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// CLOSER LOOK

Women in finance converge at Baird event in Milwaukee

Women often are the minority at finance industry events, but not this one. They showed their strength at Robert W. Baird & Co. Inc.'s fifth annual "Women at Baird" conference Nov. 12 in downtown Milwaukee.

More than 400 people from across the country, the overwhelming majority of them women, attended the professional development event, hosted by Baird's Women Associate Resource Group.

The event helps develop and identify emerging leaders and engage and retain female employees, said Laura Gough, a Baird managing director

and co-chairwoman of its diversity and inclusion initiative.

The theme for this year's event was "Be intentional. Write your own story." Participants were given notebooks with thought-provoking questions and attended sessions such as "Developing your cast of characters" and "Turning risk into opportunity."

The keynote speaker, Bonnie St. John, lost her leg at age 5 and became the first African-American to win a Paralympic medal in ski racing. She has served on the White House National Economic Council and written six books.



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Keynote speaker Bonnie St. John discussed overcoming challenges such as losing her leg and being black in the white-dominated sport of skiing as she encouraged women to "write their own story."

