

TEMPO

THE WORLD MOVES
WHEN WOMEN RISE



STRONG VOICES RISING

A single voice hitting the right note can shatter glass.

Many voices build on that timbre and strength.

They resonate. They create a vibration that can shake foundations. Change expectations. Many voices ring through, and ring true.

TEMPO is a group of women who have spoken up, risen above and defied conventions to succeed. And we are committed to helping others do the same. We are each bold, strong, smart and uniquely powerful. Together, we are unstoppable.

TOGETHER, OUR VOICES RISE.
AND THE WORLD RISES WITH US.



On February 6, 1975, four female leaders set out to change the landscape for themselves and other executive, management and professional women. They gathered to participate in the first TEMPO Business and Professional Women's Club of Milwaukee, Wisconsin, which has grown and evolved into what is known today as TEMPO.

AMPLIFYING WOMEN'S VOICES.

MISSION

To further the impact of women leaders in our community.

VISION

A society where executive women share an equal place in leadership, policy and decision-making.



462

members representing

338

companies

269

Emerging Women Leaders
representing

184

companies

Our Mission in Action: Advocate, Elevate, Accelerate.

We advocate on behalf of women, advancing their interests within the community.

We elevate member awareness by sharing knowledge and leadership experience.

We accelerate the success of our members and our community by acting as a collective instead of as individuals.

Our Pillars of Focus:

LEADERSHIP: We are Milwaukee's current and future female executives, decision makers and leaders.

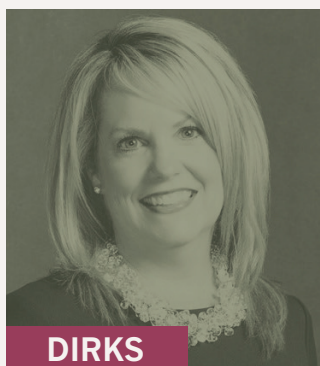
MENTORING: We are women supporting women.

NETWORKING: We build community and connections to advance personally and professionally.

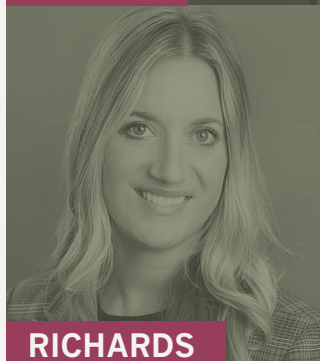
HOW DID WE RISE TO THE CHALLENGES OF 2020? TOGETHER.

Dear friends,

The impacts of 2020 continue to shake our world and community. And yet, the pandemic, job losses, civil unrest, and political upheaval have also served as a critical wakeup call for many individuals and organizations. At TEMPO, the events of the past year were a catalyst to look inward. We learned, unlearned, spoke up, and reimaged how we provide value to our 462 members and 269 Emerging Women Leaders.



DIRKS



RICHARDS

Some highlights:

One year ago, we unveiled the new 2020-23 strategic plan, which builds on recent momentum and keeps the member experience at the heart of everything we do.

- Introduced last spring, the TEMPO Talks virtual webinar series keeps members informed on current issues and will remain a staple monthly offering.
- TEMPO Real Talks was born out of the civil unrest following the horrific murder of George Floyd – a safe space for members to convene for courageous and vulnerable dialogue about racism.
- A record 1,600 people from across the country tuned into the 15th Annual Leadership Event featuring Gabrielle Union in November.
- Our refreshed brand and look have breathed new life into who we are and what we stand for.
- The new Coffee Connections program provides members with a turn-key one-on-one networking opportunity every month.
- At the 31st Annual Mentor Awards we honored four heroic mentors who've helped others rise to new heights despite challenging circumstances.
- Inquiries from prospective members and engagement from current members is higher than ever.
- Collaborative and strategic partnerships arose during the pandemic resulting in greater influence and impact from TEMPO and the community we support.
- We added a full-time staff member to accommodate our growing organization.

Collectively the TEMPO team, Board of Directors, committees, members, sponsors and community partners have made these triumphs possible. We extend our gratitude to each of you for your commitment to TEMPO. As our new brand states, the world moves when women rise, and together we have risen to end the year more resilient than we started it.

Sincerely,

Jennifer Dirks
President & CEO
TEMPO

Lori Richards
Mueller Communications
TEMPO Board Chair 2020-21

Building on achievements and learnings from the 2016-2020 strategic plan, TEMPO launched the 2020-2023 strategic plan in April 2020 which encompasses four key strategies. The member experience remains at the heart of everything we do, with a financially strong organization at the foundation:

RISING FROM A STRONG FOUNDATION.

Network & Value • Legacy & Brand • Equity & Belonging • Community & Impact



The 2020-23 strategic plan aims to achieve the following; that in 2023, TEMPO is....

- 1 An inclusive network of women executives and emerging women leaders providing leadership, professional development, a sense of community and mentorship.
- 2 An organization whose strength and position impacts the community.
- 3 A thought leader on equity and matters of importance for women in the workplace.
- 4 A business partner/resource for media, corporations, nonprofits, and affiliates.
- 5 A financially strong organization.

Learn more about the four key strategies and 2020-21 accomplishments on the following pages.

WOMEN MOVING WOMEN FORWARD.



Objective:

Acknowledge the collective power of TEMPO's membership network, and the uniqueness of each individual member and leverage these strengths to further impact our mission and vision.

KEY ACCOMPLISHMENTS 2020-21



89% member retention rate



93 new members



35 women added to Mentor Circles



New Coffee Connections program



73 new 1-to-1 mentoring matches between TEMPO (mentors) and Emerging Women Leaders (mentees)



63 events held including program meetings, professional development sessions and TEMPO Talks

SPEAKING UP. RISING ABOVE. NOW & ALWAYS.



Objective:

Maximize TEMPO's brand equity and 45-year history to build awareness of the organization and support growth over the next 45+ years.



Signature Events

November 19th: 15th Annual Leadership Event featuring Gabrielle Union. 1,600 attendees tuned in from across the country. *Pictured to left.*

April 29th: Honored four heroic mentors at the 31st Annual Mentor Awards. Pictured above from left to right: *Peggy Williams-Smith, Erickajoy Daniels, Ellen Gilligan, Dr. John Raymond and Mara Lord (accepting for Medical College of Wisconsin).*

KEY ACCOMPLISHMENTS 2020-21



Continued growth of Emerging Women Leaders (EWL)

- Celebrated five years of EWL
- 84 new EWL members
- 94% retention rate
- 15 transitions from EWL to TEMPO to-date

OUR NEW LOOK

2020 marked TEMPO's 45th anniversary. Amid the changes happening at TEMPO, and around us, we looked inward and asked, "What do we want the next 45 years of TEMPO to look like?" and, "How do we adequately capture the power of who we are and the impact we have now and into the future?"

While our mission, vision, and values remain the same, we saw an opportunity to take a fresh look at the way we represent ourselves and our commitment to elevating women, their causes and their contributions to business and community.



TEMPO

Brand and Design Partner



Our new logo is designed to feel both modern and timeless. The "E" signifies rising, and the pop of gold lends a touch of elegance. The refreshed brand portrays that the women of TEMPO have powerful individual voices that gather even more strength together.



Objective:

Create an environment of inclusion and belonging where ALL members' differences and perspectives are supported and valued. Provide a platform for advocating, addressing and promoting women's equity issues.

KEY ACCOMPLISHMENTS 2020-21

Launched TEMPO Real Talks series in June 2020, engaging members in chapter-by-chapter discussions of *White Fragility*

Improved racial diversity of TEMPO membership by 9% since 2016

Exceeded recruitment goals for women of color in TEMPO by 4%

Formalized **zero tolerance policy** on racism, hate, discrimination and prejudice of any kind

Partnered with organizations including:



STANDING TOGETHER. RISING TOGETHER.

Objective:

Serve as the premier resource, business partner and thought leader to the media, local companies, nonprofits associations and other businesses with a shared interest in advancing women leaders.

Initiated weekly conference calls with

30+

area membership organizations and non-profits in response to COVID-19

25+

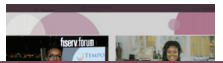
Media Placements

Women in the workplace face tough decisions during the pandemic

Tempo Milwaukee event featuring Gabrielle Union draws record crowd: Slideshow

Nov 20, 2020, 10:25am CST

Actress, author and activist Gabrielle Union shared a message focused on



Milwaukee's Gender Pay Gap Shrinks — but Women Are Still Earning Less, Study Finds

17

Corporate sponsors engaged in the Women's Affinity Alliance's mission to advance women's employee resource groups.

WOMEN'S
AFFINITY ALLIANCE

\$33,000

awarded to Wisconsin women via the

TEMPO FOUNDATION

Commissioned local research on the gender pay gap through the Women's Leadership Collaborative

WOMEN'S *wlc* LEADERSHIP
COLLABORATIVE

Supported relevant business events including:

Bizwomen's Mentoring Monday

BizTimes Milwaukee's Women in Leadership Breakfast

Milwaukee Business Journal's Women of Influence Symposium

Milwaukee Magazine's The Betty Awards

Supported nonprofit organizations including:



BOYS & GIRLS CLUBS
OF GREATER MILWAUKEE



FOR TEEN GIRLS INC.



Milwaukee
Urban League



Officers

Board Chair: Lori Richards*, Mueller Communications

Board Chair Elect: DeVona Wright Cottrell*, GMR Marketing

Past Chair: Marybeth Cottrill*, BMO Wealth Management

Treasurer: Kris Best*, BVK

Directors

Collaboration: Tami Garrison, Molson Coors Communications; Rebecca Ehlers, LUMIN Schools

Diversity & Inclusion: Erickajoy Daniels, Advocate Aurora Health

Emerging Women Leaders: Heather Turner Loth, Eppstein Uhen Architects

Governance: Kelly Renz, InVantage LLC

Membership: Mary Burgoon, Rockwell Automation

Directors-at-Large

Kathie Campbell, Clarios

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Cathy Girard, Goodwill Industries of Southeastern Wisconsin

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Rockwell Automation

Rogers Behavioral Health

RSM

2020-21 Corporate Sponsor:

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2020-21 Corporate Partners:

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