

BADGER insider

**14 Things
All Badgers MUST Do**
(Plus 36 more they really *should* do)

A young woman with dark hair, wearing a red t-shirt with the Wisconsin Badger logo and the word 'WISCONSIN' partially visible, is smiling. She is holding a football in her right hand and an ice cream cone in her left hand. She is standing next to a large bronze statue of a man, likely a Wisconsin Badger coach or player. The background shows a clear blue sky and some trees.

**Name That View:
a Dormitory Pop Quiz**
**Inside Camp Randall's
Alley of Fame**

BADGERING

Liz Matthews '93

Six questions with an alumna on the move

By Karen Roach '82

Liz Matthews '93 is the founder of Even Keel, a new yoga apparel company that aligns with her philosophy to keep a healthy balance in life. A proud UW grad and member of the Wisconsin Alumni Association, Matthews lives in Washington, D.C., with her husband, Franklin Adams.

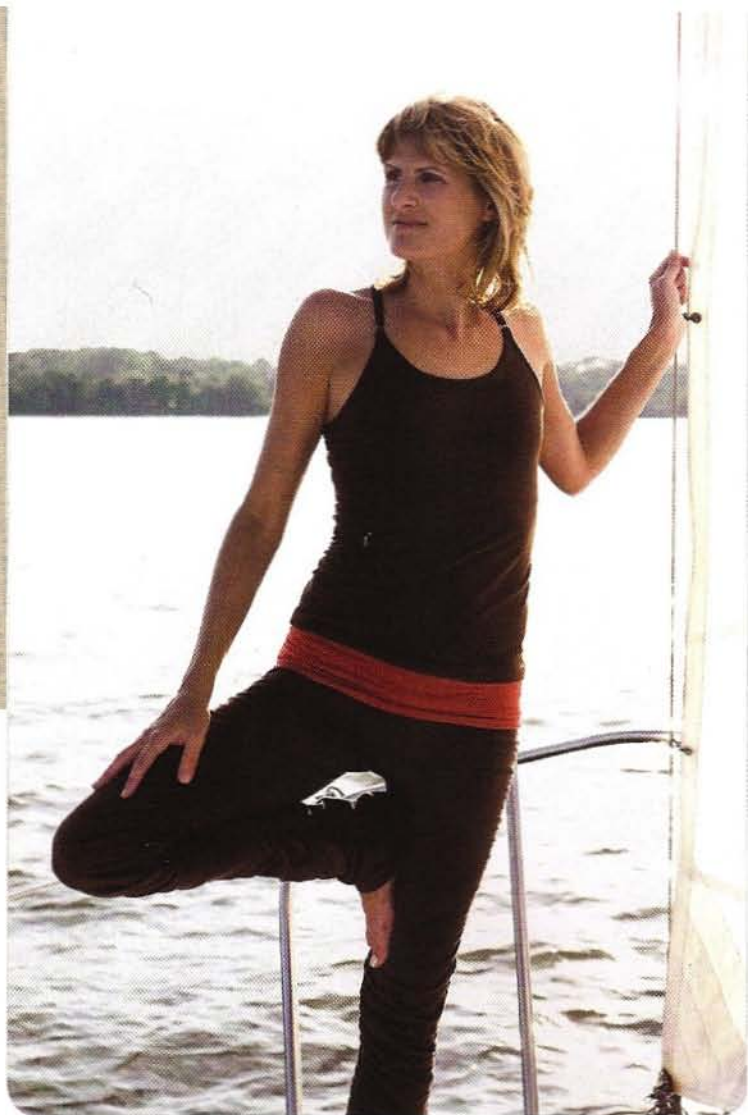


PHOTO COURTESY OF LIZ MATTHEWS

How did you get interested in yoga and yoga apparel?

I took my first [yoga] class freshman year at UW-Madison and have continued to practice a variety of styles of yoga since then. Every time I'd get ready to go to class, I'd look in my closet and couldn't quite find the perfect pair of yoga pants to wear. I wondered what it would take to create pants of my own and decided to combine my passion for yoga with my inner entrepreneur.

What's been the most rewarding part of Even Keel?

It's wonderful to see how supportive my network is and to have people help me, whether it's pro bono legal advice, brainstorming the name of the company, trying on samples, or getting the word out. I just shipped a pair of Even Keel pants to a friend in Chicago who's going to wear them into a boutique to see if [it will] carry them.

Tell me about the name of your company.

I took my first sailing lesson through Hoofers and now sail the Chesapeake Bay on our barely floating sailboat. That's where I realized that it's all about balance and keeping an even keel — both on water and on land. I'm grateful to be in a business that's about trying to keep a balanced and healthy life.

How did your UW degree prepare you for running a business?

I tried to take advantage of everything UW-Madison had to offer, not knowing exactly where it would lead. I was an anthropology major and never took a business course. But I got a great liberal arts degree that taught me to critically think and write, and those skills have carried over throughout my career.

What makes your product unique?

I think the colors are beautiful, and all the garments are made of a sustainable fabric blend of bamboo and organic cotton. The Glam Gurus are the most unique style — they're flattering on a variety of body types, and they're fun. Several women have told me that when they wear their Even Keel pants to class, it gives them new inspiration and adds some pep to their step.

What's next?

I still have my day job, working part-time at First Book, a nonprofit that gives new books to children from low-income families across the country. Ultimately, I'd like to give a portion of the proceeds from Even Keel to First Book and other charitable organizations. That's part of the plan.