

Raising the Barre3: Building Businesses and Balancing Life

WIBC Body Meeting #4



About Lauren Truslow

Lauren Truslow is a busy mom of four who has turned her passion for empowering women into a collective of businesses helping women carve out space for themselves.

Since opening her first fitness studio in 2014, Lauren has built a vital community of women and wellness in Columbia, SC. One studio grew to two before she further broadened Columbia's wellness offerings with two boutique nail and skin salons. Lauren's passion lies in not just helping her clients achieve a heart-pumping workout or a glowing manicure, but inspiring their glow from within.

Surrounding each of Lauren's ventures is an emphasis on self-love and a belief that women can be our best selves when we build healthy rhythms into our lives. And that's exactly what her newest business, The Plan line of planners, is designed to support.

Lauren is a graduate of the Darla Moore School of Business at the University of South Carolina, a mentor, and an active member in local service and business associations. In 2023, she was named Woman of Impact by the local chapter of the American Heart Association.

Prior to stepping out as an entrepreneur, she spent seven years in pharmaceutical sales.

Lauren frequently speaks to young women at her alma mater about loving themselves, finding confidence and creating space for what feeds the soul.

WIBternship- Schedule

Tuesdays at 7:30PM, Darla 136

- **2/4-** Professional Dress and Networking
- **2/18-** Interview Practice and Resume Workshop
- **3/4-** LinkedIn and Headshots
- **3/25-** How to do a Case Competition
- **4/8-** Internship Panel
- **Week of 4/22-** Case Competition (group sign-up)

To complete the WIBternship program members may miss one of the workshop meetings but everyone must complete the case competition!

Dress code is business casual

Once you complete the program - you're an official WIBC member!



Mentorship



Wanting more out of WIB?

Come share your thoughts with the mentorship committee! Snacks provided.

When: Wednesday, March 19 from 4:30-6PM

Where: Darla Study Room 224

Phi Alpha Delta Event

Interested in Pre-Law?

When: Wednesday, March 19 from 7-8:30PM

Where: Gambrell 402

Join us for an exciting collaborative event with **Phi Alpha Delta**, a pre-law fraternity! This is a great opportunity to network with members and hear from **Enoch Hicks**, a **USC alumni** who owns his own law firm and specializes in **business litigation**.

PRE-LAW EVENT WITH PHI ALPHA DELTA



Come enjoy a fun social and networking event with a lawyer who owns his own firm!

WEDNESDAY 3/19 FROM 7-8:30 PM
LOCATION TBD



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3/23 Cycle Class



Free cycle class through Group X!

When: Sunday, March 23 from **5:00 to 5:45PM**

Where: Strom 128

SPACE IS LIMITED. Sign-up does not guarantee a space.

Confirmation emails will be sent out. PLEASE only sign up if you are positive you can attend.

Alpha Kappa Psi Event

EXCITING NEWS!

- What: Mock Career Fair event with Alpha Kappa Psi!
- When: Next Monday, 3/25 at 7pm
- Where: Darla, room TBD



This event will be a great way to practice networking and learn more about potential future careers/help others learn about future careers! **There is a form for upperclassmen who have had internships/have full time offers to fill out in the GroupMe.** We need upperclassmen to help out so that the underclassmen can learn as much as possible! You will also be able to schedule coffee chats and get your resumes reviewed as well!

GALLO Opportunity

The Pitch Details: GALLO and Breakthru Beverage Group are partnering again to host a sales and marketing competition that benefits

participants and contributes to the diversity of the wine and spirits industry. Our mission is to host an educational experience for ambitious college students with diverse backgrounds from across the United States. We will provide them with a platform to learn, showcase their skills, and spotlight potential career opportunities.

Application Deadline: Thursday April 10th

Where to Apply: Students can apply by scanning the QR code on the attached flyer or this by visiting link:

<https://gallocareers.com/pitch>

Selection Process: Students must be at least 21 by the time of the event. Candidates need to apply by April 10th, then will be invited to join interviews in mid to late-April. Offers will be extended the week of May 19th, and then students will be placed on teams to work on a business case.

Event Dates: September 23rd – 26th, 2025

Event Location: All-expenses-paid trip to Napa, CA

Inaugural Conference!

Why attend?

- Networking session with firms: **JP Morgan, Vanguard, BMW, EY**, and more!
- Hear from keynote speakers **Shannon Hobbs - Chief People Officer of Bank of New York** and **Melissa Barker - Chief Executive Officer of Women Entrepreneurs Inc.**
- **Attend panels** of successful women in business fields.
- **Lunch!**
- Opportunities to meet with **women in business from other universities.**

Conference Sign-UP!

Women in Business Conference:

- **When:** Saturday, April 12th from 9am-5pm
- **Where:** Darla Moore School of Business
- **Attire:** Business Professional
- **Theme:** *Empowering Women Leaders: Shaping the Future of Tomorrow*

Follow the Instagram: @uscwibconference

Sign Up
HERE:



GroupMe

Please make sure to join once you have paid your dues and requested membership on Garnet Gate!

