

Bold Moves

Three local business pros explain the big decisions that shaped their current career paths



Stepping back can be the right move:

"My boldest career move was deciding I would take a step back from my CEO/president position and be 'number two' as president. It was a necessary move for our members and employees, but it was a tough decision. In the end, it worked out and I moved back into both roles a couple of years later."

Kim Sponem

CEO/President of Summit Credit Union



Venture into new territory:

"[When I left] the stability of my position with UW Hospital and Clinics to venture into the nonprofit world, some called it crazy or risky. But witnessing the passion that UWHC staff have for patient care inspired me to find my own passion, which I have in my [current] role. Yes, I took a leap of faith by following my passion, and it feels great!"

Keetra Burnette

*Vice president of investor relations at
Urban League of Greater Madison*



Take monumental (but calculated) risks:

"When I was getting ready to start my own business, I sold my home, cashed in my retirement, sold my valuables, moved into a rental unit and learned to live on less than what I made as a teen, but with kids in tow. While it might sound like legalized gambling, the eventual payoff was greater than I ever imagined!"

Lisa Pertzborn-Whiting

CEO/Founder of Imagination Trends