were several spaces where women were deliberately excluded.

Seeking to fill this void, Penny, Susan and Barbara spent most of one summer organizing a club to help other women in the professional community through the exchange of ideas and experiences. They recruited 23 additional charter members and in September 1978, Professional Dimensions was born.

Since then, our membership body has grown to more than 400 women strong, spanning four generations and four decades of experience.

Thank You to Our 2018-2019 Corporate Members



"

PD has been a constant in my life for the last 40 years. It helped me develop professionally and I have made lifelong friends. I know that if I need some assistance or help I can always rely on my fellow members to support me and vice versa.

As women, we are different and may have different viewpoints, however, we come together with a common focus on making us and our community better. Last, but not least we know how to have a good time!

— LaDon Love,
Retired from We Energies

Member since 1978



"

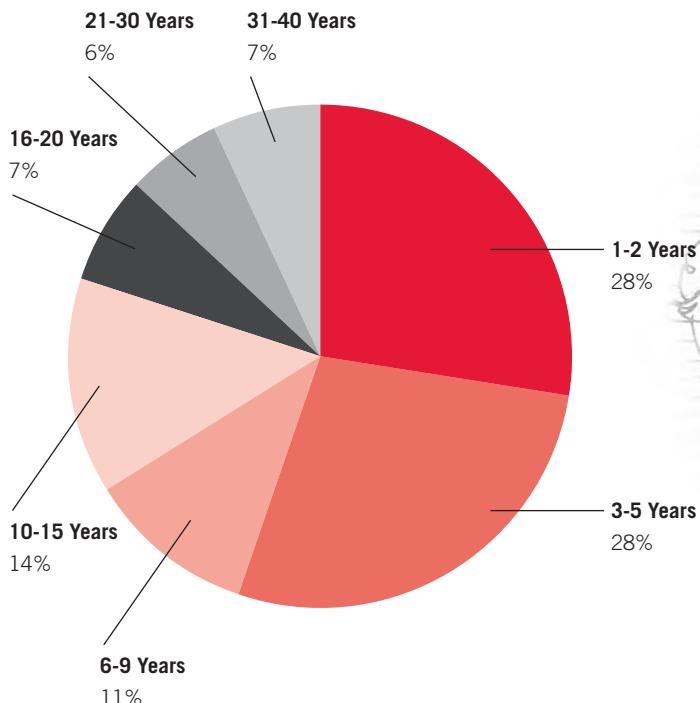
I believe in the first week of my role as President of WWBIC – 25 years ago – I was asked to join Professional Dimensions and I have been a member ever since. I appreciate the connections between so many members of PD that have turned into working relationships, partnerships and friendships. In addition, the programs and presentations have been of interest and value and remain a salient strength of PD.

— Wendy Baumann,
President – CVO
Wisconsin Women's Business
Initiative Corporation WWBIC

Member since 1994



Member Tenure



“
I joined Professional Dimension many years ago to become a part of a networking organization of women who had similar interests and passions for business and community issues. Over the years, I stayed because it has evolved into one of the region's most diverse and energetic networking organizations, with a mission and vision that focuses on personal and professional development. PD's commitment to not only one's growth in these areas but combined with the opportunity to use our collective resources to support community non-profits is the inspiration that keeps me as a member.

— Dr. Joan M. Prince,
Vice Chancellor, Division of Global
Inclusion and Engagement
University of Wisconsin-Milwaukee

Member since 2001



“
Joining Professional Dimensions is easily one of the best professional AND personal decisions I have ever made. The women in this group are sincere in their passion for supporting other women, building the community, and championing diversity. And as a bonus, the true, deep friendships I have formed with women of all ages has meant so much to me. I am so proud to be associated with this organization.

— Mary Piwaron,
Associate Development Officer
Children's Hospital of Wisconsin Foundation, Inc.

Member since 2014



MAJOR INITIATIVES

Ideation Summit, PD 2020 and Women's Leadership Collaborative

Ideation Summit

On January 23, 2019, amid a snow storm, more than **350 professionals** representing **more than 100 organizations** joined Professional Dimensions at its inaugural Ideation Summit focused on inclusive leadership in an already diverse world. This summit was intended to disrupt the usual thinking about diversity, flip it on its head, and give attendees the practical tools to ensure that we are building a world in which we all can thrive.

Key Takeaways

- There is a growing body of research proving the power of diverse teams.
- Diversity is at the center of our talent challenges. If Milwaukee does not address racial disparity and work to retain and attract diverse talent, we will not be able to compete globally in the near future.
- When you have close personal connections with individuals who are different from you, you look at the world with new perspective. The opportunity for all of us on our inclusion journeys, but especially those in the majority, is to learn to connect to this issue on a personal, emotional level.
- Training and education on this issue is critically important throughout an organization. Diversity and inclusion is much more complex than race and gender and it does not mean replacing dominant group members, it means adding non-dominant group members.
- Leadership has to own it authentically. To cultivate a truly inclusive workplace culture, the top leaders of an organization must set the tone, be sincere in their efforts and hold the organization accountable.
- Diversity and inclusion is not going to happen by accident. It is always going to be the result of high intentions, sincere effort, and intelligent execution.

"

The opportunity for white males on their inclusion journeys is to learn to connect to this issue on a personal, emotional level.

– Peter Hammond,
Client Services Manager,
Baird Advisors



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ADDITIONAL THANKS TO

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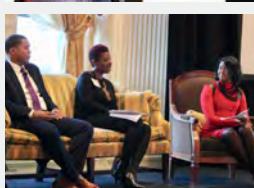


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PD 2020

In the spring of 2017, we established the PD 2020 Task Force to reassess and **reimagine our next 40 years** by listening to the full spectrum of Professional Dimensions women from new to long-standing to lapsed members. Our goal was to identify what we should keep doing, start doing and stop doing to **ensure our organization stays viable and vibrant**.

Our progress has been impressive over the last two years and we will enter 2020 with incredible momentum and success.

Complete

- ✓ Develop a compelling value proposition
- ✓ Identify and incorporate member stories and community impact that embody value proposition
- ✓ Design and propose sustainable operating model
 - Elevate Director of Operations to Chief Executive Officer
 - Outsource accounting to CPA firm
 - Hire additional office staff to work with CEO
- ✓ Strengthen financial position
 - Diversify and grow revenue streams
 - Strengthen reserve funds
- ✓ Fund and execute inaugural Ideation Summit with focus on inclusive leadership
- ✓ Advance Professional Dimensions' reputation within the community
- ✓ Develop clearly articulated brand that carries forward the PD 2020 value proposition work
- ✓ Create more structure and continuity with committee and leadership roles
- ✓ Conduct strategic planning for Charitable Fund in collaboration with the PD Board
 - Increase member participation in work of Charitable Fund

Upcoming Focus Areas

- Align communications and initiatives with strengthened brand and brand standards
- Re-imagine program structure to build and reinforce relationships and implement new learning models
- Develop robust retention strategy
 - Utilize technology to track member engagement
 - Integrate new members with meaningful engagement throughout all stages of membership
- Increase member involvement in Race Relations programming
- Develop metric to ensure diversity of members providing feedback to organization
- Maximize impact Sacagawea Awards have in delivering value proposition

Women's Leadership Collaborative

On April 2, 2019, National Equal Pay Day, Professional Dimensions, TEMPO Milwaukee and Milwaukee Women inc announced the formation of the new Women's Leadership Collaborative (WLC), a collective of professional women focused on achieving equity. The collaborative, inclusive of the leading women's professional organizations, **represents the strongest collective of professional women ever formed in Milwaukee**.



WLC **does not replace the three organizations** that form it, rather brings together these separate organizations in a unified voice to advocate for issues related to equity for all women professionals. The first of these issues WLC will address is **equal pay**.

Each of the three groups brings a unique expertise and large membership base, and collectively embraces equity for women professionals. The collaborative will **leverage its networks of nearly 1,000 members** using their existing resources and platforms to identify realistic short- and long-term goals.

INCLUSIVE LEADERSHIP

Professional Dimensions doubled-down on its commitment to inclusion in 2018-19, electing the most racially diverse board of directors in the organization's history. **Women of color hold 33% of board positions** in the year in which we celebrate our 40th anniversary.

In addition to being racially diverse, Professional Dimensions' board leaders represent three generations, 12 industries and career levels ranging from young professionals to seasoned executives.

African American Leadership Alliance Milwaukee (AALAM)

Professional Dimensions continued collaborative work with AALAM, working together on our aligned goals for representative and inclusive leadership in Milwaukee. In 2018-19, several of our leaders served in AALAM leadership roles and we leveraged the expertise of AALAM's leadership for Ideation Summit breakout session content.



St. Joan Antida High School Leadership Luncheons

Since 2014, Professional Dimensions partnered with St. Joan Antida High School (SJA) to sponsor 25 Leadership Luncheon mentoring events, bringing women leaders to SJA from a variety of professions, industries and backgrounds to meet with students and share their professional journeys. Each one-hour Leadership Lunch is held in a small setting with approximately ten students, allowing for engaging conversation between the speaker and students. More than 300 young women, representing all grade levels (9-12), have benefited from these sponsored lunches.

Presenters: Angela Adams, Barb Bartlein, Jane Collis-Geers, Madeline Gianforte, Ann Barry Hanneman, Janel Hines, Karen Hunt, KeleMarie Lyons, Carol Newell, Janet Slater, Maddy Tarbox

400+ MEMBERS 350+ COMPANIES

30+ INDUSTRIES

Accounting	Healthcare	Non-profit
Arts	Hospitality	Pharmaceutical / Biotech
Association	Human Resources	Publishing
Banking / Finance	Information Technology	Real Estate
Construction	Insurance	Restaurant
Consulting	Law	Retail
Design	Manufacturing	Sales
Education	Marketing / PR / Advertising	Service
Finance		Technology
Food / Beverage	Media / Broadcasting / Journalism	Travel
Government		Utilities

COMPANY SIZE

Large (10,000+)	9%
Medium (1,000-9,999)	20%
Small-Medium (100-999)	19%
Small (Less than 100)	36%
Not Applicable / No Employees	16%

JOB LEVEL

Intermediate	10%
Middle Management	16%
Senior Management	22%
Owner / Executive / C-Level	40%
Other	12%

4 GENERATIONS

Civic-Minded Generation (Born 1945 or before)	1%
Baby Boomers (Born 1946-1964)	42%
Gen X (Born 1965-1981)	44%
Gen Y / Millennials (Born 1982-1995)	13%

RACIAL / ETHNIC REPRESENTATION

Asian / Pacific Islander
Black / African American / African
Hispanic / Latina
Multiple ethnicity
Native American
White / Caucasian
20% Identify as Women of Color

We know our work is far from done. We will continue to build a membership body that is representative of our diverse community.

PROGRAM HIGHLIGHTS

Summer Social Sponsored by Marcus Hotels and Resorts

Members had a blast networking and exploring Milwaukee on a scavenger hunt and after party at the 2018 Summer Social at the SafeHouse. Thank you to Marcus Hotels & Resorts, who went above and beyond as our event sponsor.



40th Anniversary Celebration

In September, we celebrated Professional Dimensions' 40th anniversary and we were joined by co-founder, and longest active member, Barbara Stansberry. Thank you Barbara, and fellow co-founders Penny Scheuerman and Susan Scott, for the hard work you put in for many years, to provide all of us with the opportunity to join this community of women helping each other succeed.

We also paid tribute to the life of charter member Judy Drinka who passed in August 2018. Our generous partner, Plum Media, created a beautiful video capturing Judy's fond memories of her time as a member and honoring all she has done for women in our community. Thank you Plum Media and Patrice Nault for this gift to our organization and all those that loved Judy.



Two New Special Interest Groups Added

1. Coffee Conversations

This group holds monthly, hour-long conversation about current issues facing our community, our country or our world. Each conversation is hosted by a moderator at a local coffee shop.

2. Founders Alliance

A forum for Women Trailblazers who have made, or are thinking of making, the bold decision to start their own businesses. Our meetings have a structured format that help you overcome the challenges of running your own business.

MemberConnect

MemberConnect pairs mentors and mentees together for the purpose of offering expertise, support and assistance. For those who want to meet fellow members, but aren't ready to commit to a mentoring relationship, the Summer Edition matches participants with three other members to meet casually over the summer.

Summer Edition Story

For Kerri Balliet and Sharon Kevil, MemberConnect: Summer Edition fulfilled their desires to expand networks, get to know people better and have new experiences. Kerri shared that she signed up, "as part of my goal to move out of my comfort zone and transform myself into my most authentic self. Sharon and I clicked instantly at our first meeting." Their summer networking meet up led to a new professional connection, a new friendship and a moonlight kayaking adventure on Lake Michigan.



CHARITABLE FUND

2017-2019 Charitable Fund Project: Pathfinders' New Paths Program

Professional Dimensions announced a second \$50,000 donation to Pathfinders' New Paths program in April of 2019. This second major donation to Pathfinders' New Paths program matches the amount given by Professional Dimensions in 2018, bringing the **total grant amount to \$100,000** and doubling the original two-year donation goal.

Pathfinders brings safety, hope and healing to youth facing homelessness, sex trafficking, sexual abuse, mental health needs, trauma and crisis through innovative and transformational services.

In 2017, Pathfinders launched New Paths, its program to support youth who have experienced sexual exploitation and trafficking. This multi-disciplinary program and cross-community initiative enhances the ability of the Milwaukee community to help survivors.

With our help last year, Pathfinders' New Paths program reached 150 youth, aged 25 and under, who experienced sexual exploitation, trafficking or violence. Professional Dimensions' support enabled Pathfinders to:

- Provide youth with nearly 600 safety plans and stabilized 425 crises, triple the impact made in 2017
- Accompany youth during nearly 100 police interviews and ongoing criminal justice proceedings, again tripling the impact made in 2017
- Provide more than 100 youth (30% increase) with information and access to community resources, including employment, housing and medical services
- Provide case management services to nearly 100 youth, connecting them to social service benefits and replacement identification documents
- Conduct street outreach advocacy, which identifies and screens exploited youth who live on the street and offers them basic needs and ongoing resources through the Drop-In Center



“

We are extremely grateful for all of the resources that Professional Dimensions and its members have brought to Pathfinders; most importantly for shining a spotlight on an issue and a population of marginalized youth that are often invisible. This two-year partnership has helped raise awareness about the sexual exploitation and trafficking of Milwaukee's youth, increased their safety and supports, and enhanced the independence and self-sufficiency for youth survivors of sex trafficking.

– Tim Baack,
President and CEO, Pathfinders



2019 SACAGAWEA AWARDS

At the 2019 Sacagawea Awards, honorees Dr. Jeanette Mitchell and May yer Thao were recognized for their career accomplishments, commitment to community and support of the advancement of women.

"

Receiving the Sacagawea Award was deeply moving for me. It gave me the opportunity to look back at my life and the connections among my accomplishments that have brought me to my work today. It was truly an honor and a privilege to receive the Award!



— Dr. Jeanette Mitchell,
Chief Creative Officer, Leadership by Dr. Jeanette

"

Being honored with the Sacagawea Award was one of the most humbling and rewarding recognitions thus far in my career. The award forced me to embrace my accomplishments and acknowledge the hard work and sacrifices I made on this journey. On a professional and organizational level, this recognition has put the work I do at the Hmong Wisconsin Chamber of Commerce, and the communities the HWCC serves, on the map. Thank you, Professional Dimensions, for elevating our women!



— May yer Thao,
Executive Director, Hmong Wisconsin Chamber of Commerce

Artist: Ian Baker Johnson

Ian is a Milwaukee-based artist, known for colorful contemporary art on canvas, paper and board. Her work is rooted in abstract expressionism. Like Sacagawea, "My work as a fine artist is the result of taking risks, of moving ahead in spite of obstacles, of thinking on my feet, of making quick decisions, of using the materials at hand and of trusting my inner voice to guide me in order to create."



Thank You Sacagawea Awards Sponsors!

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Foley & Lardner LLP

Greater Milwaukee Committee /
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Godfrey & Kahn S.C.

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Southeastern Wisconsin

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Hmong Wisconsin Chamber
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Marquette University

Mawicke & Goisman S.C.

MGIC

MillerCoors

Milwaukee Bucks

North Shore Bank

Northwestern Mutual

Old National Bank

Open Sky Education

PAVE + Schools That Can
Milwaukee

Reinhart Boerner
Van Deuren s.c.

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2-Story

Alverno College Art Students

Majic Productions

Social Development Commission

The Pfister Hotel

Trish Borzon

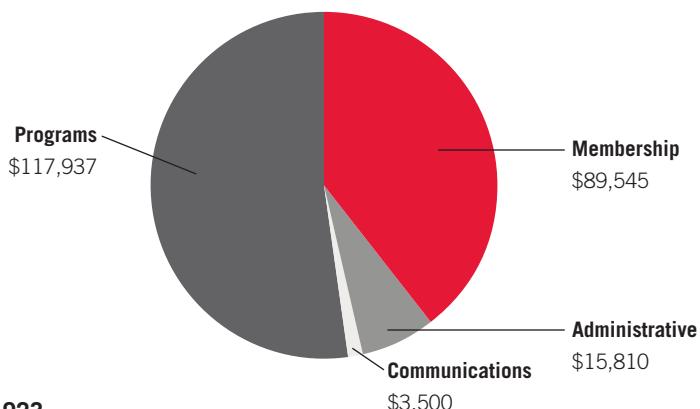
FINANCIALS

Balance Sheet as of May 31, 2019

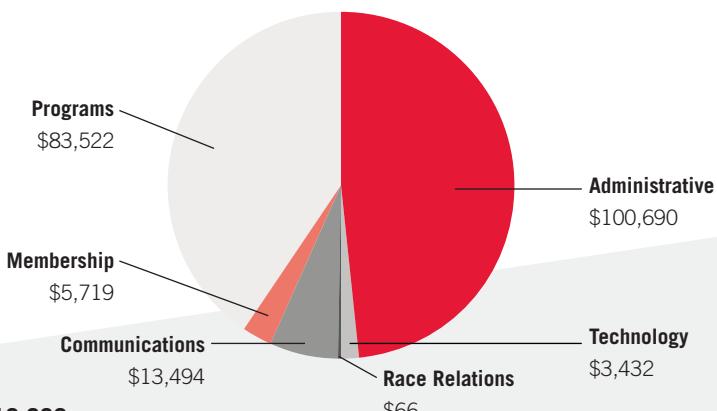
ASSETS		LIABILITIES AND EQUITY
Total Checking and Savings Accounts	\$143,819	
Fixed Assets	\$1,013	
Other Current Assets		Other Current Liabilities
Undeposited Funds	-\$830	Due to Charitable Fund \$450
TOTAL ASSETS	\$144,002	Payroll Liabilities \$2,411
		Retained Earnings \$121,273
		Net Income \$19,869
		Total Equity \$141,142
TOTAL LIABILITIES AND EQUITY		\$144,002

Profit and Loss: September 1, 2018 to May 31, 2019

GROSS INCOME: \$226,792



EXPENSES: \$206,923



NET INCOME: \$19,869

DIRECTORS

2018-2019 (*Term ending year in parentheses*)

Professional Dimensions

Board of Directors

OFFICERS

President

Emily Phillips (2019)
Financial Advisor, The Drosner Phillips
Group, Robert W Baird and Co., Inc

President-Elect

Judith Mouton (2019)
Education Programs Director,
Johnson Controls Inc

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Karen Vernal (2019)
President/Owner, Vernal Management
Consultants, LLC

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Vice President, Donor Engagement,
Children's Hospital of Wisconsin

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Vice President of Finance and
Administration, Next Door Foundation

VICE PRESIDENTS

VP Administration

Jennifer Walther (2020)
Shareholder Attorney,
Mawicke & Goisman, S.C.

VP Communications

Julie Raye (2020)
Chief Marketing Officer,
The Bartolotta Restaurants

VP Membership

Brenda Campbell (2020)
President and CEO, SecureFutures

VP Programs

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Key Account Manager,
Advocate Aurora Health

VP Race Relations

Karen Hunt (2019)
Director of Development, PAVE + STCM

VP Technology

Melinda Krueger (2019)
Associate Principal, Salesforce

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Founder and President, Greenleaf Partners

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Partner/Vice-President Operations,
Capstone National Partners

Recruitment Chair

Kate Venne (2020)
Director of Corporate Communications,
Brady Corporation

Sacagawea Chair

Michelle Hinton (2019)
National Director, Population Health and
Wellbeing, Alliance for Strong Families &
Communities

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Credit Policy Analyst, MGIC

Danielle Bly (2019)
Director of Credit & Collections Strategy &
Operations, We Energies

Laura Lutter Cole (2019)
Convention Sales Manager,
VISIT Milwaukee

Tricia Geraghty (2020)
Chief Marketing Officer,
Children's Hospital of Wisconsin

Shaneé Jenkins (2020)
Vice President, Social Responsibility
& Strategic Partnerships,
YMCA of Metropolitan Milwaukee

Renee Kirnberger (2020)
Senior Vice President of Development and
Communications, Pathfinders

Rebeca Lopez (2019)
Attorney, Godfrey & Kahn, S.C.

Andréa Michel (2020)
Corporate Controller, Hoffman York

Katie Podmokly (2020)
Strategic Change Manager, Baird

Charitable Fund Board of Directors

OFFICERS

Chair

Janet Slater (2020)
Founder and President, Greenleaf Partners

Vice Chair

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Shareholder/Attorney,
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Bar Business Manager,
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National Director, Population Health and
Wellbeing, Alliance for Strong Families &
Communities

Sacagawea Vice Chair

Wendy Terwelp (2019)
Personal Branding Strategist,
Career and Networking Coach, Opportunity
Knocks of Wisconsin LLC

Sacagawea Art Curator

Patti Keating Kahn (2019)
CEO, PK2 Group

DIRECTORS-AT-LARGE

Tracey Carson (2020)
Senior Vice President, MKR Advertising

Sue Denzine (2019)
Retired

Janel Hines (2020)
Director of Grant Programs – Strategic
Initiatives, Greater Milwaukee Foundation

Heidi Holdener (2019)
Director of Business Development,
Trisential

Val Johnson (2020)
Financial Planner/Advisor,
Sikich Financial

Kathie Kueht (2019)
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CREACTION Global Consulting LLC

Crystal Morgan (2019)
Director of Community Diversity
Engagement, Advocate Aurora Health

Amalia Schoone (2019)
Principal Consultant,
In Progress Consulting, LLC

Anne Summers (2020)
Chief Development Officer and Managing
Member, Planned Parenthood of Wisconsin
and Ona/A Group

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Capstone National Partners

Angela Adams (2020)
Vice President Community Relations,
Goodwill Industries of
Southeastern Wisconsin, Inc.

JoAnne Anton (2020)
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Sandy Dunst (2020)
Vice President Business Process
Transformation, MGIC

Mary Dowell (2019)
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Children's Health Alliance

Mary Piwaron (2020)
Corporate Development Officer,
Children's Hospital of Wisconsin

Julie Reiels (2019)
VP Business Development, Trisential

Chief Executive Officer
Johannah Karstedt St. John

Member Relations Coordinator
Emmy Harding



LEADERSHIP

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759 North Milwaukee Street #404, Milwaukee, WI 53202

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