

CELEBRATING 30+ YEARS

# mke

lifestyle

Inside:  
Women  
Who Move  
MKE

## CLAIRE SARDINA

talks "Song Sung Blue"

**PLUS:**

We Talk Business  
with Nikki Purvis

Spring Arts Preview

Saving Vintage  
Windows and Doors



2026

# WOMEN WHO MOVE MKE

**In these pages, you'll meet Milwaukee-based professional women who are passionate about growing their workplaces and elevating the services they provide to our community. Whether you've been a longtime customer or are discovering their businesses for the first time, we hope their stories inspire you and make you proud to be part of metro MKE.**



Photo by Kirsten Schmitt

## JULIE ELLENBECKER-LIPSKY AND KAREN ELLENBECKER: 30 YEARS OF THOUGHTFUL GROWTH

### Ellenbecker Investment Group

Ellenbecker Investment Group (EIG) began in 1996 with a determination to build something different in financial services. Karen Ellenbecker had spent years watching how the industry operated, and she knew there was a better way, one grounded in clarity, compassion, and the courage to put people ahead of products. Starting her own firm required resilience and a willingness to step into the unknown, but she moved forward with a steady belief in the power of education and human connection.

That foundation shaped a firm where clients are encouraged to be engaged, curious, and active participants in their financial lives. Many of the families who joined EIG in its earliest years remain with the firm today, a reflection of the trust Karen worked tirelessly to earn.

Today, Karen's daughter, Julie Ellenbecker Lipsky, leads EIG as President and Senior Wealth Advisor. Julie has guided the firm's growth with the same intentionality that defined its beginning, focusing on high touch service, thoughtful expansion, and a commitment to quality over quantity. Under her leadership, EIG continues to meet its goals while building on the values that matter most.

EIG's dedication to education and community remains central through its charitable foundation, employee directed giving, financial workshops, and its long running Money Sense and Milwaukee's Philanthropic Community programs, now available as podcasts.

For Karen and Julie, the heart of the work has never changed. It has always been about people, and it always will be.

**N21W23350 Ridgeview Pkwy,  
Waukesha  
262-691-3200  
www.ellenbecker.com**