

30

YEARS

Women's Council
• Wisconsin •

Biennial Report

2011-2013

Wisconsin Women's Council Board

Board Members (serving as of June 30, 2013)

GOVERNOR'S APPOINTMENTS (7)

The Wisconsin Women's Council is governed by a 15-member board. Members are appointed by the Governor and leaders in the State Senate and Assembly. Most members serve two-year terms beginning July 1st.



Mary Jo Baas
Chair

Brookfield, President,
Liberty House Consulting, LLC



Michelle Mettner
Governor's Designee

Middleton, VP for Government
Relations & Advocacy,
Children's Hospital of Milwaukee



Nicole Bowman-Farrell
(Mohican/Lunaape)

Shawano, President,
Bowman Performance Consulting



Patty Cadarin

Hartland, VP & Director of
the Office of the CEO,
BMO Harris Bank



Karen Katz

Wausau, Marketing Director,
EO Johnson Business
Technologies



Jessie Nicholson

Wauwatosa, Stay-at-Home Mom

Vacant

Public Member

SENATE APPOINTMENTS (4)



Senator Dave Hansen

Green Bay
30th Senate District



Senator Jennifer Shilling

La Crosse
32nd Senate District



Heather Smith

Edgerton, Right Angle Consulting

Vacant

Public Member

ASSEMBLY APPOINTMENTS (4)



Representative Sandy Pasch

Whitefish Bay
10th Assembly District



Representative Mary Czaja

Tomahawk
35th Assembly District



Kim Nickel

Middleton, Stay-at-Home Mom
& Freelance Graphic Designer



Carrie Richard

Mazomanie, HR Consultant,
UW Hospitals and Clinics

Former Board Members: Sarah Briganti • Heidi Green • JoAnna Richard
Served during the biennium between July 1, 2011 and June 30, 2013



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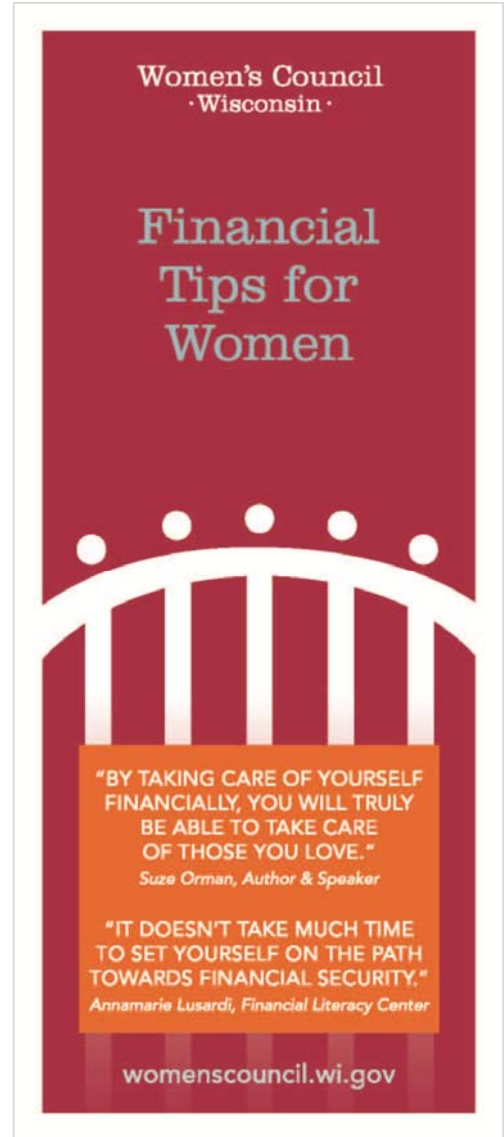
Agency Operations and Staff • 8

WOMEN AND MONEY

Tools • Resources

“When women have the tools to better understand how to make, save, grow and manage their own money, they are empowered to move from dependency to freedom in all aspects of their lives.”

*Mary Jo Baas
Women's Council Chair*



Online Resource Directory

Women & Money

Financial Management Resources Directory

From child care to retirement planning, use the links below to find a wide variety of web sites, resources and online tools to assist you in managing your financial life.

Credit, Debt, Loans	Child Expenses	Home Expenses
Build Your Savings	Retirement Planning	General Tips

Here are some Government Resources that may be available to you!

Financial Tips for Women (brochure)

Free Brochure
9,000 Copies Distributed

Women & Money Expert Group

- Mary Jo Baas, Chair, Women's Council
- Ellen Bernard, Greenpath Debt Solutions
- Jayne Black, Women & Retirement Expert
- Nicole Bowman, Women's Council
- Mary Chandler, BMO Harris Bank
- Amy Crowe, Summit Credit Union
- Karen Katz, Women's Council
- Julie Larson, YWCA Madison
- Amber Miller, WWBIC
- Erin Olson, CAP Services
- Betsy Rozelle, CAP Services
- Ginny Schroeder, CAP Services
- Senator Jennifer Shilling, Women's Council

Financial Literacy Matters for Women



3:1

Return on investment for employers that provide comprehensive financial education to their employees

29%

Gender gap in Social Security benefits for women compared to men. Among women 65 and older who receive income from pensions, IRAs and retirement savings, their income was half that of men.

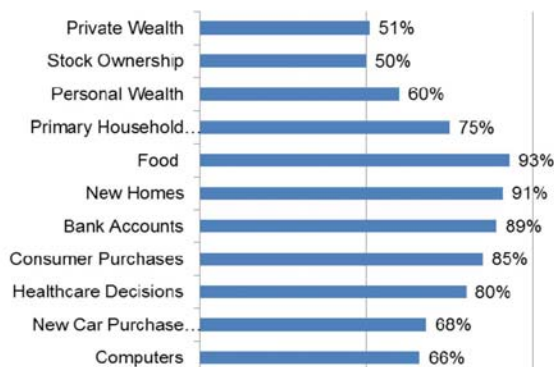
57%

Percent of people in Wisconsin that lack a "rainy day" fund to cover expenses for three months in the event of an emergency, such as sickness or job loss.

Find free financial education programs in your community and across Wisconsin at:
www.moneysmartwi.org

Women tend to **score lower** than men on measures of financial literacy and **rate themselves lower** when assessing their own financial knowledge.

Who has the Buying Power? Women, of course!



Learn the Facts about your Credit Report

You can obtain a free copy of your credit report, once every 12 months, from each of the three national credit reporting agencies. Learn more from the Federal Trade Commission at www.ftc.gov/credit.

www.annualcreditreport.com
or call 1-877-322-8228



RESEARCH AND ANALYSES

FAST FACTS on the Social and Economic Status of Women in Wisconsin

In 2013, the Council published a series of user-friendly fact sheets based on analyses of current Census and other public databases to highlight key statistics related to the economic and social status of women in Wisconsin.

- Demographics of Wisconsin Women
- Women's Educational Attainment
- Where Women Work
- Women's Labor Force Participation
- Wisconsin's Gender Wage Gap
- Women's Business Ownership
- Single Mothers and Poverty
- Women in the WI State Legislature 2013
- Women & Leadership
- County Fast Facts
- Infographics

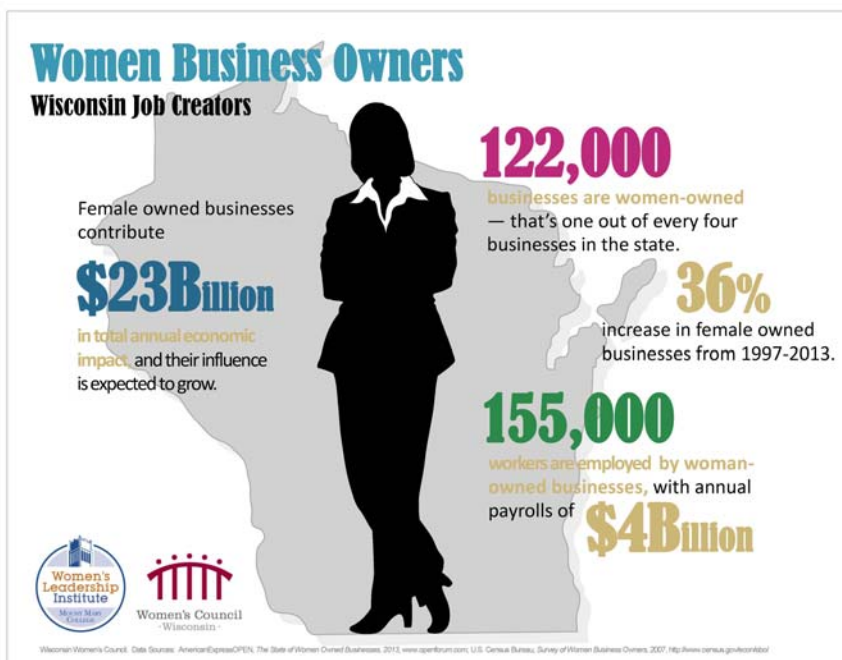


The Status of Women in Wisconsin, by County

How does your county compare? An interactive map allows users to choose a county and find selected facts at the county level.

Selected County-Based Data:

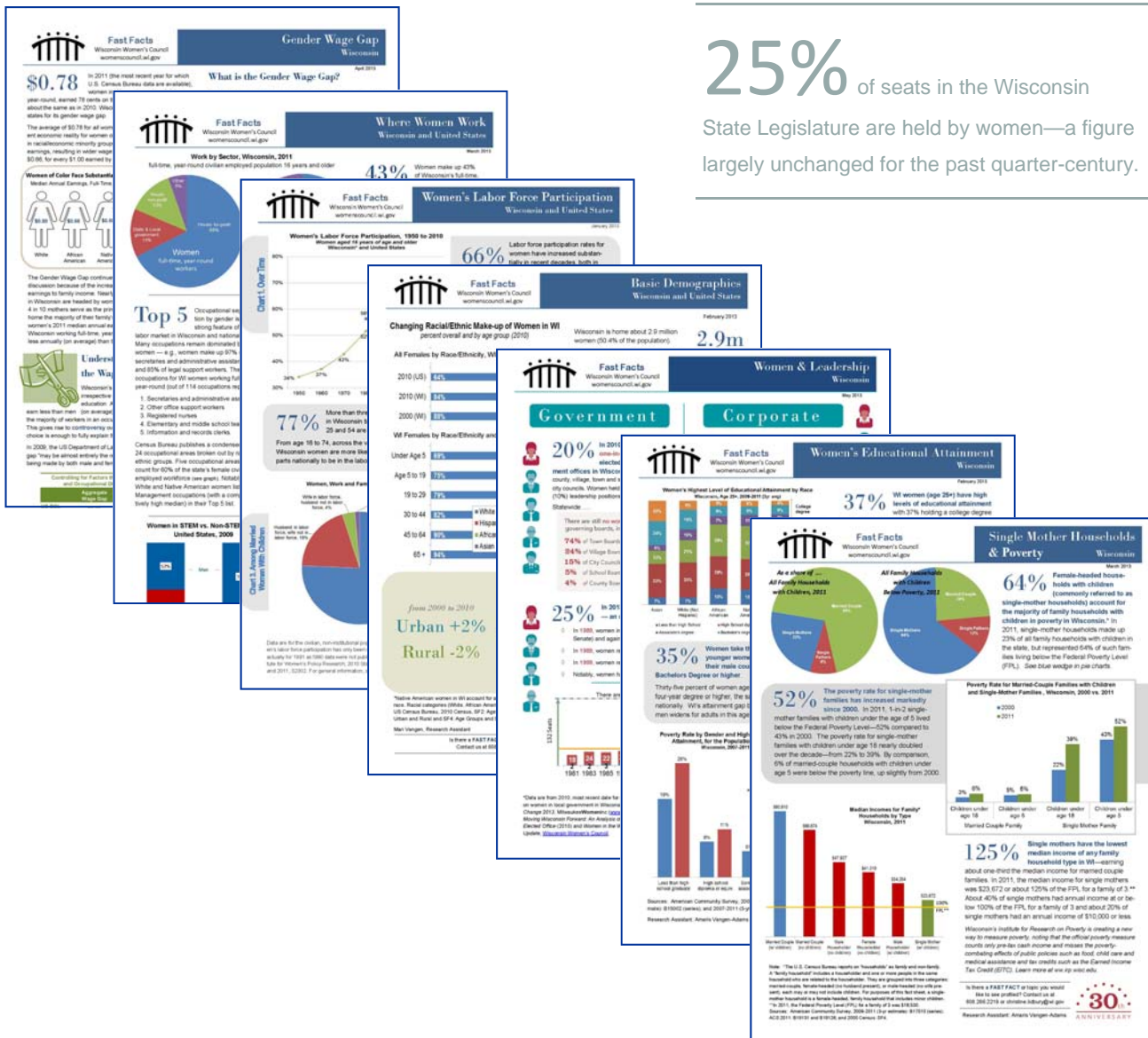
- Median Age
- Top Occupations
- Median Earnings
- Educational Attainment
- Single Mother Households
- Know Your Women's Fund



66% of Wisconsin women are in the labor force, ranking 8th nationally for women's workforce participation.

37% of Wisconsin women (age 25+) hold a degree (two- or four-year degree or higher). In Wisconsin, women are more likely than men to have a college degree.

25% of seats in the Wisconsin State Legislature are held by women—a figure largely unchanged for the past quarter-century.



WISCONSIN'S GOVERNOR'S TRAILBLAZER AWARDS for WOMEN IN BUSINESS

In 2012, 11 woman-owned businesses were awarded Governor's Trailblazer Awards. Award recipients were honored at an award program at the State Capitol, followed by a luncheon at the Executive Residence hosted by First Lady Tonette Walker, Lt. Governor Rebecca Kleefisch and BMO Harris Bank.

Governor's Trailblazer Awards recognize the rich legacy of women's business ownership in Wisconsin. By starting and sustaining businesses, exploring markets, creating jobs and stimulating local economic growth, Wisconsin's women business owners play a leading role in our economy.

Founded in 2007, 44 woman-owned businesses, representing 22 Wisconsin counties, have received Governor's Trailblazer Awards.

Trailblazer Award Categories

Torchbearer Awards recognize 3rd generation (or more) family-owned businesses now run by a female relative of the founder.

Trailblazer Awards recognize businesses that have been majority woman-owned (by one or a series of women) for 25 years to more.

Special Recognition Awards celebrate a historic relationship between the Women's Council and the Wisconsin Women's Business Initiative Corporation (WWBIC) with nominees nominated by WWBIC from among WWBIC clients.



2012 AWARD RECIPIENTS

Awards Mall / Total Awards & Promotions
Donna Gray
Madison, WI - Est. 1977

Badger Trailer & Equipment Corp.
Karin Lee-Fournier & Jean A. Lee
Franksville, WI - 1920

Directions Marketing
Kristine R. Sexton
Neenah, WI - 1955

Drake & Company Staffing Specialists
Kelly Starr-King
Madison, WI - 1978

Ed Gersek, Inc.
Lorraine Gersek & Diane M. Bisick
Green Bay, WI - 1963

J&L Steel & Electrical Services
Lou Anne Berg
Hudson, WI - 1977

James Imaging Systems
Lola A. Tegeger
Brookfield, WI - 1977

Kujawa Enterprises, Inc.
Sally Kujawa
Oak Creek, WI - 1964

Lindsay, Stone & Briggs, Inc.
Marsha Lindsay
Madison, WI - 1978

MJ Care, Inc.
Mary E. Van Lare, PT
Milwaukee, WI - 1977

2100 Lathrop, Inc. (dba McDonalds)
Dorothy A. Metz
Racine, WI - 1957

SPECIAL RECOGNITION AWARDS

WWBIC
Wendy Baumann
Milwaukee, WI - 1987

Heartland Information Research, Inc.
Kate Hill
Wauwatosa, WI

Insider News Wisconsin
Yolanda James
Racine, WI

Zoe Engineering
Daphne M. Wilson, PE
Milwaukee, WI

SPONSORS

Office of the Governor
Office of the Lieutenant Governor
M&I Bank (now BMO Harris Bank)
The Widget Source
Wisconsin Department of Commerce
Wisconsin Manufacturers and Commerce
Wisconsin Women's Business Initiative
Corporation (WWBIC)

STEERING COMMITTEE

Mary Jo Baas, Chair
Carol Dunn
Sue Ann Kaestner
Christine Lidbury
Vickie Wenzel
Hannah Trudeau, Intern



The 2012 Governor's Trailblazer Award recipients were honored at an award ceremony with Governor Scott Walker in the Capitol's historic Governor's Conference Room, followed by the M&I Bank Trailblazer Luncheon at the Executive Residence hosted by First Lady Tonette Walker and Lieutenant Governor Rebecca Kleefisch.

PROGRAMS AND PARTNERSHIPS

Trauma-Informed Care Webinar for Women Veterans

in partnership with the Women's Bureau, U.S. Department of Labor
September 18, 2012

The purpose of the webinar was to promote new tools available to community providers, including the U.S. Department of Labor's new trauma guide for serving women veterans. Participants included community-based service agencies such as emergency shelters, domestic violence programs and shelters, transitional and supportive housing programs and outpatient settings.

The number of women in the military is growing rapidly – both active duty and veteran populations. There are currently more than 28,000 women veterans in Wisconsin. Women veterans face unusual challenges because of their military experiences and for many, multiple roles as breadwinner, parent and spouse. Often their return to civilian life is difficult. Many organizations routinely serve women who are veterans – never knowing of their client's veteran status.

Presenters

Deborah Pascal, Women's Bureau
U.S. Department of Labor

Carolyn Morgan, Women's Outreach Coordinator
Wisconsin Department of Veteran's Affairs

Christine Lidbury, Women's Council

COLLABORATION HIGHLIGHTS

Conference & Event Sponsorships

Asset Builder's Money Conference

Dane County Women & Money Conference
scholarships

Fox Valley Women & Money Conference
scholarships

Mt. Mary University Women's Leadership Center
Innovation & Entrepreneurship Conference

Virginia Hart Awards (underwriting sponsor)

Western Dairyland Women's Business Center
Wisconsin Women's Business Conference

Wisconsin Women's Business Initiative
Corporation (WWBIC) "A Celebration of
Entrepreneurship"

Participation in Other Programs & Events

Girls in Charge Coalition & Alverno College
Center for Research on Women & Girls
Women, Girls & Wisconsin's Workforce
presentation & discussion

Governor's Commission on Financial Literacy
& Wisconsin Department of Public Instruction
Financial Literacy Grants Review Committee

U.S. Department of Labor, Women's Bureau
Midwest Regional Women's Commissions
Annual Meetings

Wisconsin Economic Development Commission
(WEDC), Marketplace Awards Review Committee
woman- & minority-owned businesses

Wisconsin Public Television, Women & Girls Lead
Community Advisory Committee

Wisconsin Technical College System, Displaced
Homemakers Grants Review Committee

AGENCY OPERATIONS

WOMEN'S COUNCIL BUDGET

State Budget (GPR)

2011-2012
\$139,900
2012-2013
\$139,900

The Women's Council contracts with the Wisconsin Department of Administration for support services, including office space, information technology, procurement, personnel, budgeting and accounting services.

Christine Lidbury, Executive Director

The Women's Council has one permanent full-time position. This is periodically supplemented by interns, some of which may be hired as LTE staff for special projects.

LTE/INTERNS (DURING THE BIENNIUM)

Hannah Trudeau
Mari Vangen

On average, the Council benefited from about 500 hours of staff time per year through the use of student interns. Interns are often able to gain academic credit for their work, along with valuable job experience.

The Women's Council follows the Wisconsin Department of Administration's policies and procedures related to Affirmative Action and Equal Employment Opportunities.



The Women's Council hosted three Wisconsin WWII Marine Women (and Honor Flight alumni) at a Madison luncheon about the Badger Honor Flight program. Pictured with Carolyn Morgan, Women Veteran Outreach Coordinator, Wisconsin Department of Veterans Affairs.



In Spring 2012, Mary Jo Baas (Chair) was recognized for 20 years of continuous services on the Women's Council Board.

Women's Council Board Meetings

July 26, 2011 • September 12, 2011 • March 12, 2012
December 10, 2012 • June 10, 2013

Women's Council Committees

Trailblazer Award Working Group
Mary Jo Baas, Chair

Financial Literacy Expert Group
Mary Jo Baas, Chair

In addition, Women's Council staff and Board Members attend/participate in a variety of events and programs by, for and about Wisconsin women, including meetings, award programs, seminars and conferences.

ORGANIZATIONAL MEMBERSHIPS

Institute for Women's Policy Research
National Association of Commissions for Women
Wisconsin Women's Network



Women's Council
· Wisconsin ·

• Building bridges to improve the status of women in Wisconsin •

WOMENSCOUNCIL.WI.GOV
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