

## Women of Northeast Wisconsin: Rediscover the Phenomenal in You

*Institute for Women's Leadership brings award-winning journalist Mariana Atencio to speak about being authentically yourself*

Green Bay, Wis. — The University of Wisconsin-Green Bay's Institute for Women's Leadership is hosting its second annual event celebrating Northeast Wisconsin women at all stages of their careers from 4 to 7 p.m. on Thursday, April 20 at The Weidner. **"Celebrate 2023: Phenomenally You"** is an evening of networking, education and inspiration open to everyone.

The evening's agenda includes networking, cocktails and appetizers, plus a reflection of leadership insights, observations and inspirations shared by accomplished area leaders at Institute events throughout the last year. The event's keynote presentation features Mariana Atencio, a national award-winning journalist and author.

Atencio's presentation on authenticity — **"Perfectly You: Embracing the Power of Being Real"** — is more relevant than ever in today's rapidly changing workplace and world, as she shares techniques for what makes each of us unique as an individual, a leader and reinforces the phenomenal power that comes from being perfectly you.

Women from across the region and those who mentor and supervise them — including men — are encouraged to attend the event. The cost is \$40 per person or \$30 per person if an Institute member. UW-Green Bay students are free. **To learn more about the Celebrate 2023 event, please [visit the website](#).**

"The Institute has gained great momentum in the last year, hosting dozens of formal and informal events and engaging thousands of women who are looking for a flexible and dynamic resource for connection, networking, education and inspiration," said Janet Bonkowski, executive director of the Institute.

"We're incredibly excited to celebrate what women across the region have accomplished over the last year and share the opportunities that lie ahead. 'Celebrate' is a fun and engaging way to learn about the resources of the Institute and meet other inspiring women from across Northeast Wisconsin."

### **About Mariana Atencio**

Mariana Atencio took the world by storm in 2017 when her TEDx talk on authenticity "What makes YOU special?" went viral. To date, it has over 18 million views and has been translated into 13 languages. Her book "Perfectly You: Embracing the Power of Being Real" was an Amazon Best Seller and selected by Audible and AppleBooks. In the last decade, she worked at Univision and NBC News as an anchor and reporter, and has since founded "GoLike," a media company named among the 100 most powerful Latina businesses in the United States.

Atencio has quickly become one of the most sought-after virtual speakers and secured global events, keynotes and partnerships with Microsoft, YouTube, Spotify, Deloitte, Pepsi, Clinique, AT&T, McDonald's, UBS, Procter & Gamble, Citi Private Bank, Airbnb, LinkedIn, the World Health Organization and The United Nations.

Atencio is featured in the award-winning HBO series "Habla Now" as one of the leaders defining the Latinx Experience in the nation. Her work has been honored with a Peabody, Columbia University's "First Decade Award" and the National Association of Hispanic Journalists Presidential Award.

### **About the Institute for Women's Leadership**

UW-Green Bay's [Institute for Women's Leadership](#) is dedicated to engaging, inspiring and empowering the next generation of women leaders to ensure a strong and equitable leadership pipeline. The University established the Institute in 2021, recognizing the region's growing need for a pipeline of women leaders and the distinct challenges faced by professional women in the workplace. The Institute is a comprehensive leadership resource committed to providing ongoing, forward-thinking networking, education and inspiration to support women as they rise.

The Institute presents wide-ranging programs, events, and research, benefiting women with access to experts and supportive networks. Leadership certificate programs, a monthly speaker's series featuring notable women throughout the area sharing their stories to leadership, monthly networking events, a women's mentorship program, an annual leadership retreat, workshops and discussion groups will be offered to support women's professional development needs. Equally important, the Institute works to increase communities' knowledge and awareness of issues related to women in leadership and advance new knowledge about women and leadership in Wisconsin through benchmarking data on women in business and research about women and leadership.