

## Walk in My Shoes



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It is time for a new installment of **Walk in My Shoes**. Please welcome **Jackie Olson**, Corporate Communication Consultant for American Transmission Company, Vice-Chair of the DPACC Board of Directors, Chamber Ambassador, Board Liason to and Member of the Beautification Commitee and all around wonderful person!! Take it away, Jackie:



Unlike Cheryl, I wear flats.

At five-foot-two, I could certainly benefit from heels. I have short, wide feet (*thanks, Dad*), and I never really learned how to walk properly in heels. (Dad with his 7 1/2 EEEs didn't have to.) But I'm not ashamed of my feet. I've been told they are cute -- I have "baby toes" in that my second toe is shorter than my big toe -- and when I have a proper pedicure, I sort of like to show them off. On the other hand, I'm generally ashamed of my shoes. Shopping for a 5-1/2 wide isn't exactly fun. You buy what fits, style be damned, and you wear them until they fall apart.

But this column isn't really about feet OR shoes, is it? It's about spending a day in my flats. I am a Corporate Communication Consultant at American Transmission Co. We own and operate the transmission grid that helps keep your lights on.

I readily admit that I groan when the alarm goes off in the morning.

*I.am.so.not.a.morning.person.* That being said, I embrace the day after a hot shower and healthful breakfast. I have three or four morning meetings a month where I have to be some place early, and probably another three or four days where I have to be on the road well before 8 am, traveling to our headquarters in Pewaukee, or other offices in Madison and Kingsford, Mich.

On days in my office, I dock my laptop and check out the daily news -- the Green Bay Press Gazette if I haven't had time to look at it at home, the Milwaukee Journal Sentinel (I lived in Milwaukee for 16 years), the Energy Daily (a trade publication), and any other sources where I think American Transmission Co. made the news. We have an electronic tracking service -- (oops, almost showed my age by calling it a "clipping service") -- to see if we've been mentioned anywhere.

Then I set about doing my "office job." That includes working on our corporate annual report, marketing materials, construction project print collateral, a monthly electronic newsletter, a quarterly report to member companies/owners, special events, and serving on our local Green

Team. We have a strong environmental ethic in our company and I am very happy to work in an office with a group of committed volunteers who want to promote sustainability efforts at work and at home.

I love to write, and that is the best part of my job. I work with a talented staff of people who can turn text into something appealing on a printed or virtual page - I <think> I have an eye for compelling photographs, but the wonderful designers I work with turn words and ideas into something attractive that almost anyone would want to look at, regardless of their affinity for power lines.

On those days out of the office...well, I could be anywhere. From staffing a career fair for middle school students, to greeting visitors at an open house to let them know about our plans for new or upgraded power lines, to working with a photographer shooting transmission lines. (Those photo shoots have taken me to some interesting places -- a vineyard, the bluff atop the Menomonee River in Niagara, Wis., and a wind farm on the east side of Lake Winnebago to name a few!) I find myself in unexpected places every once in a while, and it's a rather pleasant perk.

Community wise, I am in an enviable position in that in that I can help support local service groups and non-profits. If an ATC De Pere employee is looking for a contribution to a local fund raiser, I can direct that person to either our matching gifts or corporate contributions programs. ATC has provided on-going support to many De Pere Area Chamber events and programs, the Einstein Project with curriculum kits as well as sponsorship and participation in the annual Science Expo, the Greater Green Bay Community Foundation's Women's Fund, the Izaak Walton League Prairie Garden and many other local endeavors.

It's a great job. It's a great company. And I'm proud that ATC has a presence in the De Pere community.

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