



AWE NEWS



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In warm appreciation of our association over the past year, we extend our very best wishes for a happy holiday season and New Year!

Annette Verschuren Headlines AWE Annual Members Meeting



Advancing Women in Energy held its third Annual Members Meeting on October 24 and was proud to secure an illustrious keynote speaker: [Annette Verschuren](#), Canadian businesswoman and current chair and CEO of energy storage company, NRStor Inc.

Hosted at Urban Beats Event Center in Old Town Lansing, the event opened with a networking session followed by a moderated discussion with Verschuren. AWE Vice President Katherine Peretick asked Verschuren questions about her childhood growing up on a farm in Nova Scotia, experiences in leadership at Home Depot, and work on the Canada-United States Council for Advancement of Women Entrepreneurs and Business Leaders Members.



Attendees had the opportunity to ask Verschuren questions and a handful even won her latest book, [Bet on Me: Leading and Succeeding in Business and in Life](#), for answering questions themselves! The meeting was well attended by more than 40 AWE members, prospective members, and current and former AWE board members who enjoyed an engaging and inspiring discussion with Verschuren.

Get involved in AWE!

We are seeking up to three new board members to join the [AWE Board of Directors](#). If you're interested in being considered, please [contact us](#).

If you would like to get more engaged with AWE in other ways, consider joining one of our committees! We have opportunities to work on events, membership, and communications. [Contact us](#) to get involved!

BWL Sponsors AWE Members-Only Mentoring

Last month, the Lansing Board of Water and Light sponsored a unique mentorship opportunity for AWE members at its REO Town Depot location — a historic 116-year-old train depot. The event was the first of its kind for AWE, connecting members to a strong network of women mentors with diverse backgrounds in Michigan's energy industry.



While the snowy evening hampered travel for some, more than 16 mentors and mentees came together to ask and answer questions, exchange insights, and swap business cards. Mentors included Katie Abraham, Sarah Barbo, Valerie Brader, Rachael Eubanks, Deb Muchmore, Tish Murphy, Jamie Scripps, Heather Shawa, Rebecca Takacs, and Mary Templeton.

Attendees split into two groups to facilitate conversations, with the groups' discussions covering everything from navigating leadership opportunities, the ups and downs of entrepreneurship, experiences in male-dominated workplaces, to offering words of encouragement for those juggling work and motherhood. If you are an AWE member who could not attend or are interested in joining, BWL has offered to sponsor a similar event in 2019. Stay tuned for details!



Member Highlight: Laura Sherman

What follows is an excerpt — read the [full interview on the AWE website!](#)

Please describe your current role: I'm a senior consultant with 5 Lakes Energy, where I focus on renewable energy development, community engagement, and business sustainability.

How did you get into the energy industry? My graduate and postdoctoral research at the University of Michigan focused on the use of novel techniques to "fingerprint" toxins, like mercury, from coal-fired power plants into ecosystems across the Great Lakes Region.

What has been the key to your success? Several things have been really valuable to me: curiosity, written and oral communication skills, and a willingness to work hard.

What's the best advice you've received? Under promise and over deliver.

What inspires you in your work? My colleagues and collaborators, especially the amazing, intelligent, trail-blazing women who I have the privilege to work with, learn from, and look up to.

What would you tell a young person considering a career in energy? The energy industry is growing and innovating across the country — there are so many opportunities to learn, engage, and make a difference.

Host an AWE Event!

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We're looking for sponsors for networking events in Michigan and beyond! Host at your facility or a local establishment.

[Contact us](#) and we'll help you make it happen!

Quote of the Quarter

"Forget about good, bad or other absolutes. In business and in life, what matters the most is getting better."
— Annette Verschuren