

# WOMEN IN BUSINESS

## FEBRUARY EDITION

### GENERAL MEETINGS:

#### General Meeting 1:

We kicked off the semester with our first general meeting of 2020! Our 210 members met the spring executive team. Members then split into teams for a night of trivia. Fun fact - the University of Iowa was the first state university in the United States to admit men and women equally in 1847!



### VALENTINE'S DAY



Women in Business created and delivered homemade cards to the Melrose Meadows Retirement home. We delivered them to residents and taped cards to the doors at the home. Women in Business enjoyed being able to share the love this Valentine's Day!

### PANEL WITH ALUMNI

#### General Meeting 2:

We had the privilege of bringing back three of our alumni from Women in Business for an open ended panel. Michelle Miller, Emma Keefe, and Anna Noll opened up about life after graduating from the Tippie College of Business at the University of Iowa. They encouraged us to be open to new opportunities that come our way. They told us the only way you can change is by embracing what is uncomfortable. The women explained how the transition from college to the workforce was a difficult experience for them. Once they left college, they lost a sense of structure that college provided. They advised us to take our time once we graduate. Instead of seeking to find the first available job out there, take a minute to see if the job is actually going to be the right fit. Analyzing the company's culture and talking to current employees can help clarify this decision.





## LAURA VANDEBERG



We welcomed Hawkeye Sports announcer, social media marketer, influencer, and more - Laura Vandenberg. She explained the principles she follows in order to excel in the sports industry. For starters, she strives to always genuinely care about what people are saying. Networking means really listening to people and hearing their stories. She is determined to speak her aspirations into existence because she believes networks will expand to accomplish the goals you set for yourself. She spoke of her "3-legged bar stool." In order for life to feel balanced, we must prioritize areas that matter to us. In her example, she explained how each leg represents something important to her: family, work, and her social life. All three must be in balance in order for her to sit on the stool. Laura also often works in front of thousands of people. We asked her how she manages her nerves and anxiety, when constantly performing in front of the world to critique her. She said, "If I'm nervous, it means I'm care. It's okay to be nervous but you must always be prepared." After each performance, she reminds herself that things are never as good as you think but they are also never as bad. She gives herself 24 hours to analyze but then she moves on from the situation. She stressed we must never let our internal criticisms fester and become part of our mindsets. She has worked extremely hard to build a solid brand name for herself. Laura continues to inspire future generations by encouraging us all to actively pursue our passions, whatever they may be. She is adamant about being your own biggest advocate.

## IOWA WOMEN'S FOUNDATION



We attended the Women Shoot High Event with the Iowa Women's Foundation. The Iowa Women's Foundation works to improve the lives of women in the community. This event teamed up with the Hawkeye Women's Basketball Team and the Female Alliance of Civil Engineers. The University of Iowa Women's Basketball Coach, Lisa Bluder, spoke about how important it is for her girls to perform at the best of their ability, on and off the court. Lisa Bluder strives to show this university that women's basketball is just as important and deserves the same recognition as our men's basketball team. After this event, we cheered on the Hawkeye Women's Basketball team as they fought against Madison, Wisconsin. Hawkeyes won 97-71! This game was especially important due to the crowd supporting pink in honor of Breast Cancer Awareness.



## UPCOMING EVENTS:

**MARCH 6th: Mini Pro Trip with Principal Financial in Des Moines**  
**MARCH 7th: WIB + InvestHer International Women's Day**



## Partnered with Net Impact

This month WIB partnered with a sustainability-focused organization on campus, Net Impact, in order to learn about the importance of decreasing our "carbon footprint." This collaborative event featured a film screening of Leonardo DiCaprio's film "Before the Flood" which emphasized the importance of sustainability efforts in our modern society in order to combat the detrimental effects of climate change.



## Sundaes Before Class



This semester we have strived to create events centered around building relationships with members within our organization. We are a very large student organization with over 210 members. We had a sundae bar and played games so members could get the chance to make this large organization feel smaller. Empowered women empower women!

## Domestic Violence Intervention

### "Souper" Bowl Event



Women in Business volunteered with the Domestic Violence Intervention to help pick up and deliver soup to different restaurants around the Iowa City area.



## FIND US ON SOCIAL MEDIA:



@uiowawib @WOMEN IN BUSINESS

## FUNDRAISERS THIS MONTH:




# MEET THE SPRING EXECUTIVE TEAM!



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