



WISE WITHIN MENTOR ALUMNI

We salute our WISE mentors for their commitment to empowering the next generation of spectacular WISE women. Thank you for inspiring us!

Rick Alessandri ESPN NYC '08

Kristi Atkins

aim Marketing Solutions ATL '09

Marivonne Basten IMG NYC '08

Carol Batte American Airlines SFO '09

Mark Beal Taylor NYC '08

Art Berke Yogi Berra Museum NYC '09

Darcy Bouzeos DLB Ltd. CHI '09

Bess Brodsky BB Consulting NYC '09

Kara Bullock

aim Marketing Solution ATL '09

Kathy Carter

Soccer United Marketing NYC '08

Durga Chigurpati

Adhya Productions CLE '09

Karen Durkin

Women's Sports Foundation NYC '08

Connie Fitzgerald

City of New York DEP NYC '09

Kathleen Francis USTA NYC '08

Norb Gambuzza PGA Tour NYC '08

Stacey Geyer Chicago Convention

and Tourism Bureau CHI '09

Gabrielle Gillota

AGS Custom Graphics CLE '09

Paulette Goodrich

San Francisco Symphony SFO '09

Paula Grooms

Creative MARCOM Solutions CLE '09

Pam Harris

Real Madrid SCP Worldwide NYC '09

Maureen Harty

Northwestern University CHI '09

Gail Hunter NBA NYC '09

Tammy Hurt Outsource Events ATL '09

Sabrina Jenkins Atlanta Braves ATL '09

Maureen Kelly Consultant ATL '09

Jill Lawlor Chicago Cubs CHI '09

Joan Lazarz Kraft CHI '09

Denise Males Elsevier NYC '09

Kathleen "KC" Maloney

Merrill Lynch NYC '09

Hillary Mandel IMG Media NYC '09

Stephanie Mueller JAC CLE '09

Lisa Murray Octagon NYC '09

Donna Orender WNBA NYC '08

Barbara Paddock

JPMorgan Chase NYC '08

Patti Pruett

The Atlantan Magazine ATL '09

Sue Rodin

LeadDog Marketing Group NYC '08

Lisa Sands

Cleveland Magazine CLE '09

Beth Schnitzer Pier 39 SFO '09

Sharon Shapiro Make It Pro SFO '09

Lindsay Silverstein

American Heart Association CLE '09

Anna Slive IMG College ATL '09

Tori Stevens ESPN NYC '09

Maggie Sullivan Danskin NYC '08

Isabel Villegas

Jack Morton Latino CHI '09

Erin Weinberg Taylor NYC '09

Ed Willett QuickHit NYC '08

Catherine Zarkin ABC NYC '08



Connecting Women
through Mentoring

ARE YOU CAREER WISE?

Tap into the WISE Resource Base

WISE members look to trusted resources to help unlock the knowledge needed to respond to challenges and accelerate their career paths. To meet this need, we established **WISE Within**, our signature national program designed to offer guidance and career support for the growth of women moving into leadership positions in the sports and events industries.

Make Connections, Build Relationships

WISE Within connects a group of selected mentors and mentees from the WISE membership in a structured initiative to provide career resources. The program gives dedicated mid-level professionals valuable access to senior-level executives who can share knowledge and experience. It also provides mentors the opportunity to give back to women in the industry by guiding and nurturing the next generation of leaders.

Take the Next Step Toward Success

If you are ready to set career goals and are seeking guidance, or if you are committed to making a difference and willing to share your insights, then take full advantage of what WISE and **WISE Within** offer. Online applications will be available in June. For more information and to apply, visit www.WISEworks.org.

WISE Works!



WISE is the Leading Voice and Resource for Women in the Sports and Events Industry.

Chapters: Atlanta, Chicago, Cleveland, Los Angeles, NYC - metro, San Francisco/Bay Area, Washington DC, WISE National



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PROGRAM INFORMATION

Participant Eligibility Criteria

- All participants must be WISE members in good standing.
- Applicants must meet the experience level criterion set forth by their chapter.*

Program Structure and Time Commitment

- Six-month program runs from fall through spring.
- Three* onsite group sessions. Attendance is required as these sessions are integral elements of the program.
- Mentor pairs are asked to commit to meeting a minimum of once every four weeks, by phone or in-person.

Matching and Application Process

- You MUST be a member to apply.
- Online applications will be available from June through July.
- A committee will review all applications and determine the appropriate matches.
- Participation is based on the quality of match.
- You will be contacted with an update in late August. *

Program Philosophy

- Mentoring is a mentee-driven, mentor-guided process.
- Mentoring is a two-way, active learning exchange.
- Confidentiality is essential to the success of the partnership.
- Goals, roles, expectations and time frames are clearly defined at the onset.
- Mentoring creates an environment of mutual support and sharing among professionals.

Program Benefits

- Learn how to make the most of your career and navigate the sports and events industries.
- Gain new perspectives and strategies on industry, company and professional challenges.
- Expand professional networks.
- Opportunity to explore new ideas and alternatives in a safe setting.

For more information and to apply, visit www.WISEworks.org.

*Requirements and schedules vary from chapter to chapter.

SUCCESS STORIES

Mentees

The WISE Within program was an incredible opportunity to work with an accomplished leader to help develop my professional skills. My mentor provided reassurance and inspiration by sharing her experience and advice as we developed a plan to achieve my career goals. She also helped me to balance my work life with my personal life, and to appreciate that a successful executive must have a holistic perspective.

– *Mindy Spire*

The WISE Within program provides an opportunity for you to focus on your career with guidance and insight from a seasoned professional.

– *Dina Whyte*

The WISE Mentor Program helped me connect with and form a personal relationship with another industry professional. I love having someone outside of my company that I can bounce ideas off of and get advice from. This program helps build life-long friendships.

– *Arleen Zulawski*

This is the kind of program that you get out of it what you put into it. Both my mentor and I really put in effort to make it successful.

– *WISE Within Mentee*

I loved meeting people who had different roles than I did and different career paths to where they are now. This program opened my eyes to that and allowed me to have a mentor I knew I could reach out to at any time. I will always have her to talk to and I would have never met her if it wasn't for the mentor program.

– *WISE Within Mentee*

Mentors

The WISE Within Mentor Program is a winning approach to cultivating our future sports and event leaders. The experience for mentors and mentees alike is both rewarding and fun.

– *Art Berke, Yogi Berra Museum*

The WISE Within program was extremely well-organized and I found it to be a rewarding experience overall. I was able to help my mentee work through some challenges at work based on my experience and expertise working in the business for over 20 years.

– *B. Brodsky, BB Consulting*

Mentoring has always been an important part of my life and I have participated at my own company. For me to be able to participate in the WISE Within program with industry colleagues as a mentor has not only allowed me to offer my experience to my mentee, but I too have gained so much. I highly recommend and believe in this program.

– *Maureen Kelly, Consultant*

Mentoring is a most gratifying way to put to good use all the things you did "wrong" as well as all the things you did "right." There is no substitute for experience in this business and by sharing your own, you absolutely make the road to success a little smoother for someone else!

– *Hillary Mandel, IMG*

The WISE Within Mentor Program is a wonderful opportunity to connect women across the sports and events industry, and it facilitates the creation of valuable mentoring relationships that will endure well beyond the formal program.

– *Tori Stevens, ESPN*