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Walbec Group hosts 2022 Smart Girls Rock! event to highlight STEM careers for women

Fox Cities Chamber of Commerce's annual program teaches high school girls about local STEM careers.

GREENVILLE, Wis. (Oct. 27, 2022) – [Walbec Group](#), a family of construction companies helping people reach their destinations, is proud to host the [Smart Girls Rock!](#) event put on by the [Fox Cities Chamber of Commerce](#). On Wednesday, Nov. 2, from 8 a.m. – 3 p.m., nearly 100 area high school girls will get hands-on experience by meeting with women who work in local STEM (Science, Technology, Engineering and Math) careers. The event will take place at Northeast Asphalt (NEA), a professional asphalt production and construction services division of Walbec Group, located at W6380 Design Dr. in Greenville ([map](#)).

"Women play critical roles in STEM careers. As industry leaders, it's our responsibility and necessary right now to mentor the next generation of young ladies in what is possible," explained Bridget Kraus, vice president of marketing at Walbec Group.

"Hands-on activities and exposure to professional mentors in our Walbec shop will give these young ladies an understanding of what to expect and enable them to visualize themselves in similar roles. If we can spark curiosity and interest for just one student to pursue one of these career paths, then we will have been successful."

The day's activities feature speed mentoring with women in STEM-related professions and interactive group activities that expose these students to STEM careers in high demand. Visuals during the speed mentoring sessions include:

- Live welding with a software demo

- Assembling pen and pencil holders using pre-formed aluminum and diamond plate metal
- Phase change material demonstrations with a thermal camera
- Assembly process strategy with Nuts & Bolts game
- Creation of graphite circuits
- Making no-bake cookies to simulate the asphalt-making process
- Crane operator simulation
- 3D modeling and construction and architecture drawings
- Cosmos demonstration

“The Fox Cities Chamber started Smart Girls Rock! because we wanted to get young girls thinking about career goals in the math and science fields and help them take steps to make those goals a reality,” explained Sharla Jens, vice president of emerging talent at the Fox Cities Chamber of Commerce, “We break the girls up into smaller groups throughout the day so they can really immerse themselves in the different opportunities that exist for them in the STEM fields.”

If high school girls are still interested in attending the Smart Girls Rock! event they must contact their school leaders to get registered ahead of Wednesday, Nov. 2. Only schools within the Fox Cities Chamber region, so within the Outagamie, Calumet or northern Winnebago county areas, are able to sign up students for Smart Girls Rock!

Smart Girls Rock! is made possible through the generous support of presenting sponsors Walbec Group and Menasha Corporation, alongside Gold Sponsor, McMahon and In-Kind sponsor, 4imprint.

To learn more about Walbec Group and its family of construction companies, visit walbecgroup.com.

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Walbec Group

Walbec Group is comprised of Northeast Asphalt, Payne and Dolan, Zenith Tech, Parisi, Premier Concrete and Construction Resources Management. Appropriately named after our founder, Walter Bechthold, and founded in 1930, the Walbec Group is a vertically integrated family of heavy civil engineering, construction, and material supply companies. Together, the companies produce high-quality construction materials and deliver unparalleled professional design, engineering, and construction services. Our nearly 2,000 skilled professionals are located throughout the Midwest and take great pride in serving as true partners to our customers. For more information, please visit walbecgroup.com.

About Fox Cities Chamber of Commerce

The Fox Cities Chamber of Commerce captures the energy of one of Wisconsin’s most dynamic regions and transforms it into innovative programs and services for its business members. The Fox Cities Chamber serves all of the Fox Cities communities

within the counties of Outagamie, Calumet and the northern portion of Winnebago. The Fox Cities Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin. For more information, visit foxcitieschamber.com.

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