

2024 ATHENA AWARD CELEBRATION

Thursday, March 14, 2024
AT MONONA TERRACE

Presented by



Thank you for joining us at
the 27th annual ATHENA Award®
Celebration.



This year's event will recognize
and honor **13 nominees** who
have achieved excellence in
their work, devoted time in
their communities, and helped
women realize their full
leadership potential.



MEET THE NOMINEES

Rhonda Adams

Lisa Fiala

Dr. Liz Gross

Rachel Hanson

Dr. Roxie Hentz

Joy Kurber

Kristi Moe

Amy Newton

Devine Nzegwu

Dr. Christina Outlay

Melanie Thompson

(Ruelas)

Nicki Vander Meulen

Andrea White

ATHENA AWARD[®] PROGRAM

The ATHENA Award[®] Program was created through the Chamber of Commerce in Lansing, Michigan, by Martha Mayhood Mertz. The ATHENA Award is presented annually by chambers of commerce, women's organizations and universities. The award is established through local host organizations in partnership with ATHENA International's national underwriters, local businesses and individual sponsors.

Here in Dane County, the ATHENA Award Program was initially hosted by The Business Forum along with the Greater Madison Chamber of Commerce, the United Way of Dane County and Ahrens Oldsmobile. The organizations welcomed the opportunity to recognize ATHENA nominees' achievements and to raise scholarship money for high school students and women returning for secondary education offered through The Business Forum Foundation. After much planning and preparation, The Business Forum awarded its first ATHENA Award in 1998.

As of 2023, The Business Forum Foundation has awarded more than \$465,000 in scholarships. The Business Forum members and our sponsors are proud of the efforts in helping women achieve their full potential and look forward to even greater accomplishments in the future.



MISSION STATEMENT OF ATHENA INTERNATIONAL

**SUPPORTING, DEVELOPING AND HONORING
WOMEN LEADERS**

INSPIRING WOMEN TO **ACHIEVE THEIR
FULL POTENTIAL**

CREATING BALANCE IN **LEADERSHIP WORLDWIDE**



Your attendance means so much!

Proceeds from the ATHENA Award Program go to The Business Forum Foundation, a non-profit 501(c)(3) organization that awards scholarships to high school students and adult women pursuing secondary education.

27th ANNUAL

ATHENA AWARD[®] CELEBRATION

5:00–8:00pm @ MONONA TERRACE

5pm | Registration, Hors D'oeuvres, Networking

5:45pm | Dinner Service/Program Begins

WELCOME

KIM BURLAGE

PLATINUM SPONSOR RECOGNITION

JENNY KRUEGER

COMEDIAN

LISA N. QUAM

PRESIDENT'S MESSAGE

CARRIE WATERS-SCHMIDT

RECOGNITION OF NOMINEES

LEIGH MILLS

ATHENA RECIPIENT ANNOUNCED

CARRIE WATERS-SCHMIDT

CLOSING

27th ANNUAL

ATHENA AWARD[®]

CELEBRATION

THANK YOU TO OUR SPONSORS

Our sponsors play a vital role in our mission, helping us support and strengthen the women in our community. Thank you to everyone supporting this year's ATHENA celebration!

PLATINUM SPONSOR

The logo for Ascendium features the word "Ascendium" in a bold, dark blue sans-serif font. A red arrow points upwards from the top of the letter "i". A registered trademark symbol (®) is located to the upper right of the word.

EVENT SPONSORS

The logo for Summit Credit Union features a stylized green and grey mountain peak icon above the word "summit" in a bold, lowercase sans-serif font. Below "summit" is the text "CREDIT UNION" in a smaller, uppercase sans-serif font.The logo for Girl Scouts of Wisconsin Badgerland features a green four-leaf clover icon above the text "girl scouts" in a bold, lowercase sans-serif font. Below "girl scouts" is the text "of wisconsin badgerland" in a smaller, lowercase sans-serif font.

IN-KIND SPONSOR

The logo for Gravity Photo Co. features the word "Gravity" in a large, white, serif font, with "PHOTO CO." in a smaller, white, sans-serif font below it. The text is enclosed in a white rectangular border with a thin inner line.

27th ANNUAL

ATHENA AWARD[®] CELEBRATION

MEDIA PARTNERS



BRAVA



THANK YOU TO OUR SCHOLARSHIP RECIPIENT SPONSOR

Laurie Benson

ATHENA CHAMPIONS

Lauri Droster Dana Hoffmann

CORPORATE TABLES

Amy Newton
Wisconsin Bank & Trust
Girl Scouts of Wisconsin Badgerland
Zodica Perfumery



RHONDA ADAMS

Executive Director, The River Food Pantry

Rhonda Adams is the Executive Director at The River Food Pantry where she has worked since 2013. During that time, she has built The River to become the busiest food pantry in Dane county serving over 2,500 families every week. Under her leadership, The River has completely transformed to offer eight innovative programs to better meet our communities needs. Some of these include curbside groceries, to-go meals, delivery, online grocery orders, mobile meals and an emergency food locker. Before she came to The River, Rhonda was employed ten years as a Division Sales Manager with Avon Products Inc. Leaving the profit-driven corporate world to work at a purpose-driven local food pantry has been a rewarding change and a wonderful fit for her. She spends her days working with volunteers and clients, linking those who want to help with those in need. She observes every day how her work and the efforts of many others make a positive difference in the lives of those they touch.

In addition, Rhonda has dedicated over two decades of her life to serve in the US Army. She spent three years in active duty and eighteen years in the US Army Reserves. During this time, she climbed the ranks and ultimately held a secret clearance and the rank of Master Sergeant with the specialization in Operations and Administration.

Rhonda is committed to empowering women and advancing gender equality. Whether it's in the little things she does in her everyday life or her leadership ability displayed in the public eye, she is always striving to make a difference. She demonstrates a management style that shows the importance of guiding others to solutions, rather than telling them the answer to the problem. She takes time to connect on a personal level and show empathy along the way.

Rhonda is involved in several organizations around Dane County. She is actively involved in the Rotary Club of Madison and is the only woman veteran within that organization. She also sits on the board for 100+ Women Who Care and the Northside Business Association. She is a member and lector at St. Dennis Catholic Church. She also spearheaded efforts to resurrect Vets Connect in 2023. This is a veteran program that offers a free dinner once a month to veterans and their families.

NOMINATED BY:

BECCA CARPENTER, THE RIVER FOOD PANTRY

2024 ATHENA AWARD® NOMINEE



LISA FIALA

Executive Director, Red Caboose Child Care, Inc

Over the years, Lisa Fiala has held many different titles while working for Red Caboose Child Care but today she is their Executive Director. In the past, Red Caboose has struggled to keep up with the rising demand for childcare services and had a wait list of up to 200 children. Seeing the need for more affordable and inclusion childcare, Lisa knew a change needed to be made. After countless conversations with staff, parents and community partners,

the decision was made to move and expand the child care so it could continue to operate for years to come. Under Lisa's leadership, Red Caboose partnered with Movin' Out, a nonprofit focused on providing affordable housing to residents with physical and cognitive disabilities. Together they raised enough money to purchase their new location on Winnebago Street this past summer. While Red Caboose occupies the first floor, Movin' Out operates affordable housing units on the three upper floors. This is a perfect match emphasized through the shared mission of each organization. Lisa's strategic decision-making and leadership showcase her competence and ability to guide an organization through complex transitions.

Lisa knows first hand that striking a balance between professional responsibilities and personal life is crucial. Her ongoing commitment to advocating for continuous learning and sharing experiences of seeking further insight makes her strive to be the best leader she can be. She is a mentor and encourages young women to embrace a growth mindset and invest in their development with how they spend their time. She has become a multifaceted role model for young women, inspiring them in their career aspirations and navigating life's complexities with resilience and authenticity.

Lisa is a member of Downtown Madison Inc. and the Greater Madison Chamber of Commerce. On May 8, 2023, Lisa positioned Red Caboose as a thought leader on Day Without Child Care. Red Caboose stood in solidarity and remained open to serving Madison families, recognizing the concerning, growing need for affordable, accessible and quality early childhood education and development.

NOMINATED BY: BEN SEFARBI, THE CREATIVE COMPANY

2024 ATHENA AWARD® NOMINEE



DR. LIZ GROSS

Founder & CEO, Campus Sonar

With a Masters of Education in Educational Policy and Leadership and a Ph.D. in Leadership for the Advancement of Learning and Service in Higher Education, Liz started her higher education professional journey at the then University of Wisconsin–Waukesha, as their Director of University of Marketing and Communication. In this role, Liz not only developed and implemented an annual marketing and communications plan but also coordinated special events including graduation and special campus guests. She was recruited to work for a student loan servicer in the first-ever position of Social Media Strategist. She pioneered how the loan servicer could engage with borrowers online and on social media. These positions helped her create the vision of her own company.

In 2017, Dr. Liz Gross founded a higher education company called Campus Sonar. The company aids campuses to enact changes and improve marketing and enrollment outcomes informed by digital and social intelligence. In just 6 years in business, she has tripled the size of her team and worked with many private nonprofit campuses to R1 research institutions and led the organization to financial growth and industry impact.

Liz publicly models women's leadership and advocates for salary transparency, work/life balance and people-centric leadership processes. She is consistently connecting personally with those in her network and supports them throughout their career journey. Her hard work, dedication, patience to teach and ability to develop new synergies and processes make Liz a respected mentor. She always leads with a great attitude, sense of humor and the ability to empower others.

Liz serves her community in many different avenues. She currently sits on the board for the FairShare CSA Coalition. She provides assistance to the UWSP Rhonda Sprague Communications Scholarship committee and formally the Cardinal Stritch Kellner College of Education, Literacy and Leadership. She has also adopted families for the Jefferson County Christmas Neighbors. She and her partner, Aaron, also contribute to Madison 365 and PFLAG National.

NOMINATED BY: AMBER SANDALL, CAMPUS SONAR

2024 ATHENA AWARD® NOMINEE



RACHEL HANSON

*Volunteer Experience Director,
Girl Scouts of WI – Badgerland*

Rachel Hanson is the Volunteer Experience Director for the Girl Scouts of WI Badgerland Council, an organization she has been a member of for thirty-four years. In this position, her team is responsible for onboarding, training, supporting, recognizing and retaining the adult volunteers and their troops. This past year they broke a record for Girl Scout and adult volunteer renewals. The Badgerland Council was in the top five for annual retention of all 113 Girl Scouts of the USA councils.

She was also called to help fill in as the interim summer camp director, one week before camp was set to open. She needed to step up to avoid a potential catastrophe. In this role, she successfully trained the staff and prepared the resident camp for seasonal operations. She was able to train staff and set up procedures to open camp on time for all to enjoy.

Before joining Girl Scouts, Rachel spent ten years running a growing, thriving, nationally-noticed Pampered Chef business. She held a leadership role with the Experience Innovation team that gave her a new view of the volunteer experience.

Rachel has been a mentor to many throughout her career. During her time with Pampered Chef, she was able to lead her team to achieve one of the highest levels available within the company within four months time. She was always there for her team to empower them to reach their personal sales and growth goals. With Girl Scouts, she leads by example and handles all situations with professionalism, grace and a sense of humor. She is always there to help staff with questions or challenges they may face. She empowers staff and adult volunteers to work together so they can create great work life balance.

Rachel's most significant community service achievement was when she co-ordinated the successful fundraising for the victims of the 2018 Sun Prairie explosion. In less than three weeks, she worked with others to bring together thirty-five different small business vendors and created an event that raised \$50,000 in just three hours. She is also a member of the American Center, Madison Festivals, Inc, and the Friends of Sun Prairie Media Center.

NOMINATED BY: SELF-NOMINATED

2024 ATHENA AWARD® NOMINEE



DR. ROXIE HENTZ

Founder & CEO, CEOs of Tomorrow

In 2015, Dr. Roxie Hentz started CEOs of Tomorrow which offers five entrepreneurship programs for teens. Each participant builds entrepreneurial knowledge and abilities, learns financial literacy and job-readiness skills, making it possible to transform an individual into an entrepreneur, driven to make the world a better place. Students in the program are from twenty-two middle and high schools throughout Dane County. 85% of the program participants are youth of color, 61% are low income and 83% are first generation college students. Dr. Hentz believes that without continual growth and improvement, success has little meaning and the benefits of entrepreneurship education extend far beyond business ownership.

Dr. Hentz was also an adjunct instructor at UW-Milwaukee teaching Professional Urban Teaching and Learning Seminar, educating preservice teachers on the use of effective pedagogy for middle school math and social students with a particular focus on integrating parents and the community within instructional practices.

Dr. Hentz serves as a role model for students of CEOs of Tomorrow, as well as to others in her community, profession and in education. The students served have diverse backgrounds including racial, cultural, language (ESL) and varying immigration status. She strives to be the best and encourages others to do the same. Through the Global Excursions program, she has mentored hundreds of students teaching business foundations and entrepreneur skills, leading to an international trip. She has led two cohorts to Africa that integrate business skills with cultural, geographic, customs and history of the country they are visiting.

Dr. Hentz gives back to the Greater Madison community in a number of ways. She is a past member of Women In Focus, a non-profit organization established in 1983. WIF funds college scholarships for students of color with the proceeds of the scholarship ball. She also volunteers her time at the YWCA Madison, Teen Approach, These Teens Mean Business Incubator Program and participated in the Alzheimer's Association RIVALZ event.

NOMINATED BY:

KRIS ACKLEY, BOARD MEMBER, BOX OF BALLOONS

2024 ATHENA AWARD® NOMINEE



JOY KURBER

Recruiting Team Lead, Carex Consulting Group

Joy Kurber works for Carex Consulting Group, a staffing and recruiting firm, after a successful sales career and several years of running her household. As a new employee to the start-up environment at Carex, Joy quickly adapted to “working in the gray” while simultaneously establishing processes and standards. She rolls with the punches and has adapted well to the business.

In an industry that is solely based on people and relationships, Joy’s patience and positivity is integral to her success. Joy regularly identifies opportunities and challenges for client partners, candidates, consultants, and internal staff. She walks alongside candidates as they journey through sometimes one of the most difficult transitions of life. She puts good into the world and changes the lives of those she works with. She identifies the passions and superpowers of her teammates, encourages them to take on new challenges and supports them in their career development.

Joy spent the first part of her career in sales and then as a stay-at-home mom so she recognizes the beauty and challenges that exist in both worlds. In a culture that is often unsupportive of working and stay-at-home moms, Joy is a beacon for other women trying to determine their path. She supports several friends and colleagues without judgment when they need advice, connecting them to resources and encouraging them to listen to their own voice. She is a mentor for Wisconsin Women’s Network, where she dedicates her time to women who are growing in their careers. She helps them discuss their career paths, compensation and professional development to reach their goals.

Joy is an active member of her community in several ways. She is a Certified Diversity Recruiter at AIRS, mentor at Wisconsin Women’s Network, and co-president of Sunset Ridge Parent Teacher Association. She also volunteers for Madison Professional Women for Good and Food for Kidz.

NOMINATED BY:

THERESA BALSIGER, CAREX CONSULTING GROUP

2024 ATHENA AWARD® NOMINEE



KRISTI MOE

President, Zodica Perfumery

A native of Madison, Kristi Moe is a serial entrepreneur who has achieved national recognition and success in the beauty and fashion markets. Her latest venture is Zodica Perfumery, a collection of custom perfumes designed to evoke the vibe of each zodiac sign without harsh chemicals.

The perfumes were developed after Kristi spent three years researching scent preference based on time of year one is born through blind scent studies. As a migraine sufferer, Kristi created the company to offer clean fragrances that do not trigger sensitivities and are sustainably-made. Her perfumes have been proven through blind studies to have an 80% preference rate of one's own zodiac scent. Zodica Perfumery is known as the leading metaphysical perfume company in the United States. She opened her facility in the spring of 2023 and, with the help of twelve employees (eleven of which are women), she makes all her products. Having first launched on QVC, Zodica can now be found in almost 600 boutiques across the United States, Canada and Costa Rica.

Kristi has worked with several students at Madison College where she serves on the Madison College Fashion Marketing board. She has been a featured speaker and provided internship opportunities. Kristi has been named to the Forbest NEXT List of Entrepreneurs and In Business Magazine's 40 Under 40 list.

Kristi served on the board for the non-profit, Design Madison. This local design community offers educational events from designers around the world. She founded Wisconsin Fashion Week and started its quarterly Fashion Friday events. She also donates her time to the Madison Reading Project and the Daughters of the American Revolution.

NOMINATED BY: SELF-NOMINATED

2024 ATHENA AWARD® NOMINEE



AMY NEWTON

Account Executive, Houck Transportation

Amy Newton works for Houck Transportation and serves thirty-five cities throughout the Midwest. She sells advertising and supports public transportation which gives accessibility to underserved and impoverished communities. She has made such a positive and tremendous impact for her company and the community.

Amy has spent her career in advertising and marketing in Madison and the surrounding communities. She spent ten years working for Wisconsin Women Magazine and met many of her friends during these formative years. During this time, she created Girls Night Out (GNO). These events help women connect and build relationships. She expanded to Girls Night Out Rock County in 2013. When she expanded to Rock County, she added the opportunity for nonprofits to use the event as a fundraising vehicle. By using her network and her team of ambassadors, the events educate the community and raise funds for nonprofits who support women and children. Some of the charities that have benefited from Girls Night Out are Family Services of Southern WI, Project 16:49, Rockin Kids Christmas and Badger Childhood Cancer Network. Since its inception, GNO has donated over \$200,000 to local charities.

Amy has made it her mission to make connections. It is her biggest joy when she can introduce people to each other that can help them gain connections, form friendships or obtain job opportunities. She is a friend that is always there to help whenever she can. She has also helped many people through her social media stories. Over the past few years, she documented the struggles she was going through after her mother was diagnosed with Alzheimers. She was real and a sounding board for others enduring the same thing.

Amy has been involved with several organizations throughout her career. Some of these include March of Dimes, Girl Scouts and The Business Forum. Amy finds joy in connecting people. It is this passion for helping that keeps her smiling and delighting all whom she meets.

NOMINATED BY:

SHAR HERMANSON, MID-WEST FAMILY MADISON

2024 ATHENA AWARD® NOMINEE



DEVINE NZEGWU

Credit Analyst, John Deere Financial

As a credit analyst at John Deere Financial (JDF), Devine Nzegwu works primarily with dealers and merchants across the nation through John Deere's extensive network. Her impact is immediately seen when she analyzes the creditworthiness of individuals and businesses. Over the years at John Deere, she has carried various leadership and membership roles with Employee Resource Groups and the Diversity, Equity, Inclusion space.

She has been a chair for the Madison Multicultural Employee Group, a member of WomenREACH, a member of Black Employee Resource Group and Community Service Chair of Rainbow ERG, the LGBTQ ERG for John Deere. Devine was recently promoted to Engagement and Cultural Advisor with JDF, where she can shape an inclusive culture and engaging environment. Her commitment to diversity, equity and inclusion has provided opportunities to impact DEI conversations at all levels of the organization.

Devine's commitment to make a positive impact extends beyond her professional roles, showcasing a multifaceted dedication to community service and mentorship. Devine made history as the first African American female student body president at UW-Platteville. Furthermore, her accomplishment of obtaining an MBA while navigating the challenges of single motherhood and full-time employment shows her resilience and dedication to personal and academic growth. Devine actively contributes to organizations such as Black Girl Magic, Inc, where she chaperones and provides assistance during conferences. She is always willing to help support and mentor any young woman she meets.

She generously volunteers her time for the Girl Scouts - Badgerland, Urban League of Greater Madison Young Professionals, Goodman Community Center and Habitat for Humanity. Her involvement reflects a commitment to supporting and empowering young women, fostering an environment where they can thrive and excel. Her mentorship, diversity advocacy and community engagement makes her a standout figure in uplifting those around her.

NOMINATED BY: ANDREA WHITE, YWCA

2024 ATHENA AWARD® NOMINEE



DR. CHRISTINA OUTLAY

Executive Director, Maydm

Dr. Christina Outlay demonstrates leadership, excellence, creativity and initiative in both the nonprofit field and the technology field. Maydm is one of the leading nonprofits in Madison working with youth in grades 6–12 to provide them with the skills, experiences and connections to pursue a career in STEM. As Executive Director, Christina collaborates with many other leaders within Madison, including Black Girl Magic Educational Services, Madison

College and Park Bank. Through Christina's creativity, Maydm has been a leader in STEM internships by partnering with many Dane County companies. She has demonstrated that internships benefit both students and the partners as it brings local, diverse talent to their organization. Under her leadership, Maydm has increased the number of internships each year and is on the path to provide 100 internship opportunities to youth in our community over the next five years.

As a black woman in the technology field and higher education, Christina is the embodiment of the youth she influences daily. She is well aware of the challenges and opportunities that exist for women and other underrepresented groups in STEM industries. She is committed to showing our youth that a future in STEM is possible. She never hesitates to help and actively works to interact and create meaningful relationships with students.

Christina is currently the President of the Sun Prairie Police Commission. She is also a board member for the Ghana Cold Club and Wisconsin Literacy. She is also a member of Madison Black Chamber of Commerce and the Middleton Chamber of Commerce. In 2023, she was named Nonprofit Leader of the Year by Madison 365 Community Choice and Juneteenth Unsung Hero. In 2022, she was one of Wisconsin's 52 Most influential Black leaders. She has also been a Madison Magnet Impact Award finalist and was honored as one of Brava Magazines Women to Watch.

NOMINATED BY: LENNISE O'DWYER, MAYDM



**MELANIE THOMPSON
(RUELAS)**

Financial Wellness Specialist, Summit Credit Union

Melanie Thompson (Ruelas) serves as a Financial Wellness Specialist at Summit Credit Union, where she began her journey in the financial industry straight out of high school. Her path has been one marked by resilience and compassion, navigating personal challenges that have only deepened her empathy and commitment to guiding others through their financial landscapes. Driven by an innate desire to foster financial prosperity, Melanie's dedication to empowering individuals through financial education and personal growth has flourished over time. In her role as a Certified Credit Union Counselor and Financial Wellness Expert, Melanie is devoted to helping individuals and families build confidence in their finances and achieve financial well-being.

Beyond her professional endeavors, Melanie's impact has extended throughout her community involvement. She has served on the boards of directors for organizations such as the Cottage Grove Chamber of Commerce, Marshall Community for Kids, and the Marshall Youth Club. In addition, she is a volunteer firefighter with the Marshall Fire Department.

Melanie's membership in multiple organizations reflects her dedication to community involvement, particularly in supporting local businesses. For over two decades, Melanie has mentored youth and young adults at various high schools and events. Melanie's impact inspires young minds to strive for excellence and pursue their dreams with determination, reflecting her belief in the transformative power of education and mentorship.

Melanie is also passionate about fostering meaningful connections among business professionals, volunteering as a co-host with LinkedIn Local Madison, and serving through her local church's Women's Connect Group. Grounded in her personal mission statement, "Healthy Hustle Keeps You Happy," Melanie advocates for maintaining a healthy balance in the everyday hustle to maintain your true happiness.

NOMINATED BY:
CHANTEL SOUMIS, STEELHEAD TECHNOLOGIES



NICKI VANDER MEULEN

Attorney, Vander Meulen Law Office

Nicki Vander Meulen is a juvenile justice attorney and owner of Vander Meulen Law office. Nicki spent her life fighting to make public education more equitable and inclusive for children, because as a child she had to sue to get those same opportunities. Nicki has Asperger's and Cerebral Palsy and, at the age of five, she was told she was uneducable and should be institutionalized. Nicki fought to get the public education she deserved, and went on to graduate from UW – Madison Law School. Getting her law degree led to the next round of discrimination.

Nicki applied to over 300 law firms disclosing her disabilities, but no one would hire her. Instead, she set out on her own, opening her own practice and taking the cases that meant the most to her -- juvenile mental health overflow. This allowed her to advocate for children and adults with unique needs. In her practice, Nicki kept seeing kids with disabilities being unfairly treated in the school system. She had clients who had been suspended, expelled, and been frequent targets of seclusion and restraint. Nicki decided to run for Madison Metropolitan School Board to fight for these kids.

When Nicki was elected in 2017, she became the first openly autistic school board member in the United States. On the board, she has fought to make MMSD more inclusive, reduce seclusion and restraint, and improve outcomes for all marginalized communities. She has fought for and obtained cost of living increases for teachers and increases in special education funding. She is also the first school board member to visit every school in the district during her first term in office. Nicki has made it her mission in life to fight for those who cannot fight for themselves.

Nicki has volunteered for several local and national organizations. She has volunteered for both Tammy Baldwin and Hillary Clinton campaigns. She has also served on the Wisconsin Council of Special Education and the City of Madison Disability Rights Commission. She has been named as one of Brava's Women to Watch and an Autism Warrior by Autism Parenting Magazine.

NOMINATED BY:

CARRIE WATERS-SCHMIDT,

EQUANIMITY WEALTH PLANNING AND INVESTING

2024 ATHENA AWARD® NOMINEE



ANDREA WHITE

Housing Case Manager, YWCA Madison

Andrea White, currently serving as the Case Manager/ Program Coordinator for the Steps to Stability program at YWCA Madison, is a dedicated professional committed to fostering housing stability and financial independence for families and single mothers. Beyond her official capacity, Andrea is a dynamic force for positive change in the community. At YWCA Madison, Andrea not only oversees initiatives supporting families but also serves as a mentor,

sharing her experiences and knowledge to uplift others on their journey to personal and professional growth.

Her commitment to empowerment extends to her role as Vice President at the Urban League of Greater Madison Young Professionals (ULGMYP), where she actively shapes the organization's mission for young professionals aged 21-40, contributing significantly to fostering a diverse and empowered next generation of leaders. In her role as Community Service Chair at ULGMYP, Andrea's dedication to community service led to her nomination for the Sustain Dane award, recognizing her exceptional commitment to creating positive environmental and social impact.

Andrea has been nominated for the Young Professional of the Year by Madison 365, a testament to her outstanding contributions and positive influence in the community. Recently honored in In Business' 40 under 40 Class of 2024, Andrea's impact and leadership in the Madison community are widely acknowledged. With multifaceted roles in mentorship, community service, and sustainability advocacy, Andrea exemplifies her commitment to making a lasting difference. Her roles not only showcase her expertise in social services but also emphasize her broader commitment to community development, mentorship, and sustainable leadership.

As Andrea continues her professional journey, her influence and dedication are poised to leave a lasting legacy in the Madison community and beyond.

NOMINATED BY: DEVINE NZEGWU, JOHN DEERE FINANCIAL

THANK YOU TO ALL OUR EVENT PARTICIPANTS

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In Business

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Magic 98

Maria Lisignoli
WMTV 15

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Michelle Somes-Booher
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join THE BUSINESS FORUM



The Business Forum is a diverse, dynamic mixture of women professionals who are committed to supporting and strengthening women in our community.



If you're a former TBF member and would like to re-join, sign up now and get the rest of this fiscal year (through June 2024) **AND** all of next year (July 2024–June 2025) for the price one year's dues! (\$200)



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