



> Wisconsin

Advancing women
Advancing transportation

Chapter News

Summer 2020

August 6, 2020

www.wtsinternational.org/wisconsin

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Connect with [WTS Wisconsin on LinkedIn](https://www.linkedin.com/company/wts-wisconsin) to learn more about fellow members.

A Note from the President...

Hello WTS WI Members and Friends!

In January 2020, our Board and Programs Committee got together for our annual planning meeting to map out the events we had hoped to hold in 2020. We were coming off a great 2019 that culminated with our 30th Anniversary party and hoped to keep the momentum going in 2020! But as we all know....the best laid plans....

First off, I want to say thanks to all our members and corporate partners for sticking with us during the challenging times! Even during a global pandemic, infrastructure and transportation needs continue, so our mission to advance women in transportation continues as well, even if our events have been put on hold! Our first event of the year was supposed to be a celebration of our award winners:

- Debby Jackson, TDA Wisconsin, Woman of the Year
- Amelia Retrum, HNTB, Member of the Year

Congrats to both of them on these accomplishments and thank you to both for your support and participation in our chapter! The event program for that evening included a panel discussion on electric infrastructure. Hopefully we'll be able to hold this event later in 2020 or in early 2021. Stay tuned!

Unfortunately, we also cancelled our annual golf outing and scholarship fundraiser scheduled for May 2020. This event was a great opportunity to raise funds to support future women in transportation, and also bring together people from all over the industry for socializing. We're looking into other fundraising options for later this year in order to continue supporting the scholarships we provide to students every year.

In order to stay connected with our membership, the Board and Programs committee got creative and started a new event series: Virtual Discussion Groups. Learn more about them inside this newsletter!

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A Note from the President (continued)...

from page 1

Other exciting news, in spite of COVID-19, has been the WTS International Brand Refresh – you'll notice the format of this newsletter is new and our logo too! WTS International has been working on the update for quite some time, and coordinating with each of the chapters has been no small feat. Check out the website (wtsinternational.org) and learn more about the refresh in this newsletter! Thanks to them for all their hard work on this huge update, and stay tuned for more updates as the rollout continues!

We're looking forward to gearing back up for the rest of 2020. Summer events, such as our technical tours and Milwaukee River boat cruise are cancelled, but our joint breakfast with ITE in September will occur as planned (although it will be a virtual meeting!). We would also like to organize a fall technical presentation of some kind. Our scholarships will be released in the fall. Finally, 2021-2022 Board elections will occur this fall as well. This is a great opportunity for new members to get more involved, either by serving on the Board or joining a committee. Information on the positions is included in this newsletter and Calls for Nominations will be released later this year.

It's been an honor to serve as WTS WI Chapter president, I've learned so much and built some great relationships! Thank you so much to the current 2019-2020 Board members, and we look forward to seeing where the new Board takes us!

Alexandria Motl
WTS Wisconsin Chapter President

celebrating
More than
30 years

Chapter History

In February 1989, the Wisconsin DOT and the National WTS sponsored a reception in Madison to introduce the idea of WTS in Wisconsin. More than 70 women and men attended, and from this event a dedicated group of transportation professional formed the WTS Wisconsin Chapter Development Steering Committee. A few months later, the Wisconsin Chapter gained national affiliation.



WTS Brand Refresh and Much More

From WTS International-

On May 21, 2020 WTS International (WTS) unveiled its new brand identity. The rebrand was the result of a two-year-long strategic planning process led by the WTS International Board of Directors, under the leadership of Maggie Walsh, Chair of the International Board.

The launch is a culmination of over a year of member and chapter leader feedback and stakeholder engagement to identify important brand attributes. The attributes and qualities of the new WTS brand identity echo the forward-thinking, inspiring, inclusive nature of WTS. The new tagline—Advancing Women. Advancing Transportation—underscores the dual goals of the WTS mission of serving women transportation professionals and the transportation industry as a whole.

"The tagline highlights the progress the organization has made since its founding in 1977," Maggie Walsh, chair, International Board and vice president, strategic pursuits leader, HDR, said. "It emphasizes both parts of the WTS mission: first, to attract, sustain, connect, and advance women's careers and second, to strengthen the transportation industry."



MISSION: WTS attracts, sustains, connects and advances women's careers to strengthen the transportation industry.

BRAND ATTRIBUTES

Words that represent the WTS brand:

- Forward-thinking
- Professional
- Inspiring
- Respected
- Inclusive

The brand refresh has been implemented alongside a new Association Management System (AMS), website, and updated member community forum. The new and revamped systems are designed to provide new stakeholder benefits and enhance the member experience while expanding resources.

"The modernized WTS brand identity reflects years of effort at the local, regional, and international level responding to the needs of transportation professional and the transportation industry," Sara Stickler, executive director, WTS International, said. "The new brand and systems position the organization for growth and success for years to come."

WTS Wisconsin Working From Home (#WFH)

Kim Schauder
WisDOT



WisDOT SW Region sends weekly messages to staff, including some videos from management and colleagues. Kim reminded everyone to take care of themselves and each other. She also took the opportunity to recognize a retiring team member.

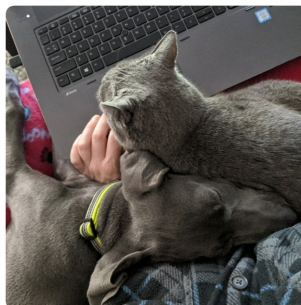
Amanda Inman
Ayres Associates



Amanda has been enjoying the extra time with her kids during quarantine. Lots of walks, sports, and snuggles!

TEN TIPS FOR WFH

1. Get Dressed
2. Designate a Workspace or Home Office
3. Have a Plan for the Week
4. Keep Clearly Defined Working Hours
5. Build Transitions Into (and Out of) Work
6. Don't Get Too Distracted by Your Cute Co-Workers or Anything Else
7. Know Your WFH Weaknesses
8. Communicate, Communicate, and Communicate
9. Get Outside and Exercise
10. Participate in WTS



Lindsay Kaufmann
Michael Baker

Lindsay's silver lining of working from home is getting to spend more time with her furry "co-workers." They can get a bit rowdy, and they haven't mastered Excel or 3D modeling yet. But they are so cute!

WTS Wisconsin #WFH



Rachel Burnham
SRF Consulting

Rachel's daughter, Norah (4), is very busy "at work." When she has Zoom meetings with her daycare class, she makes sure to tell everyone they must be quiet when she is on the phone. Where does she get that?



Julia Busch
HDR, Inc.

Julia often wondered what her dog did all day when she left and headed off to HDR. Now she knows.



Alex Motl
GRAEF, Inc.

GRAEF hosted a virtual spirit-wear week, and employees posted pictures of wild outfits to the employee intranet. Here is Alex's outfit for Patriotic Day!



Cindy McCallum
WisDOT

Using her dining room table as a desk, Cindy is enjoying having a window view for the first time in all her years with WisDOT.



Debby Jackson
TDA

Working at TDA Sun Prairie is exhausting. After a nap, the book ends will be ready for more transportation.

WTS Goes Virtual

On Thursday, May 14 WTS Wisconsin hosted a Virtual Happy Hour. We were missing our monthly breakfast and lunch networking events, so we met up via Zoom to catch up and share some laughs.

During the programs planning meeting last fall, our programs committee developed a new members-only series. The plan was for the group to gather in-person, listen to a short podcast focused on a variety of topics such as women in leadership, professional development, technical expertise, or current events and have a casual discussion over lunch provided by the chapter. The intent was to keep these offline and in-person for members only to foster more intimate conversation. However, our plans quickly changed, and we implemented a virtual discussion group and took the conversation online. These meeting have been very successful so far and we will plan to continue them virtually until it is safe to meet in person. Here is the list of the meetings we've host so far:

- Monday April 13th we watched and discussed this [TED Talk about Shared Mobility](#)
- Thursday May 21st we watched and discussed this [TED Talk on Body Language](#) (picture is showing some of the attendees doing "power poses")
- Tuesday June 30th we watched and discussed this [TED Talk on Diversity and Inclusion in the Workplace](#)



Upcoming Events

September 9, 2020 – Virtual WTS/ITE Meeting
Presenter: Attorney Sara Beachy, Axley Brynerson, LLP
More information coming soon!



Fundraising

Unfortunately, we had to cancel the 2020 Annual Golf Outing. This is our single biggest fundraising event for the scholarships we award each year.

WTS Wisconsin provides high school and college students financial aid to pursue studies relating to the transportation industry.

We are looking into additional fundraising opportunities for the remainder of the year. If you or your company is in the position to contribute to one of our scholarships, please reach out to our scholarship chair Julia McAdams Bush at julia.busch@hdrinc.com.

Looking for a Few Good Mentors

A few of your fellow WTS Members volunteered as mentors for the UW Madison Spring 2020-Capstone Design Course. We noticed an imbalance between the number of women and men mentors and thought going through WTS could be a great way to get more women (and men who support women in transportation) involved. It is also an incredible opportunity to showcase WTS as an organization to those about to enter the industry.

While each school may be different, our role as mentor for the UW Course was defined as outlined below:

- As a guide. Mentors should offer guidance. Guidance is different than leading. Allow discovery, provide feedback, but do not provide all the answers directly. The subject range may be broad and may include areas that the student has little or no experience. It is valid to provide examples of solutions to similar problems, to provide “rules of thumb” and to explore standard approaches to solving problems.
- As a skills developer. It is valid for a mentor to sometimes assume a teaching or coaching role around a particular skill-set, helping the student to learn quickly. The solution may require knowledge of material that the student group has yet to explore in depth in prior coursework. Teaching soft skills is particularly important for the mid-term and final presentations.
- As a role model. An effective mentor is invariably accomplished in their organizational role. They are generally admired and respected in their position, and their achievements in that position. Students will often look for a set of habits, approaches, style and skills that the mentor exhibits. The mentor, for example, may bring in professionals from other disciplines to collectively support the student project, illustrating a collaborative approach to multi-disciplinary teams.
- As a sounding board. Good mentors need to be good listeners. They need to foster confidence in the student. Mentors should provide opportunities for their students to articulate and develop ideas without fear of pre-judgment, criticism, or ridicule.
- As an advocate and champion. Good mentors may choose to actively and wisely foster support for the students’ activities within the college setting, influencing and promoting the students’ capabilities and worth.



Mentors should provide critique and feedback to the students on a regular basis.

Before we reach out to the schools and get additional information, we would like a general idea of who may be interested in being a mentor. Please email Julia Busch julia.busch@hdrinc.com if this sounds like something you would be interested in learning more about! We will set up a call to discuss the details after we get a clear understanding of the time commitment and prior to folks officially committing.

Benefits of Membership

Advance Your Career

- Access free and member-exclusive webinars
- Attend trainings and conferences at a discounted rate
- Use the membership directory to collaborate with other professionals
- Ask or answer questions in the online community
- Take part in the mentor program to provide or benefit from peer support
- Visit Career Center to find your next opportunity
(<https://www.wtsinternational.org/resources/career-center>)

Strengthen Your Leadership Skills

- Take part in world class leadership training and professional development courses
- Volunteer at the chapter level on a committee or Board of Directors

Impact the Transportation Industry

- Be recognized by local chapters and WTS International for your work in advancing the industry
- Speak at International events
- Push the industry forward with the help of the WTS Entrepreneurship Program
- Shape the workforce by inspiring the next generation of women

Is it time to renew?



Here are some easy steps to help with the renewal process:

1. Login to the WTS International Website: <http://wtsinternational.org>
2. Click "Member Login"
3. Complete the Login (username and password)
4. Click "My WTS"
5. On the left side of the page, click "renew"
6. An invoice should appear

Thanks for supporting women in transportation.

Get Involved with WTS

2021-2022 Board Elections

WTS Wisconsin will hold elections this fall for the 2021-2022 Board of Directors. The Board of Directors is elected by members for a 2-year term — January 1, 2021 through December 31, 2022. All offices are open. Board members must be members of WTS and be willing to commit a few hours each month to further our mission.

If you are interested in running for a board position, or would like to nominate another member of WTS, please be on the lookout for the call for nominations or contact chapter President Alex Motl (wtswisconsin@gmail.com).

President

Preside over Chapter Board meetings, programs and events. Serve as primary point of contact with WTS International and convey information to the Board/membership. Participate in quarterly Chapter President calls with International and/or Central Region. Sign documents that the Board authorizes.

Vice-President

Assist the President with Board tasks, meeting agendas, events, and special projects. Preside over Board meetings and Chapter events, as needed. Coordinate and maintain the chapter protocols with the help of the Secretary.

Secretary

Keep the minutes of all the meetings, manage official correspondence and notices of the chapter, and is also responsible for membership-related activities.

Treasurer

Manage all funds, securities, and contracts; receive deposits and pay bills.

Directors at Large (up to 4)

Perform duties assigned by the President or by the Board of Directors, including topics such as professional development, public relations, transportation trends and membership.

Past President

May also preside in the absence of the President.
Will be: Alex Motl.

Committees

WTS Wisconsin has a variety of committees for members who are interested in getting more involved in the chapter. If you are interested in joining a committee, please email wtswisconsin@gmail.com and we will put you in touch with the committee chair.

Membership: Recruit and retain chapter members.

Student Outreach: Work with universities, high schools, and other external groups to promote science, technology, engineering, and math skills in our younger generation.

Programs: Plan WTS Wisconsin Chapter events.

Communications: Facilitates communication with members and friends of WTS through newsletters, social media and the chapter website.

Thank You 2020 Corporate Sponsors

Champion Level



Advocate Level



Become a
2020 corporate partner!