Winter Break 2015-2016
UW-Madison Letters & Science Badger Job Shadow Program

January 5-15, 2016

No plans for winter break?

Looking to explore your career interests and goals?

Wanting to learn more about, and observe, various types of job functions at an employer?

Wanting to build a network with professionals and learn about their career backgrounds and interests? Want to meet many UW alumni and make connections to them?

Interested in possible internship and job opportunities at an employer?

If you have these questions and more, then consider doing a job shadow experience!

Job shadowing will help you learn more about careers of interest, and also help you with your career exploration, goals and options. You will able to visit (or participate virtually, if available) employers in Wisconsin and throughout the U.S. to learn more about a work setting, observe and/or participate in various work functions, and learn about various types of career opportunities that might be available. You will have a chance to meet many professionals, including many UW alumni! Students are responsible for their own transportation to and from the employer for in-person visits.

Interested in Participating??

Follow the steps on the next page!

Questions or for more information contact:

Greg Iaccarino
Experiential Education Coordinator
L&S Career Initiative and Career Services
greg.iaccarino@wisc.edu
(608) 265-9205
Job Shadow Program Application Directions

If you are interested in participating in the 2015-2016 Winter Break Job Shadow Program, please complete the following 2 steps:

1.) Review the list of participating employers in this brochure. Keep the following notes in mind:
   - You may sign up for more than one job shadow
   - Sign up only one day per employer, unless otherwise stated
   - You are responsible for providing your own transportation to the Job Shadow site
   - The City and State listed by each employer is the LOCATION of the job shadow site
   - Skype and/or phone/teleconferencing may be an available option

2.) After reviewing the list, apply for specific job shadow opportunities at this link:

   http://go.wisc.edu/5ca728

   Application Deadline: Thursday, December 17, 2015 11:59 p.m. CST

AFTER THE APPLICATION DEADLINE:

   - You will be notified by December 23, 2015 of your Job Shadow matches and connected to your sites.
   - Preparation information, directions to the employer and other helpful items will be sent to you via email. In addition, Greg Iaccarino will be available to be contacted (phone/e-mail/in-person) for questions.
   - You will also hear directly from Greg and the employer with more information about the specific job shadow experience.

If you have questions, please contact Greg Iaccarino, Experiential Education Coordinator, at L&S Career Initiative and Career Services at greg.iaccarino@wisc.edu

Thank you for your cooperation and for participating in the UW-Madison L&S Badger Job Shadow program!
# Table of Contents

## Employers and Career Fields

Employers and career fields associated with them are below, to aid with your selections. For more details about each opportunity, please go to the page number.

<table>
<thead>
<tr>
<th>Employer</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AB Bernstein</strong></td>
<td>6</td>
</tr>
<tr>
<td>(Finance/Wealth Management)</td>
<td></td>
</tr>
<tr>
<td><strong>BioTechnique</strong></td>
<td>7</td>
</tr>
<tr>
<td>(STEM/Life Sciences)</td>
<td></td>
</tr>
<tr>
<td><strong>Blueline Consulting</strong></td>
<td>8</td>
</tr>
<tr>
<td>(Technology/Startup/Sales/Marketing/Branding)</td>
<td></td>
</tr>
<tr>
<td><strong>Brightline Horizons Family Solutions</strong></td>
<td>9</td>
</tr>
<tr>
<td>(Education/Child Development)</td>
<td></td>
</tr>
<tr>
<td><strong>Brunswick Group</strong></td>
<td>10</td>
</tr>
<tr>
<td>(Communications/Corporate Communications/Public Relations)</td>
<td></td>
</tr>
<tr>
<td><strong>Chicago Twenty Something, Inc.</strong></td>
<td>11</td>
</tr>
<tr>
<td>(Event Planning/Marketing/Promotions)</td>
<td></td>
</tr>
<tr>
<td><strong>CLEAResult</strong></td>
<td>12</td>
</tr>
<tr>
<td>(Technology/Project Management/Coordination)</td>
<td></td>
</tr>
<tr>
<td><strong>Coyote</strong></td>
<td>13</td>
</tr>
<tr>
<td>(Sales/Supply Chain/Logistics)</td>
<td></td>
</tr>
<tr>
<td><strong>Exact Sciences</strong></td>
<td>14</td>
</tr>
<tr>
<td>(STEM/Life Sciences/Healthcare)</td>
<td></td>
</tr>
<tr>
<td><strong>Fleming Development, Inc.</strong></td>
<td>15</td>
</tr>
<tr>
<td>(Human Resources/Information Technology/Operations/ Real Estate/Accounting)</td>
<td></td>
</tr>
</tbody>
</table>
Table of Contents

Employers and Career Fields

Employers and career fields associated with them are below, to aid with your selections. For more details about each opportunity, please go to the page number.

<table>
<thead>
<tr>
<th>Employer</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesirow Financial</td>
<td>16</td>
</tr>
<tr>
<td>(Financial/Investor Services)</td>
<td></td>
</tr>
<tr>
<td>Oak Park Place</td>
<td>17</td>
</tr>
<tr>
<td>(Social Services/Healthcare/Gerontology/Senior Living)</td>
<td></td>
</tr>
<tr>
<td>Partners in Excellence</td>
<td>18</td>
</tr>
<tr>
<td>(Social Services/Childcare/Autism Behavioral Therapy/Speech Therapy)</td>
<td></td>
</tr>
<tr>
<td>PKWARE</td>
<td>19</td>
</tr>
<tr>
<td>(Human Resources)</td>
<td></td>
</tr>
<tr>
<td>Promote Local</td>
<td>20</td>
</tr>
<tr>
<td>(Sales/Marketing/Product Development/Entrepreneurship)</td>
<td></td>
</tr>
<tr>
<td>Propeller Health</td>
<td>21</td>
</tr>
<tr>
<td>(Information Technology/Medical Health/Medical Devices)</td>
<td></td>
</tr>
<tr>
<td>RotoWire</td>
<td>22</td>
</tr>
<tr>
<td>(Communications/Media/Sports)</td>
<td></td>
</tr>
<tr>
<td>Rubicon International</td>
<td>23</td>
</tr>
<tr>
<td>(Technology/Software Development/Training)</td>
<td></td>
</tr>
<tr>
<td>ScheduleSoft Corporation</td>
<td>24</td>
</tr>
<tr>
<td>(Technology/Customer Support/Data Analysis)</td>
<td></td>
</tr>
<tr>
<td>Sixteenth Street Community Health Centers - Community HealthCorps</td>
<td>25</td>
</tr>
<tr>
<td>(Healthcare/Social Services/Community Relations)</td>
<td></td>
</tr>
</tbody>
</table>
Table of Contents

Employers and Career Fields

Employers and career fields associated with them are below, to aid with your selections. For more details about each opportunity, please go to the page number.

<table>
<thead>
<tr>
<th>Employer</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyward, Inc.</td>
<td>26</td>
</tr>
<tr>
<td>(Information Technology)</td>
<td></td>
</tr>
<tr>
<td>State Bank of Cross Plains</td>
<td>27</td>
</tr>
<tr>
<td>(Human Resources/Finance/Loan Processing/Call Center/Retail Sales)</td>
<td></td>
</tr>
<tr>
<td>Taliesin Preservation, Inc.</td>
<td>28</td>
</tr>
<tr>
<td>(Museums/Communications/Nonprofit Development/Event Coordination/Marketing/Retail)</td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td>29</td>
</tr>
<tr>
<td>(Management/Operations/Retail)</td>
<td></td>
</tr>
<tr>
<td>Temperature Systems, Inc.</td>
<td>30</td>
</tr>
<tr>
<td>(Supply Chain/Logistics)</td>
<td></td>
</tr>
<tr>
<td>The Bon-Ton Stores</td>
<td>31</td>
</tr>
<tr>
<td>(Retail/Merchandise Buying/Merchandise Planning)</td>
<td></td>
</tr>
<tr>
<td>Trek Bicycle Corporation</td>
<td>32</td>
</tr>
<tr>
<td>(Information Technology)</td>
<td></td>
</tr>
<tr>
<td>West Corporation</td>
<td>33</td>
</tr>
<tr>
<td>(Human Resources/Marketing/Sales/Client Relations)</td>
<td></td>
</tr>
<tr>
<td>WORT 89.9 FM</td>
<td>34</td>
</tr>
<tr>
<td>(Communications/Media/Broadcasting/Journalism/Nonprofit Management)</td>
<td></td>
</tr>
</tbody>
</table>
Job Shadow Program Participating Employer Descriptions

NOTE: All Employers are in alphabetical order, below, by name of employer. Please scroll through the entire list to get the full sense of opportunities that are available. Career fields are listed under each employer name to help with organizing by career fields that you may be interested in.

**AB Bernstein**

*www.bernstein.com*

**Finance/Wealth Management**

**About AB Bernstein**

Bernstein was founded more than four decades ago to manage money for families and individuals. Our focus has never changed, although our client base has expanded to include institutions, and the services, tools, and resources we offer have evolved with our insights into markets and clients' needs.

**Description of Job Shadow Experience/Career Fields of Job Shadow**

Shadowing for Private Wealth Associate and Internship programs.

Career Fields include: Financial advising.

**Available Dates of Job Shadow Experience**

Afternoon ONLY: January 6, 7, 13, 14  
All Day: January 8, 15  
In-person visit only  
Business Casual/Professional Dress
BioTechnique
www.biotechique.com
STEM/Life Sciences

About BioTechnique

PSC Biotech Corporation is a global, employee owned, life sciences consultancy that performs projects and staff augmentation in the following disciplines: Engineering, Information Technology, Technical Services, Validation, Compliance, Regulatory Submissions, Clinical, Project Management and Quality Assurance. Incorporated in 1996, PSC Biotech has been performing projects globally for over 19 years. PSC Biotech has over 358 customers in 23 different countries around the world. With offices in North America, Europe, Asia and the Middle East, PSC is the world’s largest specialty biotech life sciences consultancy.

Description of Job Shadow Experience/Career Fields of Job Shadow

Attending staff meetings, Tours of Work Site, Environmental Monitoring, Aseptic Cleaning Techniques Quality Assurance and Quality Control, Manufacturing. Preference for juniors and seniors in the STEM/Life Sciences fields.

Available Dates of Job Shadow Experience

Morning ONLY: January 8, 15
All Day: January 6, 7, 11, 12, 13, 14
In-person visit or virtual participation (via email or Web Ex)
Business Casual/Professional Dress
Blueline Consulting, LLC
www.linkedin.com/company/blueline-technology-inc
Technology/Startup/Sales/Marketing/Branding

About Blueline Consulting, LLC

Blueline Consulting connects people based on long term relationships with the best in Chicago’s Tech Community. We have a close ear to the start-up market and Enterprise Solutions community. Working 24/7 for our clients and Consultants, Blueline delivers the best talent to the most innovating environments. We have grown in Chicago and now covering the Midwest Market, we provide full-time opportunities as well as consulting engagements. Blueline Consulting has a new office in Madison, which is located at 100state, and where the job shadow will occur.

Description of Job Shadow Experience/Career Fields of Job Shadow

In-person shadowing of Technology Consulting business, Outbound Business Development / Sales, Recruiting and Business Administration. Students can attend staff meetings and shadow during outside meetings, as well network with other business professionals working from 100State which is where our Madison office is located. Shadowing will lead to potential internship opportunities!


Available Dates of Job Shadow Experience

All Day: January 7, 8, 11, 12
In-person visit
Business Casual/Professional Dress
Bright Horizons Family Solutions
www.brighthorizons.com
Education/Child Development

About Bright Horizons Family Solutions

Founded in 1986, headquartered in the United States, and conducting business in the U.S., the UK, Ireland, the Netherlands, India, and Canada, Bright Horizons operates more than 750 child care centers worldwide and partners with more than 850 leading employers across nearly every industry.

Bright Horizons provides a complete family of employer solutions, including child care, back-up care for children and adults/elders, and educational advising for employees and their college-bound dependents. We also provide complete consulting services to assess, identify, and respond to work/life and dependent-care challenges among an organization’s employees.

Description of Job Shadow Experience/Career Fields of Job Shadow

Help provide children with developmentally appropriate activities, creates a warm, nurturing environment and interacts positively with the entire staff and children. Attend staff meetings as appropriate. Shadow visits can occur at Bright Horizons’ locations in Madison, Pewaukee, Palmyra, Marshfield, Mount Pleasant, Racine (Wisconsin); have centers throughout Illinois

Career Fields include: Early Childhood Education, Education, Social Work, Psychology

Available Dates of Job Shadow Experience

All Day: January 6, 7, 8, 11, 12, 13, 14, 15
In-person visit
Business Casual/Professional Dress
Brunswick Group Dallas, TX, New York, NY, San Francisco, CA, Washington, DC
www.brunswickgroup.com
Communications/Corporate Communications/Public Relations

About Brunswick Group:

Brunswick is a leading business communications firm: a global partnership with 22 offices in 13 countries. Founded in 1987, Brunswick has grown organically, operating as a single profit center – allowing us to respond seamlessly to our clients’ needs, wherever they are in the world.

Brunswick is a leading business communications/advisory firm specializing in business critical issues. We help companies build relationships with all of their stakeholders. When clients turn to us, it’s because they know that engaging effectively with everyone who has a stake in the company is more about managing perceptions – it is essential to making business work. Our background in financial communications means we understand how businesses are wired. It also means integrity is deep in our nature: diligence, openness and accuracy. Brunswick is one firm globally. Delivering anywhere, we have a reputation for high-calibre, highly experienced people who have diverse backgrounds and skills.

Date (s) of Job Shadow:

Afternoon ONLY: January 5 in Dallas, TX office
Afternoon ONLY: January 6 in San Francisco, CA office
Afternoon ONLY: January 8 in New York, NY office
Afternoon ONLY: January 21 in Washington, DC office
Business Casual/Professional Dress

Available Dates of Job Shadow Experience

Come meet with professionals, including UW-Madison alumni, in corporate communications. Learn about their career paths and also learn about internships and full time positions that are available at Brunswick Group. Students with interests in writing, communications, public relations.
Chicago Twenty Something, Inc.  
www.chicagotwentysomething.com  
Chicago, Illinois  
Event Planning/Marketing/Promotions

About Chicago Twenty Something, Inc.

Chicago Twenty Something is a nightlife Marketing and Event Planning company that acts as a social network for those in their 20s who work, live, or play in the city. We work with over 70 of Chicago’s best venues to set up weekly events, where individuals can meet up with their old friends or make new ones. In addition to our weekly events, we specialize in setting up birthday parties, charity events, bachelorette parties, graduation parties, corporate events, or any other special event for any occasion you can think of! Chicago Twenty Something is a fun company that works with young adults who are passionate about event coordination, and have the drive for marketing and sales.

Description of Job Shadow Experience/Career Fields of Job Shadow

This Job Shadow will consist of a 1-2 hour orientation and explanation of our company followed by lunch. It will be a half day Job Shadow.

Career Fields include: Event planning, marketing, promotions, advertising, especially of large scale events.

Available Dates of Job Shadow Experience

Morning ONLY: January 11  
In-person visit  
Business Casual/Professional Dress
CLEAResult  
www.clearesult.com  
Technology/Project Management/Coordination

About CLEAResult

CLEAResult helps utilities, businesses and individuals make the wise use of energy a way of life. Headquartered in Austin, Texas, with offices in more than 40 cities in the U.S. and Canada, CLEAResult designs, markets and implements energy programs around the globe. Our experienced energy experts tailor strategies to our clients’ specific needs and circumstances.

Description of Job Shadow Experience/Career Fields of Job Shadow

Via Skype, phone or email: example of a typical day, normal functions and tasks, meetings: how to, challenges of staying organized, tips for managing projects and time.

The host of this shadow opportunity has worked in healthcare software & energy efficiency software in a helper role of coordination and project management.

Technology (IT/Software administration - not computer programming), project management, coordination

Available Dates of Job Shadow Experience

All Day: January 6, 7, 8, 11, 12, 13, 14, 15
Virtual participation (via Skype, phone or email)
Coyote Logistics
www.coyote.com
Sales/Supply Chain/Logistics

About Coyote Logistics

Logistics is at the heart of everything around you. Have you ever thought about how items like your electronics or your groceries get to the store? Coyote is a leading third-party logistics (3PL) service provider, responsible for coordinating and moving goods bought and consumed every day across North America. Founded in 2006 to bring a better experience to the transportation industry, Coyote believes in doing the right thing every time for shippers, carriers, and each other. As a third-party logistics (3PL) provider, Coyote arranges the movement of 5,000 shipments per day by way of an ever-growing network of 34,000 carriers. Coyote offers truckload, less-than-truckload, and intermodal brokerage services and transportation management services to more than 12,000 shippers, from Fortune 100 companies to small businesses, in many industries across North America. Coyote is headquartered in Chicago, with more than 2,000 employees operating from 16 offices nationwide. Coyote was recently named to the Chicago Tribune's list of the 2014 Top 100 Workplaces in Chicago for its fifth consecutive year.

Coyote focuses on the supply chain. A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The supply chain not only includes the manufacturer and suppliers, but also transporters, warehouses, retailers, and customers themselves.

Description of Job Shadow Experience/Career Fields of Job Shadow

After learning the basics of the industry, you will have the opportunity to explore the following different roles by shadowing current Coyote Sales Representatives:
- Carrier Operations: Working on a carrier sales team, interns will assist in the daily operations of selling and managing freight. Daily tasks will include tracking freight for a specific sales representative and working to prevent common problems before they arise.
- Carrier Sales: Working collaboratively with a regionally designated team to drive revenue growth with new and existing carriers; negotiating rates and communicating internally and externally.
- Customer Operations: Planning and managing customer support issues that influence customer satisfaction and impact sales.

We'll overview the National Account Manager Sales Trainee Summer 2016 Internship Program.

Available Dates of Job Shadow Experience

All Day: TUESDAY, JANUARY 5
In-person visit
Business Casual/Professional Dress
Exact Sciences  
www.exactsciences.com  
STEM/Life Sciences/Healthcare

About Exact Sciences

Exact Sciences Corp. (NASDAQ: EXAS) is committed to playing a role in the eradication of colorectal cancer. As part of this mission we are proud to introduce Cologuard. Cologuard is the first noninvasive screening test for colorectal cancer that analyzes both stool DNA and blood biomarkers and has been proven to find 92 percent of cancers and 69 percent of the most advanced precancerous polyps in average risk patients. Cologuard, which is available through healthcare providers, offers people 50 and older at average risk for colorectal cancer an easy-to-use screening test they can do in the privacy of their own home. The company has exclusive intellectual property protecting its noninvasive, molecular screening technology for the detection of diseases of the GI tract.

Description of Job Shadow Experience/Career Fields of Job Shadow

Observe work functions, attend meetings, interview staff, facility tours. Will require confidentiality agreements in order to protect intellectual property encountered during site visit.

Career Fields include: STEM/Life Sciences/Healthcare

Available Dates of Job Shadow Experience

Morning ONLY: January 6, 7, 8, 11, 12, 13, 14, 15  
In-person visit or virtual participation (Skype, phone, email)  
Business Casual/Professional Dress
Fleming Development, Inc.  
Madison, Wisconsin

http://flemingdevelopment.weebly.com/
Human Resources/Information Technology/Operations/Real Estate/Accounting

About Fleming Development, Inc.

Fleming Development is a privately held company in Madison, WI that focuses on commercial real estate including office, retail, industrial and land development as well as residential senior apartment communities. Our knowledgeable staff delivers an array of commercial and residential real estate services including brokerage, development, leasing and property management. In addition, Fleming Development is the corporate headquarters for two other sister entities that include Touchstone Senior Services (DBA Sylvan Crossings Assisted Living and Memory Care) and Greenscapes Landscape Design and Maintenance.

Description of Job Shadow Experience/Career Fields of Job Shadow

Meet with Human Resources, Accounting, Real Estate, Operations; observe work functions, attend meetings, conduct informational interviews, tour

Career fields include: Real Estate, Accounting, IT, HR, Operations

Available Dates of Job Shadow Experience

Morning ONLY: January 6, 7, 8, 11, 12, 13, 14, 15
In-person visit
Business Casual/Professional Dress
Mesirow Financial
www.mesirowfinancial.com
Financial/Investor Services

About Mesirow Financial

Mesirow Financial is an independent diversified financial services firm. We aim to understand, anticipate and meet our clients’ financial needs with a multitude of high-quality products and services. With headquarters in Chicago, and locations across the globe, we are made up of approximately 1,200 employees, of which 30% have ownership in the firm. For the past seven decades our firm has remained committed to the distinguishing characteristics and core values upon which it was founded. Our firm is well capitalized and has been consistently profitable, with capital of $367 million, revenues totaling $469 million for fiscal 2015 and $94.9 billion in assets under management as of September 30, 2015, broken down as follows:

Description of Job Shadow Experience/Career Fields of Job Shadow

Investment Banking job shadow - observe a day in the life of an Investment Banking Analyst working on a 25-person team in the River North neighborhood of Chicago. Our cross-functional teams focus on aerospace and defense, packaging, business services and consumer products, and industrials.

Career Fields include: Investment banking/corporate finance

Available Dates of Job Shadow Experience

All Day: January 6, 7, 8, 11, 12, 13, 14, 15
In-person visit
Business Casual/Professional Dress
Oak Park Place

www.biotechique.com
Social Services/Healthcare/Gerontology/Senior Living

About Oak Park Place

Oak Park Place provides a full continuum of care in a community committed to an active, satisfying lifestyle focused on wellness for all residents. Our philosophy at Oak Park Place is to promote choice and independence. Residents find the assistance they need while maintaining and enhancing their own lifestyles in a warm and caring environment.

Description of Job Shadow Experience/Career Fields of Job Shadow

Observing work functions, Attending staff meetings, Speaking with current staff members. Tour of facility

We’d welcome any students interested in the fields of gerontology, healthcare, or the growing industry of senior living communities. Career fields include social services, sales & marketing, activity programming, dietary services, physical & occupational therapy.

Available Dates of Job Shadow Experience

All Day: January 7, 14
In-person visit or virtual participation (via phone)
Business Casual/Professional Dress
Partners in Excellence

www.pieofmn.com
Social Services/Childcare/Autism Behavioral Therapy/
Speech Therapy/Occupational Therapy

About Partners in Excellence

Partners in Excellence (Partners) is a center-based autism treatment center that has served the Twin Cities Autism community since 2001 and the La Crosse, Wisconsin community since 2010. Our mission is to positively impact the life of each child through our unparalleled commitment and desire to see our clients reach their greatest potential. Partners is recognized in the autism community for their measurable progress and results. We strive to maximize each child’s potential, continually monitoring progress to allow each child to become as independent and successful as they possibly can. Partners is an outpatient mental health clinic providing simulated environments that reflect real-life situations, enabling the children to work on their skills one-on-one or in small groups with trained behavior therapists.

Description of Job Shadow Experience/Career Fields of Job Shadow

Observe professionals that are in Childcare, Occupational Therapy, Speech Therapy, Autism Behavioral Therapy

Career fields include: Psychology, Sociology, Social Work, Communication Disorders, Child Phycology, Special Education, Early Childhood education, and Human Services/Management, Occupational Therapy, & Speech Therapy.

Available Dates of Job Shadow Experience

All Day: January 6, 7, 8, 11, 12, 13, 14, 15
In-person visit
Business Casual/Professional Dress
PKWARE

www.biotechique.com

Human Resources

About PKWARE

PKWARE provides "Smart Encryption", armoring data at its core and eliminating vulnerabilities everywhere data is used, shared or stored. Smart Encryption means solutions that are easily embedded and managed without changing the way people work. Integrated across all enterprise systems, platforms and languages, Smart Encryption fortifies information security inside and outside the organization. PKWARE started with creation of the .ZIP file standard, the world's most widely used file-based open standard. Now driven by data security, PKWARE protects the world's information with Smart Encryption, including such products as SecureZIP and Viivo.

Description of Job Shadow Experience/Career Fields of Job Shadow

Tour of work site, observing "a day in the life of Human Resources"
Q&A time with Vice President of Human Resources
This shadow experience will specifically focus on human resources

Career fields include: Human Resources

Available Dates of Job Shadow Experience

Morning ONLY: January 6
Afternoon ONLY: January 7, 14
In-person visit or virtual participation (via phone or email)
Business Casual/Professional Dress
Promote Local  
www.promotelocal.com  
Sales and Marketing/Product Development/Entrepreneurship

About Promote Local

Promote Local was founded in June of 2015, preceded by a year-long failed startup. In that sense, we are entrepreneurs and can speak to the experience. Promote Local is a marketing agency and technology company with a commitment to community. Our agency works strategically to provide a high value service that covers every aspect of marketing - from brand identity and PR through social media and print. Our technology connects local businesses to students of marketing. We provide guidance and feedback to the students and best practices to the entire community. The technology provides a place for people to connect, collaborate and provide feedback. Students build a digital resume and learn while earning money. Our commitment to community is a part of our mission: making productive life simple and accessible to all. Starting out with This Lovely City, we’ll always spend a portion of our time doing what we can to help nearby - and to create models for how others can do the same.

Description of Job Shadow Experience/Career Fields of Job Shadow

Attending staff meetings, Conducting informational interviews with staff, Tour of work site, Observing work functions.

Graphic design, product development, software development and business planning are among our skill sets as a company.

Available Dates of Job Shadow Experience

All Day: January 6, 7, 11, 12, 13, 14
In-person visit
Business Casual/Professional Dress
Propeller Health  
www.propellerhealth.com  
Madison, Wisconsin  
Information Technology  
Medical Health/Medical Devices

About Propeller Health

Propeller Health is a digital health company committed to improving the management of chronic respiratory disease. We enjoy working together to create and apply technology to challenging problems that have enormous social costs. Propeller Health is closing the gap between what can be accomplished in asthma, COPD and chronic respiratory disease and what little has so far been achieved. This means significantly improving the quality of care, reducing unnecessary morbidity and utilization, and enabling a modern, cost-effective, data-driven approach to management. Using small sensors to record when and where people use inhaled medications, Propeller Health provides patients with a continuous, objective assessment of their disease, together with personalized guidance and targeted education, drawn from the national guidelines, to help them improve.

Description of Job Shadow Experience/Career Fields of Job Shadow

Observing Engineering team- Hardware, Software, and Mobile App Developers, tours of worksite, conducting information interviews with Propeller Health team members, and getting an overall inside view of what we do.

Career Fields include: Hardware Engineers, Software Engineers, Android and iOS Developers, Product Engineers, Web API Developers, Medical Health, Medical Devices

Available Dates of Job Shadow Experience

Afternoon ONLY: January 7, 8  
In-person visit  
Business Casual/Professional Dress
RotoWire
www.rotowire.com
Communications/Media/Sports

About RotoWire

RotoWire is a fantasy sports company that proudly provides content to other companies such as ESPN, Yahoo! Sports, FOX Sports, Sirius XM, FanDuel, and DraftKings. Students who are interested in all facets of the sports industry will especially appreciate this shadowing opportunity.

Description of Job Shadow Experience/Career Fields of Job Shadow

For in-person shadowing, students will be able to tour RotoWire’s office, observe the publishing of breaking news and notes, conduct interviews with a Recruiting Coordinator, Copy Editor, and Sport Editor (depending on time of shadow and availability). Additionally, students may have the chance to sit in on the recording of a podcast (again, depending on time of shadow and availability).

For e-mail shadowing, students will have the ability to conduct an interview with RotoWire’s Recruiting Coordinator.

Career fields include: Communications, Sports, Media

Available Dates of Job Shadow Experience

Morning ONLY: January 7, 8, 14, 15
Afternoon ONLY: January 11, 12
All Day: January 6, 13
In-person visit or virtual participation (via email)
Business Casual/Professional Dress
Rubicon International
www.rubicom.com
Technology/Software Development/Training/Implementation/Education

About Rubicon International

Rubicon is an educational leadership organization that collaborates with schools to innovate and implement dynamic K-12 curriculum. Primarily known for our ingenuity in curriculum management through Atlas, we proudly partner with other educational leaders and our network of public and independent schools to affect meaningful change in teaching and learning.

Atlas is designed to electronically encompass the entire process of curriculum enhancement in support of faculty, administrators and greater school community and is always customized to reflect a school’s pedagogy, academic standards and unique curricular needs. More than just an online curriculum repository, Atlas changes the paradigm of curriculum work from a cycle of documentation to a managed process for focused collaborative review and advancement. Atlas personalizes the mapping journey by allowing each educator to easily pin meaningful reports to their own dashboard at-a-glance access to information they need. Through a unique communication commons, the school community can start and join collaborative conversations vital to curriculum advancement.

Description of Job Shadow Experience/Career Fields of Job Shadow

One-on-one meetings, Product demo, informational interviews/mock interview, office tour, lunch with associates.

Software Developer, software trainer, implementation specialist, technical support, education enthusiasts

Available Dates of Job Shadow Experience

Morning ONLY: January 8, 15
All Day: January 6, 7, 12, 13
In-person visit
Business Casual/Professional Dress
**ScheduleSoft Corporation**  
Madison, Wisconsin

**www.schedulesoft.com**  
**http://workloud.com**  
**Technology/Customer Support/Data Analysis**

**About ScheduleSoft Corporation**

We are a software company with a SaaS product offering in the workforce management market. SaaS means Software as a Service. We help our customers with onboarding services, chat support, in-depth call back support, and configuration assistance. We also provide customers with full access to our customer community where they can access all of our training materials, knowledge base articles, our getting started packages, and our video tutorials.

ScheduleSoft has been in business for nearly 20 years providing workforce management solutions to customers that value demand driven scheduling. Workloud is our latest end-to-end product that is a few years old and is aimed at disrupting the space of workforce management software.

We are currently recruiting for Customer Success Associates and Data Analysts.

**Description of Job Shadow Experience/Career Fields of Job Shadow**

Shadow professionals on the customer success and data analyst teams. Positions are currently available for hire in the customer success area.

Should have knowledge and interest in software and technology with a strong interest in making our customers successful and happy.

**Available Dates of Job Shadow Experience**

All Day: January 6, 7, 11, 12, 13, 14, 15  
In-person visit  
Business Casual/Professional Dress
Sixteenth Street Community Health Centers - Community HealthCorps (AmeriCorps)  
Milwaukee, Wisconsin

www.sschc.org
Healthcare/Social Services/Community Relations

About Sixteenth Street Community Health Centers

Sixteenth Street strives to improve the health and well-being of Milwaukee and surrounding communities, by providing quality, patient-centered, family-based health care, health education and social services, free from linguistic, cultural and economic barriers. Sixteenth Street has the unique expertise, knowledge and skills to provide quality health care to underserved populations. In support of our mission, and with the desire to leverage our unique capabilities, we will expand to serve additional underserved patients. We will partner with appropriate resources to provide a broad range of services to our community. We strive to provide an excellent workplace for our employees, reflecting the value our employees bring to the organization.

Description of Job Shadow Experience/Career Fields of Job Shadow

Tour of 3 southside Milwaukee community health center sites - 2 are medical clinics and 1 is outreach/WIC. Tours will be conducted by AmeriCorps Members in our Community HealthCorps program. Students will see, via the tours, various careers (doctor, nurse, medical assistant, behavioral health, social work, health education, outreach, case management, etc.) present in a community health setting and will also learn more about AmeriCorps opportunities available at Sixteenth Street CHCs. Group will convene for Q & A after the tours (students and AmeriCorps Members).

Students will spend time directly with AmeriCorps Members but will not have access to other health care providers during their time at SSCHC. Our AmeriCorps team consists of recent college graduates interested in medical school, social work, behavioral health/counseling, health economics, law school, PA school, nursing/nurse practitioner, public health, medical-legal partnerships, etc. We are a placement site for UW Medical School’s TRIUMPH program and also for the National Health Service Corps.

AmeriCorps interest
Community HealthCorps interest (nation’s largest health-focused AmeriCorps program)
TRIUMPH interest (UW Medical School’s urban/public health track)
National Health Service Corps / Scholars interest
Interest in medicine, community health, public health, social work, behavioral health, outreach, environmental health, health education, Spanish, Latino community, health disparities, medically underserved areas

Available Dates of Job Shadow Experience

Morning ONLY: January 14
In-person visit
Business Casual/Professional Dress
Skyward, Inc.  
www.skyward.com  
Madison, Wisconsin

Information Technology

About Skyward, Inc.

Since 1980, Skyward has been committed to providing the best combination of thought leadership, best practices and a diministrative software available anywhere. Skyward employers are trained success specialists with a wide array of backgrounds in everything from programming to technology to project management to journalism. Skyward helps school districts and municipalities around the world improve outcomes, reduce costs, and achieve success. We've left the "software-in-a-box" business model behind in favor of a balanced, collaborative approach made up of equal parts thought leadership, best practices, and advanced technology.

Description of Job Shadow Experience/Career Fields of Job Shadow

In-person opportunities to shadow a certified network engineer while installing new network infrastructure (Wired/Wireless), Server upgrades, and maintenance at skyward customers in the Madison area.

We are seeking participants that are interested in working with the latest technology as an IT consultant.

Examples of technology we work with: Windows 2008/2012 Servers, VMWare ESX / vCenter, HP ProCurve Switches, Ruckus or Aruba WiFi, Windows and MAC client management.

Available Dates of Job Shadow Experience

All Day: January 6
In-person visit
Business Casual/Professional Dress
State Bank of Cross Plains  Cross Plains, Waunakee & Madison, Wisconsin  www.crossplainsbank.com  Human Resources/Finance/Loan Processing/Call Center/Retail Sales

About State Bank of Cross Plains

Since 1908, the State Bank of Cross Plains has been dedicated to providing financial advice and dedicated service to the residents, businesses and communities of Dane County, Wisconsin. As we continue to grow, we have recommitted ourselves to certain core values which have been the cornerstone of our Bank’s success. We are one of the largest independent community banks in Dane County, offering services in consumer/real estate/business lending, as well as wealth management and financial advisory services.

Description of Job Shadow Experience/Career Fields of Job Shadow

Meet with professionals and learn job functions in Human Resources, Commercial Loan Underwriting/Processing, Deposit Operations, Call Center, Retail Sales

Available Dates of Job Shadow Experience

Afternoon ONLY: January 6, 13  
In-person visit or virtual participation (via Skype, phone or email)  
Business Casual/Professional Dress
Taliesin Preservation, Inc. 
Spring Green, Wisconsin
www.taliesinpreservation.org 
Museums/communications/Nonprofit Development/Event Coordination/Marketing/Retail

About Taliesin Preservation, Inc.

Our nonprofit educational organization exists to preserve Frank Lloyd Wright’s Wisconsin home and studio and grant access to the public via our visitation and educational programs.

Taliesin Preservation was created to preserve the buildings, artifacts, landscape, and legacy of Frank Lloyd Wright in Wisconsin. America’s premier architect and Wisconsin’s native son considered Spring Green his home and endeavored to build and create an environment both beautiful and inspirational. It is our mission to conserve the masterful buildings and educate the public on the man, the architect, the architecture, and the ideas. As stewards, Taliesin Preservation’s dual mission is to preserve the cultural, built and natural environments that comprise the Taliesin property and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright’s architecture and ideas.

Description of Job Shadow Experience/Career Fields of Job Shadow

Job shadowing opportunities include informational interviews with members of our Operations, Development, and Education Outreach departments; tours of our preservation projects and administrative offices; and observing Development and Communications team meetings.

Career fields include: Nonprofit development, communications, project planning and management, event coordination and management, retail and marketing.

Available Dates of Job Shadow Experience

All Day: January 6, 11, 13
In-person visit
Business Casual/Professional Dress
Target

www.target.com
Management/Operations/Retail

About Target

Target is an upscale discounter that provides high-quality, on-trend merchandise at attractive prices in clean, spacious and guest-friendly stores.

Description of Job Shadow Experience/Career Fields of Job Shadow

Observing all work functions. Take tours of store.

Career fields include: Management, Operations, Retail

Available Dates of Job Shadow Experience

Morning ONLY: January 6, 7, 11, 12, 13, 14
All Day: January 8, 15
In-person visit or virtual participation (via phone)
Business Casual/Professional Dress
Temperature Systems, Inc. Madison, WI

www.tsihvac.com
Supply Chain/Logistics

About Temperature Systems, Inc.

Temperature Systems, Inc. has represented the finest product lines in the HVACR markets since 1947. We continue to strive to give our customers the most innovative products that are the finest and best value to serve the needs in the Heating, Air Conditioning and Refrigeration fields. We also provide the service, design, support and training for these products to make sure our customers are successful serving their customers. We are a distributor of HVAC-R products servicing most of Wisconsin, and parts of MI, IL and IA. We’ve been in business over 65 years.

Description of Job Shadow Experience/Career Fields of Job Shadow

Spend an hour or so with each department of interest, interviewing, tour of facility, observing work functions.

Career fields include: accounting, sales, purchasing-supply chain, human resources, Information Technology

Available Dates of Job Shadow Experience

All Day: January 6, 7, 12, 13, 14
In-person visit or virtual participation (via phone or email)
Business Casual/Professional Dress
**The Bon-Ton Stores**  
**www.bonton.com**  
**Milwaukee, Wisconsin**  
**Retail/Merchandise Buying/Merchandise Planning**

**About The Bon-Ton Stores**

Seven strong nameplates committed to providing exceptional customer service and supporting our communities. The Bon-Ton Stores, Inc. has been in business for over 100 years. We are made up of seven strong nameplates that were each once a family owned business. We came together because we all shared the same passion and mission – to provide excellent service to our customers and support our local communities. We are proud to have close ties to our neighborhoods, and to be the first choice of so many families.

We work in 26 states, operating more than 260 stores, five distribution centers and three corporate offices. We are actively expanding, and this means that a career with The Bon-Ton Stores, Inc. will offer exciting opportunities for growth and advancement. Here, your personal career goals are valued and we are committed to helping you achieve them.

**Description of Job Shadow Experience/Career Fields of Job Shadow**

Presentations on merchandise lifecycle from a Buyer and Planner to learn their responsibilities throughout; Presentation on current strategies from leaders; Tour of corporate office; Job Shadow Assistant Merchant (entry level position within the merchandising structure); Luncheon with current Assistant Merchants to gain candid insight and feedback

Career fields include Merchandise Buying & Merchandise Planning

**Available Dates of Job Shadow Experience**

All Day: January 8  
In-person visit  
Business Casual/Professional Dress
Trek Bicycle Corporation
www.trekbikes.com
Waterloo, Wisconsin
Information Technology

About Trek Bicycle Corporation

Headquartered in Waterloo, Wisconsin, Trek Bicycle Corporation is a global leader in bicycle design and manufacturing. From the original hand-built steel touring frames introduced in 1976 to the revolutionary OCLV Carbon first introduced in 1992, Trek’s passion for innovation, quality, and performance leads the industry with next-generation thinking and cutting-edge technology. Today, with a broad range of bicycles and cycling products under the Trek, Gary Fisher, Bontrager brand names, Trek continues to pursue new ways to bring the joy of cycling to all people.

Description of Job Shadow Experience/Career Fields of Job Shadow

Software Development (.NET C#, Azure, WinForms, Scrum)
Business Analyst (Scrum)
Quality Assurance (Manual & Automated, Scrum)

Observing standup, sprint planning, pairing up with developers, BA, QA. Tours of the work site.
Interviews with the team, software development manager, etc.

Career fields include: Software Development, Software QA, Software Business Analysts, Software Development Managers, Product Owners

Available Dates of Job Shadow Experience

All Day: January 6, 7, 8, 11, 12, 13, 14, 15
In-person visit
Business Casual/Professional Dress
West Corporation  
**www.west.com**  
**Human Resources/Marketing/Sales/Client Relations**

**About West Corporation**

West develops technology-enabled communications that change the way we work and improve the way we live. We are pioneering new ways to interact, to engage, to execute business processes and transactions. We are a collective effort of enterprise and individuals, of communities and customers, of partnerships and families. We are the sum of our entire network – the result of brilliant ideas, dedication and the hard work of people who share our vision. We are at the core of a technology and communications engine that is changing the world. We connect. We deliver. We are West.

**Description of Job Shadow Experience/Career Fields of Job Shadow**

All are in person opportunities. Observing Interviews, Understand Qualifying Candidates, Observe Recruitment Activities, Touring Work Site, Observe Training Classes, Working with HR, Observing Sales Associates

Career fields include: Human Resources, Marketing, Sales, Client Relations

**Available Dates of Job Shadow Experience**

All Day: January 7, 12, 13, 14  
In-person visit  
Business Casual/Professional Dress
WORT 89.9 FM  
Madison, Wisconsin  
www.wortfm.org  
Communications/Media/Broadcasting/Journalism/Nonprofit Management

About WORT 89.9 FM

Located within easy walking distance from UW-Madison, volunteer powered WORT FM is a non-commercial, listener sponsored, community radio station broadcasting to south-central Wisconsin since 1975. WORT also streams on the internet at wortfm.org. WORT offers hands-on training to UW students through internships and volunteer opportunities in radio journalism, production, music library and promotions, fundraising, public relations and marketing. No experience is necessary and all training is provided. WORT broadcasts 24 hours/day, 7 days/week. WORT airs alternative music: hip hop/rap/soul; jazz; blues; rock; R&B; gospel; folk/international/world; experimental/avant garde; women’s; show tunes and children’s music. News & public affairs includes: morning, mid-day and evening news blocks covering local, national & international news and issues; Hmong; women's; third world; Arab-American; Latino/Latina; literature; L/G/B/T/Q; science; community announcements; and labor.

Description of Job Shadow Experience/Career Fields of Job Shadow

Tuesday, January 12th, 11am-5pm  
11am-12pm: Meet with Norm Stockwell, Operations Coordinator  
12-2pm: Meet with Glenn Mitroff, Volunteer & Outreach Coordinator for a station tour, discussion of staff positions and volunteer involvement  
2-4pm: Staff Collective Meeting  
4-5pm: Meet with Sybil Augustine, Music Director

Career fields include: Nonprofit management, radio broadcasting, journalism, music journalism, volunteer management

Available Dates of Job Shadow Experience

All Day: January 12  
In-person visit  
Business Casual/Professional Dress