



Women's Council  
• Wisconsin •

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State of Wisconsin

Biennial Report  
2013-2015

# 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



**Nicole Bowman-Farrell, PhD**  
**Mohican/Lunaape**  
President  
Bowman Performance Consulting



**Patty Cadorin**  
Vice President & Director of the Office of the CEO  
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)



**Senator Dave Hansen**  
30th Senate District  
Green Bay



**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



**Representative Mary Czaja**  
35th Assembly District  
Tomahawk



**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 Jennifer Shilling, Sarah Briganti, Heidi Green and Heather Smith.  
Served during the biennium between July 1, 2013 and June 30, 2015



Current and Past Executive Directors Eileen Mershart, Hannah Rosenthal, Christine Lidbury and Katie Mruk together to celebrate the Council's 30th anniversary.

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“WHEREAS, the State of Wisconsin has a proud tradition and deep commitment to foster a community in which gender is no longer the basis of either privilege or denial of opportunity.”

Executive Order 5 establishing the Women’s Council

Governor Anthony S. Earl



# Working to Improve the Status of Women

since 1983

Welfare Reform

Farm Women STEM for Girls Pathways to Professions

Women's Resource Directory Women & Poverty

Women & the Law **Marital Property Reform**

Teen Pregnancy Prevention Budget Analyses Economic Status of Women

**Non-Traditional Employment** Women's Economic Development Corporation  
Employment & Training

Displaced Homemakers Green Jobs LEAP Conference

Comparable Worth **Educational Equity**

Family & Medical Leave Trailblazer Awards Pay Equity

CHOICES Initiative Virginia Hart Awards Women of Color Dialogue

Child Care Female Offenders

**Glass Ceiling Commission** Public Education

Financial Literacy Legislative Advocacy

Women & Health **Domestic Violence Funding**

Women in Elected Office State Agency Reviews

**Human Trafficking**

Status of Girls



our living legacy

WOMEN IN MANUFACTURING SYMPOSIUM

**FOLEY**  
FOLEY & LARDNER LLP



# ROSIE REVISITED

WOMEN AND MANUFACTURING  
IN THE 21ST CENTURY

October 20, 2014  
Edgewater Hotel  
Madison, Wisconsin



U.S. Senator  
Tammy Baldwin



Lieutenant Governor  
Rebecca Kleefisch



Susan Siman  
News Anchor  
WISC-TV Madison

# WOMEN IN MANUFACTURING

Rosie Revisited drew more than 125 women leading and working in the manufacturing industry for a day of featured speakers, expert panels and workshops.

featuring

U.S. Senator Tammy Baldwin

Lieutenant Governor Rebecca Kleefisch

Allison Grealis, Women in Manufacturing

Susan Simon, WISC-TV Madison (Emcee)

with

Pat Kampling, Alliant Energy

Gail Ambrosius, Gail Ambrosius Chocolatier

Katherine Gehl, Gehl Foods

Maureen Easton, Greenview Brewing

Diane Schmoller, Plastic Ingenuity

Lauren Schultz, Purple Door Ice Cream

Sandra Schmidt, Wisconsin Technical College System

Daphne Wilson, Malone's Fine Sausage

Wisconsin State Journal • October 14, 2014



# Wisconsin Women

Wisconsin  
*first State to ratify*  
 19th Amendment  
 Giving Women the Vote

The Wisconsin Women's Suffrage Association was formed 50 years earlier, in 1869—the year the Wisconsin legislature passed a law allowing women to run for school boards and other elective school offices, though they still could not vote in school board elections until 1884!

Wisconsin Historical Society, WIS-7679  
 Political Equality League, Milwaukee  
 used with permission



1919



Dena Smith  
*first woman to serve as*  
 WI State Treasurer

Initially appointed to the vacancy caused by her husband's death, she was elected to the office in 1960 becoming the first woman elected to a statewide constitutional office in Wisconsin.

1957

Virginia Hart  
*first woman appointed to a*  
 Governor's Cabinet Post

Appointed as Secretary of the Department of Regulations and Licensing.

Photo: WI Office of State Employment Relations Web Site

Barbara Thompson  
*first woman elected as*  
 State Superintendent of Education



1973

Shirley Abrahamson  
*first woman to serve as*  
 WI Supreme Court Justice

Vel Phillips  
*first woman elected as*  
 WI Secretary of State

And, the first African-American woman in the *nation* elected to a statewide office.

Earlier in her career, she was the first woman and first African-American elected to the Milwaukee City Council (1956), and the first black woman to serve as a judge in WI (1971).

Milwaukee Journal Sentinel Photo used with permission



1979

1925



Mildred Barber  
 Helen Brooks  
 Helen Thompson  
*first women elected to the*  
 WI State Legislature  
 elected to the State Assembly  
 Originally called "Assemblymen" like their male colleagues, the official title for all members was changed to "Representative to the Assembly" in 1969.

1964

Governor's Commission on the Status of Women established  
 Kay Clarenbach, Chair

The Commission followed the WI Conference on the Changing Status of Women and remained in existence from 1964 to 1989.

Nationally, Kay Clarenbach was instrumental in the creation of the National Organization for Women (NOW) and the National Women's Political Caucus.

1975

Kathryn Morrison  
*first woman elected to*  
 WI State Senate



Wisconsin State Journal Photo used with permission

1977

Marcia Coggs  
*first African-American woman elected to*  
 WI State Legislature,  
 elected to the State Assembly

Pictured 4th from the right below.

1983



Wisconsin Women's Council formed as a state agency

The Council has a 15-member board appointed by the Governor and Legislative Leadership.

*When Seeking Status for Women*  
**It's No Time to Be Ladylike**  
 WISCONSIN STATE JOURNAL-OCTOBER, 1965



Women's Council And

Wisconsin Women's Council





# Women's Political Firsts

Senator  
Susan Engeleiter  
first woman to serve as  
Senate Minority  
Leader



Senator  
Margaret Farrow  
first woman to serve as  
Lieutenant Governor



Justice  
Shirley Abrahamson  
After two decades on  
the Court, becomes the  
first woman to serve as  
Chief Justice of the  
WI Supreme Court

Senator  
Mary Panzer  
first woman to serve as  
Senate Majority  
Leader



Representative  
Pat Strachota  
first woman to serve as  
Assembly Majority  
Leader



JoCasta Zamarripa  
first Latina elected to  
WI State Legislature,  
elected to the State  
Assembly

1996

2001

2003

2011

2014

1987

1998

2002

2004

2012

2015

Representative  
Betty Jo Nelsen  
first woman to serve as  
Assembly Minority  
Leader



Barbara Lawton  
first woman elected as  
Lieutenant Governor  
Peg Lautenschlager  
first woman elected as  
WI Attorney General



Gwen Moore  
first African-American  
woman elected to  
U.S. Congress from WI,  
elected to the U.S. House  
of Representatives

Senator Mary Lazich  
first woman to serve as  
Senate President



Tammy Baldwin  
first woman elected to  
U.S. Congress from  
WI, elected to the U.S.  
House of Representatives

Previously, served in  
WI State Assembly  
(1992-1998)

Representative  
Shirley Krug  
first woman to serve as  
Democratic Assembly  
Minority Leader



Previously, served in WI  
State Assembly and State  
Senate (1989 to 2004)

Senator Judy Robson  
first woman to serve as  
Democratic Senate  
Minority Leader (2004)  
and Majority Leader  
(2007).

Congresswoman  
Tammy Baldwin  
After seven terms in  
the U.S. House of  
Representatives, is the  
first woman elected to  
U.S. Senate from WI

Women's Council 2015. For sources, see [www.womenscouncil.wi.gov](http://www.womenscouncil.wi.gov)



# WISCONSIN GOVERNOR'S TRAILBLAZER AWARDS for WOMEN IN BUSINESS

In 2014, 12 woman-owned businesses were presented with Governor's Trailblazer Awards. Recipients were honored at an award program at the State Capitol, followed by a luncheon at the Executive Residence sponsored by BMO Harris Bank with Honorary Co-Hosts First Lady Tonette Walker and Lieutenant Governor Rebecca Kleefisch.

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, 54 woman-owned businesses, representing 24 WI counties, have received awards.



## 2014 AWARD RECIPIENTS

### **A.J Wholesale Produce, Inc.**

Rosemarie Zingale  
Sheboygan, WI - est. 1923 - 4th Generation

### **DUECO, Inc.**

Judie Taylor & Marikris Coryell  
Waukesha, WI - est. 1955 - 3rd Generation

### **Meetings & Incentives Worldwide**

Jean Johnson & Tina Madden  
Caledonia, WI - 3rd Generation

### **The Tribute Cos / Pinelawn Memorial Park**

Christine Toson Hentges  
Hartland, WI - est. 1938 - 4th Generation

### **D & G Insulation, Inc.**

Gloria Henderson  
Brookfield, WI - est. 1988

### **Glorious Malone's Fine Sausage, Inc.**

Daphne Jones  
Milwaukee, WI - est. 1950 - 2nd Generation

### **InteriorLOGIC, Inc.**

Robin Stroebel  
Madison, WI - est. 1989

### **Laurel and Associates, Ltd.**

Deborah Spring Laurel  
Madison, WI - est. 1985

### **Purple Door Ice Cream, LLC**

Lauren Schultz  
Milwaukee, WI

### **Stateline Electric Supply, Inc.**

Ellen Ramberg  
Janesville, WI

### **Stowell Associates, Inc.**

Phyllis Menseh Brostoff & Valerie Stefanich  
Milwaukee, WI - est. 1983

### **Zilli Hospitality Group**

Ellen Zilli  
Waukesha, WI - est. 1968

## SPONSORS

Office of the Governor  
Office of the Lieutenant Governor  
BMO Harris Bank  
Wisconsin Women's Council  
The Widget Source  
Wisconsin WBE Certification Program  
Wisconsin Manufacturers and Commerce  
Wisconsin Women's Business Initiative Corporation (WWBIC)

## STEERING COMMITTEE

Mary Jo Baas, Chair      Christine Lidbury  
Patty Cadorin              Hannah Trudeau  
Sue Ann Kaestner        Vickie Wenzel


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



*A ward Ceremony*

**Governor's  
Conference Room  
Wisconsin  
State Capitol**



**BMO**  **Harris Bank**  
*Trailblazer Luncheon*



## PROGRAMS & PARTNERSHIPS



The Council hosted a community education and outreach forum on human trafficking in Marathon County. The event was held in partnership with The Women’s Community, a shelter and domestic violence/sexual abuse support organization. Featured speakers included The Honorable John Vaudereuil (US Attorney for the Western District of WI), Jan Miyasaki (Project Respect),

Captain Matt Barnes (Wausau Police Dept.), and Jennifer Price (WI Dept. of Justice). The Women’s Community held a press conference before the program, announcing a new grant award to hire a Human Trafficking Victim Advocate. The Council also sponsored two “Human Trafficking Happens Here” billboards in the Wausau area that remained in place for more than a month.

The Women’s Council participated in the EMPOWER initiative—a statewide educational campaign to encourage women to save for retirement—led by the WI Department of Employee Trust Funds and The WI Deferred Compensation Program. The Council distributed more than 1,000 jointly branded *MoneySaavy Financial Tips for Women* brochures to state employees (in English and Spanish). [www.womenscouncil.wi.gov/MoneySaavy](http://www.womenscouncil.wi.gov/MoneySaavy)



The Women’s Council works to empower women as their own agents of change – at home, at work, and in the community. When that change involves interacting with government, or seeking government office, access to practical, timely information on elected officials and their activities is vital.

ConnectWI promotes excellence in local government website transparency. Recognition is based on 10 pre-set criteria for website transparency, with additional criteria for Gold designation. Local governments may apply for recognition year-round.

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

*Municipalities recognized by ConnectWI during the biennium:*

- City of Appleton
- Village of DeForest
- City of Eau Claire
- Village of Kronenwetter
- City of River Falls
- City of Waupaca
- Village of Weston

ConnectWI partners:  
Wisconsin Newspaper Association and Wisconsin Broadcaster’s Association

## Status of Girls

The *Status of Girls in Wisconsin* report offers a unique analysis of progress for WI girls ages 10-19 and identified opportunities for investing in this next generation, while growing our economy in the process. The 2014 Report identified a number of troubling issues for girls, including low STEM-related educational achievement, and high levels of stress, depression, bullying, and social media use. Improvements (over past years) for WI's girls were notes in lower rates of sexual activity, births to teens and smoking. In 2006, the Council was a founding member of the Status of Girls research project. It continues to support this work as a sponsor and member of the report review committee. Following the release of the report, the Women's Council and Alverno College co-authored an op-ed: *Wisconsin Girls Remain at Risk of Falling Behind in STEM Fields*, Milwaukee Journal Sentinel (12/1/14).



### Opinion

#### Wisconsin girls remain at risk of falling behind in STEM fields

By Rhonda M. Ware and Christine Lidbury

Nov 29, 2014

#### 4th Street Forum (March 2, 2015)

#### *How well are girls faring in Wisconsin?*

The Women's Council participated in a broadcast from Alverno College featuring panelists Rhonda Ware (Alverno College Research Center on Women & Girls), Christine Lidbury (Women's Council) and Denisha Tate (Boys & Girls Clubs of Greater Milwaukee). Hosted by Denise Calloway.

#### Status of Girls Report Release Event (October 28, 2014 — Milwaukee)

Lunch program and panel with business, non-profit, civic and other community leaders. Panelists (pictured): Rhonda Ware (Research Center on Women & Girls), Margaret Henningsen (Women's Fund of Greater Milwaukee), Gerry Howze (Pearls for Teen Girls), Christine Lidbury (WI Women's Council), Tracy Wayson (Girl Scouts of WI SE), and Denisha Tate (Boys & Girls Clubs of Greater Milwaukee).



## Human Trafficking Legislation

The Women's Council participated in the bill signing of AB16/SB18 by Governor Walker as 2015 Wisconsin Act 5. The Women's Council supported AB16/SB18, sponsored by Representative Loudenbeck and Senator Petrowski. This bill requires the WI DOJ to design and make available on its website a poster that provides information regarding the national human trafficking resource center hotline.



## Child Support

The Women's Council was invited to serve on the WI Department of Children & Families (DCF) *2015 Child Support Guidelines Advisory Panel*. The 18-member Panel was tasked with reviewing WI's Percentage of Income Standard guidelines for child support. It was convened to review the results of Institute for Research on Poverty's (IRP) research and make recommendations to the Department for changes to WI's guidelines for establishing child support. In addition, the Panel was asked to review and make recommendations on the application of the guidelines in special circumstances, such as cases involving high and low income payers, and share placement cases. Expert assistance was provided by IRP and DCF staff. The Panel included representatives from advocacy groups, the State Bar, Judiciary, Counties, and Legislature. The Panel met in several full-day meetings over the course of 2015, with final recommendations submitted in September.

# AGENCY OPERATIONS

## Women's Council Budget & Staff

State Budget (GPR)

2013-2014  
\$140,400

2014-2015  
\$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.

## SPECIAL BOARD EVENT



## Women's Council Board Meetings

September 11, 2013 • March 12, 2014 • June 4, 2014  
September 3, 2014 • November 11, 2014 (retreat)  
January 21, 2015 • March 4, 2015 • June 3, 2015

## Women's Council Committees

### Executive Committee of the Board

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

### Trailblazer Award Committee

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

## Presentations to the Board

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*

Jill Karofsky, WI Dept. of Justice  
*Human Trafficking in Wisconsin*

Dave Mancl, WI Dept. of Financial Institutions  
*Governor's Council on Financial Literacy*

Kristin Redman, Cricket Design Works  
*Social Media for Messaging*

Dr. Timothy Smeeding, Institute for Research on Poverty, UW-Madison— *Measuring Poverty*

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Women's Council  
· Wisconsin ·

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

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