

June 20, 2011

Women on the Square

Madison hosts summer events for women clients and prospects

On June 2, Baird's Madison, Wis., branch hosted one in a series of annual summer events called "Women on the Square: A social series for powerful women."

Urging women to "Be informed, be engaged, be present" when it comes to their finances, the event hosted nearly 70 women clients and prospects, who networked, listened to a live jazz trio, and enjoyed the views of the area lakes and the Wisconsin State Capitol building from the Madison branch's exclusive, private patio.

"It was a very successful event," said Mary Strickland and Meg Prestigiaco, Financial Advisors, who noted that the branch hosted a number of similar events last summer. "These events help enhance our relationships with our current clients and help put us in front of powerful women prospects in the Madison market. We see it as a very successful program for the women's business here at the branch."

Tom Carroll, Branch Manager in Madison, recruited three women Financial Advisors - Mary, Meg and Phyllis Lovrien - to the branch over the past two years. "He has really helped us build a successful women's marketing program," Mary and Meg said. "We did women's seminars for 14 years at Smith Barney and are proud to have brought this focus to the Madison branch at Baird."

The branch plans to host two additional events this summer on July 27 and September 14.



Financial Advisors Mary Strickland, Meg Prestigiaco and Phyllis Lovrien with Branch Manager Tom Carroll

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