

Meet the Milwaukee Business Journal's 2024 Women of Influence winners



Julie Ellenbecker-Lipsky

President and senior wealth adviser, Ellenbecker Investment Group Inc.



ENTREPRENEUR

Julie Ellenbecker-Lipsky, president and senior wealth adviser, Ellenbecker Investment Group Inc.

Ellenbecker Investment Group has grown from three employees in 1996 to a multi-generational team of nearly 40, and leader Julie Ellenbecker-Lipsky has held a pioneering role since EIG began. Today, she continues to advance new initiatives, such as adding a tax division, a coaching division, a philanthropic mission and a risk management team.

Who is the person who most inspires you? “I am truly inspired by my clients who are retiring well. It is motivating and rewarding to watch our clients live a full, generous and healthy retirement. Clients who developed a plan, committed to following their goals, made modifications as necessary and have shifted from an accumulation to a distribution mentality reinforce and inspire my purpose every day.”

What is a time in your career when you called your shot? “I started to call my shots when I became president of Ellenbecker Investment Group. Learning and growing under the guidance of my mom impacted how I started my role as president. Ultimately, I knew that if I was going to be the leader and responsible for growth, I would need to call my own shots and stand by my decisions. The first few years of leading Ellenbecker Investment Group, I made large, meaningful decisions in the way the company was positioned, and it was important for me to be clear, confident and decisive with both my mom and the employees.”

What advice do you have for other businesswomen about calling their shot? “Standing up for what you believe in and asking for what you deserve is important and fair. When you ‘call your shot’ or ask for something, be willing to walk away if you don’t get it. Commit to ‘your shot’ and don’t relent or give up. It might get harder before it gets easier, but stand up for your truth at any cost. Don’t compromise who you are or what you deserve for immediate success.”

Meet the Milwaukee Business Journal's 2024 Women of Influence winners

The Milwaukee Business Journal is recognizing the 2024 winners of its [Women of Influence Awards](#).

The list includes business and community leaders from throughout the seven-county Milwaukee area who are making the region a better place to live and work.

The Milwaukee Business Journal received about 175 nominations for the 2024 awards. Winners were chosen by a panel of newsroom employees.

The honorees are featured in a special section that published with the June 7 issue of the newspaper. They were celebrated at an awards program held June 5 at the Baird Center convention hall in downtown Milwaukee.

Winners of the 2024 Women of Influence awards were announced in two groups [April 16](#) and [April 17](#). They were selected in the categories of:

Behind the Scenes – Women who, though they may not have the big title or corner office, are a driving force behind the success of their employer

Community Supporter – Women who go beyond the call to devote time, energy and resources to support their community

Corporate Executive – Female executives who have made their mark in a large corporate environment

Entrepreneur – Women who are the chief executive, president or founder of a company or business venture that they helped start, build or significantly grow

Family Business – Women who are helping create a legacy at their own family's business or company

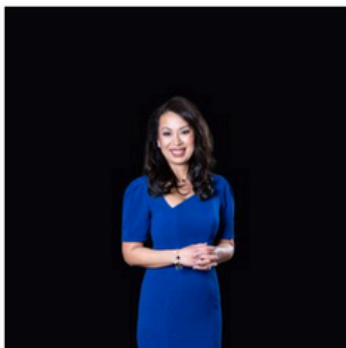
Innovation – Women who have improved the lives of others by helping start a business, product or service in the fields of science, engineering, technology, biotechnology or medicine

Inspiration – Leaders who, through their words, actions and attitude, inspire those who work with and around them

Mentor – Women who enrich the lives and careers of others by sharing the benefits of experience and knowledge

Nonprofit Leadership – Women who display high energy and skill in a leadership role at a nonprofit institution or organization

Public Policy – Female leaders who have made or are making a difference in government policies or laws that impact business and industry



Carlene Julius >

New Resources Consulting



Lora Strigens >

Marquette University



Pam Turer >

First American Bank



Cheryl Blue >

30th Street Industrial
Corridor/Business Improvement
District No. 37



Helen Boomsma >

Schlitz Audubon Nature Center



Patricia Luevano

Mayorga >
Sixteenth Street Community
Health Centers



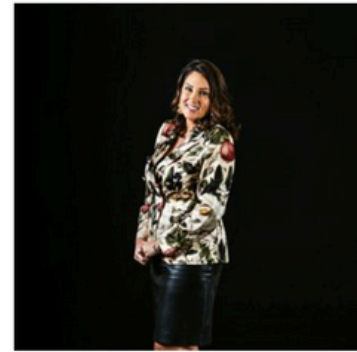
Samantha Maldonado >

Chaska Consulting



Aditi Javeri Gokhale >

Northwestern Mutual



Dana Johnson >

Saint Kate - The Arts Hotel



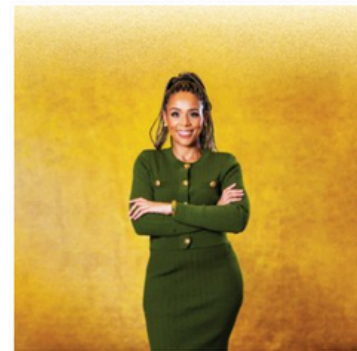
Susan Lovern >

von Briesen & Roper SC



Lakshmy Nair >

Tri City National Bank



Melissa Allen >

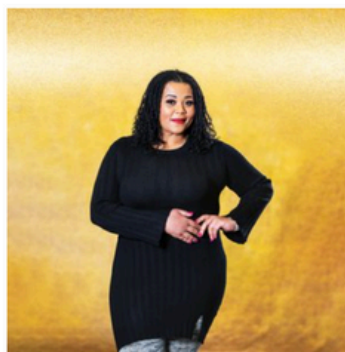
Maures Development Group LLC



Julie Ellenbecker-Lipsky

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Ellenbecker Investment Group Inc.



Adija Greer-Smith >

Confectionately Yours Bakery &
Café



Suzanne Powers >

Powers Realty Group Inc.



Randi Schachter >
Biltrite Furniture-Leather-
Mattresses



Sandi Siegel >
M.E. Dey & Co. Inc.



Karen Frost >
The Water Council



Wendy Harris >
Wisconsin Biohealth Tech Hub



Patricia Contreras >
Rockwell Automation



Joyce Garbaciak >
WISN-TV (Channel 12)



Ana Simpson >
Girl Scouts of Wisconsin Southeast



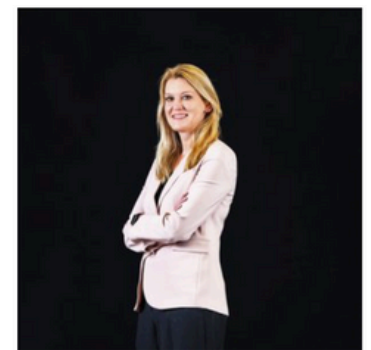
Rosana Mateo >
St. Anthony School Milwaukee



Tracy Grosspietsch >
AB&K Bath & Kitchen



Barbara Kadrich >
Wauwatosa Fire Department



Tina Freiburger >
University of Wisconsin-Milwaukee



Patti Habeck >
Feeding America Eastern
Wisconsin



Amy Lindner >
United Way of Greater Milwaukee
& Waukesha County



Miryam Rosenzweig >
Milwaukee Jewish Federation



Stephanie Hacker >
Southeastern Wisconsin Regional
Planning Commission