



# Women's Council • Wisconsin •

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State of Wisconsin

Biennial Report  
2015-2017

# Wisconsin Women's Council Board

## Board Members (serving as of June 30, 2015)

### 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 a two-year term beginning July 1st.*



**Mary Jo Baas**  
**Chair**  
President  
Liberty House Consulting, LLC



**Michelle Mettner**  
**Governor's Designee and Vice-Chair**  
Vice President for Government Relations & Advocacy  
Children's Hospital of Milwaukee



**Brianna Buch**  
EPIC Systems



**Patty Cadarin**  
Vice President & Senior Advisor  
BMO Harris Bank



**Karen Katz**  
Marketing Director  
EO Johnson Business Technologies



**Katie Mnuk**  
Chief Executive Officer  
Lakeland Care District



**Jessie Nicholson**  
Stay-at-Home Mom

### SENATE APPOINTMENTS (4)



**Vacant**  
Designated for a current  
WI Senate Member

**Senator Janis Ringhand**  
15th Senate District  
Evansville



**Cindy Block**  
Legislative Aide, Office of Senate  
Majority Leader Scott Fitzgerald



**Jessica Ward**  
Chief of Staff, Office of Senate  
Assistant Majority Leader Leah Vukmir

### ASSEMBLY APPOINTMENTS (4)



**Representative Janel Brandtjen**  
22nd Assembly District  
Menomonee Falls

**Vacant**  
Designated for a current  
WI Assembly Member



**Kim Nickel**  
Stay-at-Home Mom &  
Freelance Graphic Designer  
The Wurzburg Company, LLC



**Carrie Richard**  
HR Consultant  
UW Hospitals and Clinics

Former Board Members: Senator Dave Hansen, Dr. Nicole Bowman, PhD (Mohican/Lunaape).  
Served during the biennium between July 1, 2015 and June 30, 2017



2017 Women in Government Reception sponsors, with League of Wisconsin Municipalities and Wisconsin Women in Government

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# ANTI-HUMAN TRAFFICKING

The Council continued work on the campaign entitled, "Human Trafficking Happens Here," offered in partnership with the Department of Justice, Crime Victim Council to build a network of resources statewide for the Wisconsin Resource Directory for the National Human Trafficking Hotline. Public information session provided general public education and targeted outreach to potentially eligible public and private programs to apply for inclusion in the Directory.

Half-day sessions were hosted around the state, with each hosted by local law enforcement or a women-serving non-profit such as a domestic violence shelter. Sessions included: 1) screening of the award-winning documentary, "Very Young Girls," the struggles of trafficked teen girls in a recovery program; 2) panel discussion with representatives of local law enforcement, local community advocate, WI DOJ, and Project Respect (treatment and recovery program based in Dane County); and 3) one-on-one technical assistance on the National Hotline Directory and completely the sign-up form.

A broader public education component included articles in the press and other media coverage. The Wausau event had a significant public interest and we followed up the program with two billboards advertising the National Human Trafficking Hotline

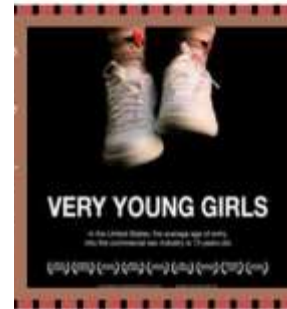
## 2015-2016 PROGRAMS

- Oct 26 Appleton, co-sponsored by the League of Women Voters
- Oct 29 Wausau (incl. US Attorney for the Western district.)
- Nov 4 Deaf Unity, Madison
- Nov 17 Elkhorn
- Nov 19 Red Cliff Reservation
- Jan 27 Eau Claire, Jan 27, 2016
- April UW Madison, Golden Doors Project

Spring/Summer 2016, sponsored an Artworks for Freedom (AFF) co-sponsored traveling outdoor art exhibit, "Bought & Sold: Voices of Human Trafficking • What You See Is Not Who I Am" exhibited in Beloit, Madison, Milwaukee and Racine. Exhibit launch speaker Speakers programs by Kay Chernush, AFF Founder. Artist and photographer.

Member, WI DCF/DOJ Human Trafficking Prevention and Public Awareness Subcommittee

KNOW THE SIGNS • GET HELP folding cards, about the size of a credit card were available to the public. Program attendees wanted to know what they could do and this





# HUMAN TRAFFICKING HAPPENS HERE

**REPORT IT.**

- Human trafficking has occurred in every Wisconsin county
- Victims include children and adults, males and females
- Victims are coerced to act as laborers, sex workers and panhandlers
- Victims include American citizens and undocumented persons

**LA TRATA DE PERSONAS SUCEDER AQUÍ. REPORTALO.**

- La trata de personas ha ocurrido en todos los estados de Wisconsin
- Las víctimas incluyen menores de edad y adultos; hombres y mujeres
- Las víctimas son sometidas a trabajar como obreros, trabajadores sexuales y mendigos.
- Las víctimas incluyen ciudadanos Americanos y personas indocumentadas

**24/7 Confidential Hotline | 24/7 Línea Telefónica Confidencial:**  
**1-888-373-7888**

**END DEMAND WISCONSIN**  
 slavefreemadison.org



Front



Inside

Is your friend or loved one a victim of human trafficking?

**KNOW THE SIGNS**

- Shows signs of physical/sexual abuse, restraint, confinement, or struggle
- Not free to come and go as she wishes
- Has a much older "boyfriend"
- Carries several hotel key cards
- Sudden increase in expensive possessions
- Carries multiple phones
- Frequently late or absent from school
- Ran away from home

**GET HELP**

Call the confidential **HUMAN TRAFFICKING HOTLINE** at **1.888.373.888** | 24/7 or text **"INFO"** to **BeFree (233733)**

Visit [saysome@engassembly.com](http://saysome@engassembly.com) for more information. ♥

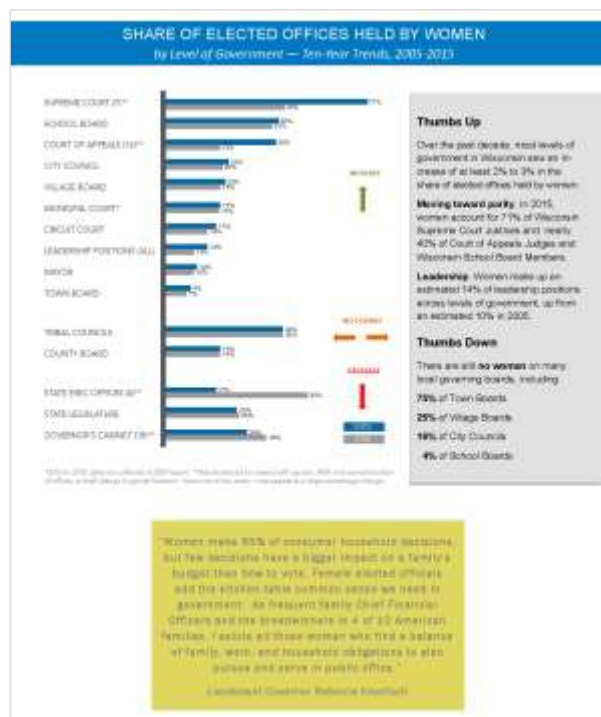
Back





The Women’s Council has become the premier source for current and historical data on women holding elected office in Wisconsin and is the only organization in Wisconsin collecting and publishing these data.

The Council’s first benchmark report was released in 2005, with updates in 2010 and 2015. The 2015 report, Moving Wisconsin Forward, offered 10-year trend analyses for offices such as mayor, county supervisor and village trustee.



Released on partnership with the Alverno College Center for Research for Women and Girls, and with assistance from the following organizations:

- League of Wisconsin Municipalities
- Wisconsin Association of School Boards
- Wisconsin Clerks of Circuit Courts Association
- Wisconsin Counties Association
- Wisconsin County Clerks Association
- Wisconsin County Treasurers Association
- Wisconsin Office of State Courts
- Wisconsin Register of Deeds Association
- Wisconsin Sheriffs & Deputy Sheriffs Association
- Wisconsin Towns Association

Lauren Derris and Stella Furlano, Research Assistants

## Programs & Events

Wisconsin Women in County Government Breakfast  
Wisconsin Dells

LWM Chief Executives Workshop  
Green Lake • 8/25/17



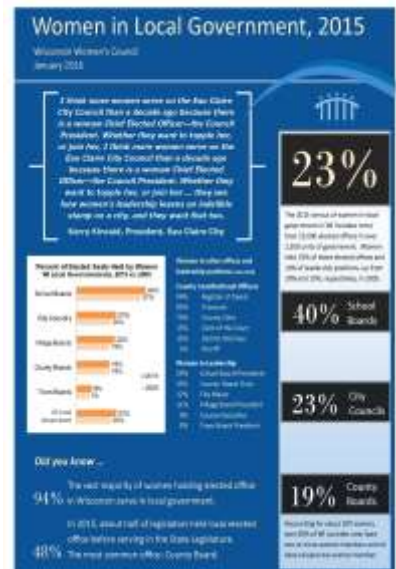
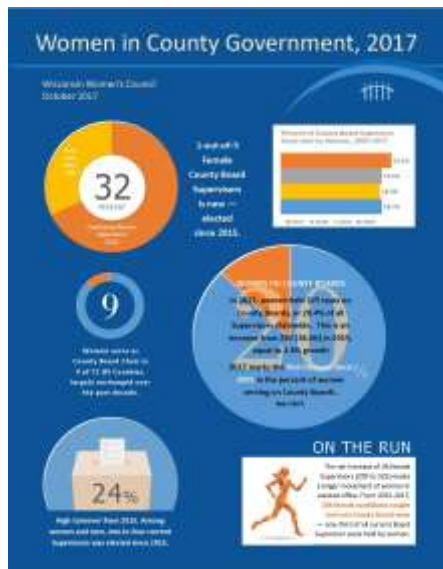
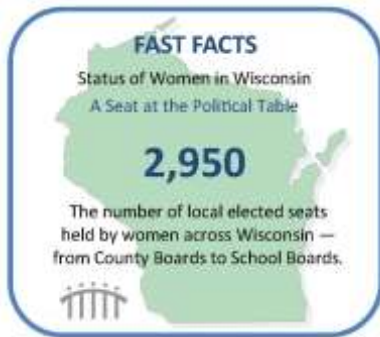
Wisconsin Women in Government Reception • Madison • 1/11/17



# New Fact Sheet Series on Women in State and Local Elected Office in Wisconsin.

Women's Council premiered a new factsheet series to make it easier to access current statistics on women in elected office in Wisconsin.

Women's Council factsheets, graphics and statistics have been featured in the League of Wisconsin Municipalities and Wisconsin Counties Association magazines and are frequently cited by UW Extension Center on Local Government, academics and reporters



# WISCONSIN GOVERNOR'S TRAILBLAZER AWARDS for WOMEN IN BUSINESS

In 2016, 15 woman-owned businesses were presented with Governor's Trailblazer Awards. Recipients were honored at an award program at the State Capitol, followed by a reception at the Capitol sponsored by BMO Harris Bank.

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

Since the Governor's Trailblazer Award program was founded in 2007, 56 woman-owned businesses, representing 24 Wisconsin counties, have received awards.



**Loriana Armstrong, Owner** (Special Recognition)  
Armstrong General Contracting, Milwaukee

**Peggy Coakley, CEO—4th Generation**  
Coakley Brothers Company, Milwaukee

**Mary Brazeau Brown, President—3rd Gen.**  
Glacial Lake Cranberries, Wisconsin Rapids

**Joan Collins, President (1964)**  
Joan Collins Publicity, Inc., Madison

**Laura Gallagher, President (Founded 1991)**  
The Creative Company, Madison

**Laura Groenier, President (1990)**  
Silver Leaf Interiors, Inc., Madison

**Lise Meyer Kobussen, President—3rd Gen.**  
Meyer Insurance Agency, Inc.

**Rosemary Krause & Janey Brandt (1974)**  
Wauwatosa Day Care and Learning Centers

**Melanie Lichtfeld—4th Gen.**  
Lichtfeld Plumbing, Inc., Madison

**Latrice Milton-Knighton, Owner** (Special Recognition)  
Milton Family Law, Brookfield

**Carol Oxley, President (1984)**  
Target Corporation, Pleasant Prairie

**Bela Roongta, Owner & Designer** (Special Recognition),  
Belabela, Milwaukee

**Ann T. Schlaefer, Optometrist—3rd Gen.**  
Schlaefer Optometrists, Campbellsport

**Cheryl Treeland, Co-owner—3rd Gen.**  
Treeland Resorts, Hayward

**Nan Zimdars, President (1981)**  
Nan M. Zimdars, Inc., Madison

## SPONSORS

Offices of the Governor & Lt. Governor  
BMO Harris Bank  
Wisconsin Women's Council  
The Widget Source  
Wisconsin WBE Certification Program  
Wisconsin Manufacturers and Commerce  
WWBIC

## TRAILBLAZER COMMITTEE

Mary Jo Baas, Chair      Sue Ann Kaestner  
Cindy Block              Christine Lidbury  
Patty Cadorn              Vickie Wenzel

[www.womenscouncil.wi.gov/Trailblazer](http://www.womenscouncil.wi.gov/Trailblazer)





Events

**2016 Governor's Trailblazer Awards**

Award Ceremony  
Governor's  
Conference Room

BMO Harris Bank  
Trailblazer Reception

Senate Parlor

June 22, 2016  
Wisconsin  
State Capitol



*The First*  
**Trailblazer Alumni  
Reception**

featuring journalist  
Katherine Reynolds Lewis

*Best practices nationally  
in employer caregiver  
programs-getting to win-win*

June 27, 2017  
Brookfield, WI



# WOMEN'S SMALL BUSINESS MONTH OCTOBER 2016



**October is Women's Small Business Month**

Get WBE Certified!  
Find Resources!

Learn more at [www.womenscouncil.wi.gov](http://www.womenscouncil.wi.gov)

Banner hung in the Capitol Rotunda for the month of October

Lt. Governor Rebecca Kleefisch (Keynote) and Women's Council (intro and statistics) presented at the 2016 Western Dairyland Women's Business Center Small Business Month Luncheon (Eau Claire).



**Women Business Owners**  
Wisconsin Job Creators

**Western Dairyland Region 31%**  
4,000 businesses  
\$800M annual revenues  
6,300 paid employees  
\$150M annual payroll

**Statewide 32%**  
of Wisconsin businesses are majority women-owned, one in three WI businesses!

**Buffalo County 35%**  
400 businesses

**Eau Claire County 31%**  
2,400 businesses

**Jackson County 33%**  
400 businesses

**Trempealeau County 29%**  
800 businesses

**THE NUMBER OF WOMEN-OWNED FIRMS IN THE U.S. IS INCREASING AT A RATE 1-1/2 TIMES THE NATIONAL AVERAGE FOR ALL FIRMS. WHERE ARE WE SEEING THESE WOMEN-OWNED FIRMS?**

**AS I TRAVEL WISCONSIN, I SEE THE ANSWER EVERY DAY: IN EVERY COMMUNITY, EVERY COUNTY, EVERY PART OF OUR GREAT STATE.**

**EVERYWHERE**

**LT. GOVERNOR REBECCA KLEEFISCH**



Wisconsin Women's Council is a 501(c)(3) non-profit organization. All contributions are tax-deductible to the extent of the donor's adjusted gross income. For more information, please contact the Wisconsin Women's Council at 1000 Wisconsin Avenue, Suite 1000, Madison, WI 53706. Phone: 608.261.1234. Website: www.womenscouncil.wi.gov

# AGENCY OPERATIONS

## Women’s Council Budget & Staff

State Budget (GPR)

2013-2014	2014-2015
\$140,400	\$144,300

The Women’s Council contracts with the WI Department of Administration for office space and support services, including information technology, procurement, personnel, and finance.

Christine Lidbury, Executive Director

The Women’s Council has one permanent full-time position. This is periodically supplemented by interns and LTE staff for special projects.

### INTERNS DURING THE BIENNIUM

Lauren Devries | Jessie Steinhauer | Stella Furlano  
Hayley Young | Eleanor Kukla

The Council benefited from over 800 hours of staff time 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 WI Department of Administration’s policies and procedures related to Affirmative Action and Equal Employment Opportunities.

# PROGRAMS & EVENTS

Presenter. Regional Women’s Commissions Meeting (virtual), US DOL Women’s Bureau, May 10, 2017.

Sponsor. STEMFest, Hudson Middle School, Hudson. Organized breakfast program featuring Lieutenant Governor Kleefisch, and created a Trash-to-Treasure Design Challenge activity for student participants, October 16, 2016

Researcher/Presenter. Status of Women in Dane County, A Fund for Women of the Madison Community Foundation, May 6, 2016

Presenter. Women & Apprenticeship in MN & WI Webinar, US DOL Women Bureau, March 24, 2016

Reviewer. Wisconsin Counties Association Handbook for Public Officials, WCA, January 2016

Sponsor. Fox Valley Trauma Symposium, Reach Counseling Services, Appleton, September 29-30, 2015

Briefing, women leaders from South and Central America, “Women Leaders: Drivers of Economic And Social Change.” Delegates were invited to the United States under the auspices of the Department of State’s International Visitor Leadership Program. WI State Capitol, July 24, 2015

Grant Reviewer. Wisconsin Technical College System, Displaced Homemaker Grants to local WTCS colleges. February 11, 2015

## Women’s Council Board Meetings

June 7, 2017 • March 1, 2017 • December 7, 2016  
September 7, 2016 • June 16, 2016 • March 2, 2016  
September 2, 2015

## Women’s Council Committees

### Executive Committee of the Board

Mary Jo Baas, Patty Cadorin, Karen Katz,  
Michelle Mettner and Katie Mnuk

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

### Presentations to the Board

Brad Wassink, WI DOA  
*Wisconsin Works for Everyone: Welfare Reform Budget Proposal*

Jean Doeringsfeld, VP, Wisconsin Hospital Association (WHA) Information Center  
*Health Care Price Transparency*

Carrie Molke, Director, Bureau of Aging and Disability Resources, WI Department of Health Services  
*Women and Family Caregiving*

Dan Hill & Jenny Erickson, Community Development Educator, University of Wisconsin-Extension  
*Why Don’t More Women Run for Elected Office?*

Fredi Bove, WI Dept. of Children & Families  
Jan Miyasaki, Project Respect  
*Programs, Gaps and Challenges in Serving Victims of Human Trafficking*

Julie Braun, WI Dept. of Justice, Office of Crime Victim Services and Crime Victims Council (CVC)  
*CVC and the National Human Trafficking Resource Center Referral Directory*

Representatives Jill Billings & LaTonya Johnson  
Wisconsin State Assembly  
*Safe Harbor Legislation, AB267*



Women's Council  
· Wisconsin ·

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

WOMENSCOUNCIL.WI.GOV  
101 E WILSON STREET | MADISON, WI 53702 | 608 266 2219