

WOMEN IN BUSINESS

Monthly Newsletter for WIB: Tippie College of Business



MARCH FOR WOMEN EQUALITY

SPRING 2021

This spring, we launched our virtual platform for over 200 members. While we miss gathering in person, we are grateful to have an outlet that allows us to continue to push ourselves personally and professionally. Throughout March, we centered many of our events and discussions around International Women's Month, recognizing the exceptional women who paved the way for us to be students here at the University of Iowa.

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WOMEN'S DAY**

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RESOURCES TO UTILIZE



General Meeting Series

Dr Elizabeth Tovar

On March 3rd, Dr. Liz Tovar kicked off our first General Meeting for the spring 2021 semester. She recently stepped into a unique career transition from collegiate athletics to the Executive Director of Diversity, Equity, & Inclusion at the University of Iowa. Dr. Tovar encouraged “living in discomfort” because that is where the most growth occurs. She reminded us that you can not step into success when the constant fear of failure lingers within every decision you make. ***You have to be willing to take risks and leaps throughout your career.***

Early on in her career, Dr. Tovar spent a lot of time analyzing what other people thought of her. She finally took a step back to realize she could not please everyone. Dr. Tovar remains strong in her convictions and who she is as a woman because she understands she is not just fighting and advocating for only herself. *She said, “I am fighting for other people. Knowing this helps amplify my voice.”*



EXECUTIVE DIRECTOR'S MESSAGE

Support members within your organization and community who come from different backgrounds and experiences.

Treat people as if they are a blank canvas. Let other people help you paint a picture of their stories

While it is essential to speak up for voices who may not be sitting around the table, let those speaking be heard and know that they are valued and understood.



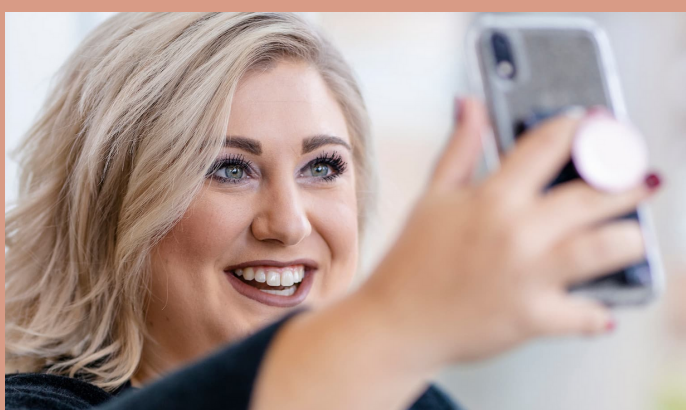
Check out her book:
The Enneagram for Relationships: Transform Your Connections with Friends, Family, Colleagues, and in Love!

General Meeting Series

Ashton Whitmoyer Ober

On March 17, WIB welcomed Ashton Whitmoyer-Ober for an Enneagram workshop! The Enneagram test identifies your personality type on a scale of 1-9. This personality test is unique because it allows you to uncover your motivators, discover ways to self-improve, and identify areas of development. You cannot change your habits or tendencies until you are aware they exist.

I encourage you all to still take the test for free at:
<https://www.truity.com/test/enneagram-personality-test>



**GO ONLINE TO
IDENTIFY YOUR
ENNEAGRAM
NUMBER TODAY.**



General Meeting Series

Laura Birk

On March 31st, Laura Birk from Barilla America Inc, the Italian Food Company since 1877, joined us for a General Meeting. Laura balances being a working mom with three daughters, holding an executive position for Barilla as the Head of Human Resources in the Americas.

Barilla has been globally recognized for its efforts to include people from all different backgrounds and experiences. In 2021, they won the Diversity Catalyst Award.

Fun Fact: Barilla is the largest pasta factory in the world! Your pantry is most likely stocked with some of their products.



LAURA BIRK'S MESSAGE

Always ask for feedback and use it to grow. You do not get good at giving feedback, if you are not able to deal with feedback yourself!

You have not met all the people who are going to love you yet.

If you want something done, give it to a busy woman.

We worked through numerous interactive activities, exposing unconscious biases and how they operate. *Unconscious biases across gender, age, weight, affinity, beauty, and attributions create barriers that exclude individuals, hinder performance, and stunt innovation and growth.* Everyone should actively seek ways to address their own biases so they can more effectively eradicate them.



EVENTS IN MARCH

Iowa Women's Foundation

In honor of International Women's Month, we encouraged our members to donate to the Iowa Women's Foundation. Contributing to their cause allowed us to take a moment to recognize the important and influential women in our own lives. The IWF helps provide girls and women the resources throughout the state of Iowa to be successful. This organization also breaks down financial and systematic barriers that may prevent women's ability to be successful. We hosted two additional fundraisers with Chipotle and the IWF, with a portion of the proceeds going back to support the Iowa Women's Foundation. Our fundraiser with Yotopia coincidentally supported a local woman-owned business in Iowa City. We enjoyed stepping out of the classroom (and virtual world) to indulge in frozen yogurt.

MENTAL AND PHYSICAL HEALTH

Yoga Addition

We attended multiple virtual yoga events. These events created a space where we could appreciate our bodies and minds outside of the classroom. This year has been heavy, and we appreciated the opportunity to focus on relaxing, slowing down, and learning new ways to cope with stress.



A flyer for a fundraiser. The top left features the text "DO GOOD WITH BURRITOS" in large, bold, black letters above a burrito wrapped in aluminum foil. Below this is the text: "Join us at our restaurant for a fundraiser to support Women In Business. Just come in to the Chipotle at 201 S Clinton St Ste 112 in Iowa City on Tuesday, March 30th from 5:00pm to 9:00pm. Bring in this flyer, show it on your smartphone or tell the cashier you're supporting the cause to make sure that 33% of the proceeds will be donated to Women In Business." Below that is "NEW! ORDER ONLINE FOR PICKUP" and "Use code TWVGF7L before checkout in 'promo' field. Orders placed on Chipotle.com or through the Chipotle app for pickup using this unique code will be counted towards the fundraiser." The Chipotle logo is at the bottom. The top right shows three bowls of frozen yogurt with various toppings. The bottom right contains event details: "MARCH IS INTERNATIONAL WOMEN'S MONTH", "Support a Women-Owned Business" in cursive, "Yotopia Frozen Yogurt", "When: Monday, March 22", "Who: Collaborating with DSP!", "Time: 2-6 PM", "Location: 132 S Clinton St". A circular note says "Please provide picture of flyer at point of purchase!"

IMPORTANCE OF COMMUNITY SERVICE

With Erin Kurt

WIB learned how Junior Achievement prepares and inspires K-12 youth for the business world through engaged and dedicated volunteers. We found out ways that we can give back to the classroom! This community service event came full circle for many WIB members, who experienced Junior Achievement's guidance when they were younger!

TIPPIE VIRTUAL PROGRAMMING

TIPPIE WOMEN SUMMIT WEBINAR SERIES



Tippie Women Summit launched its virtual platform for Spring of 2021. We attended many events hearing from University of Iowa alumna who now serve on Corporate Boards, finding unique ways to navigate the pandemic with appropriate mental health resources, and understanding the importance of work-and-home life balance.

MEETING COMPANIES

AEGON

AEGON presented an introduction to asset management and highlighted their internship and co-op opportunities for this summer and fall!



HNI PANEL

We heard from a panel of women who work for HNI. They addressed their experiences within the workforce as women and brought opportunities at HNI to light.

MENTOR PROGRAMMING FOR WIB

Held by V.P. of Mentoring : Erin Goss

Our mentoring program is one of the most valuable attributes of being a member of Women in Business. The program is designed to inspire WIB members to find and reach their career goals and aspirations by allowing the opportunity to be guided by a business professional in their area of interest. We kicked off the semester with a Meet the Mentors event to meet everyone within the program. Recently, we attended a virtual yoga session hosted by Benders to bond with our mentors!

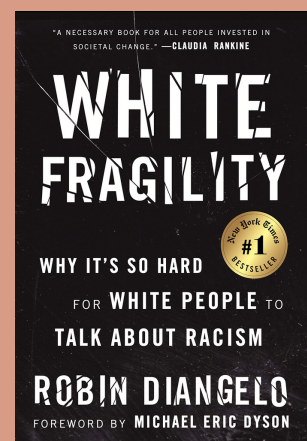
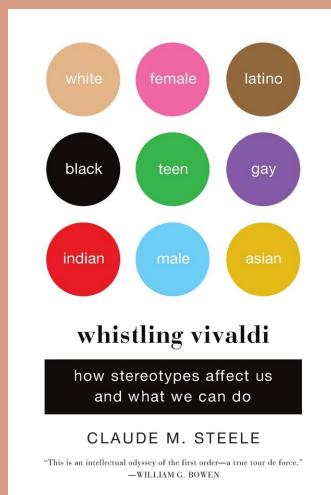
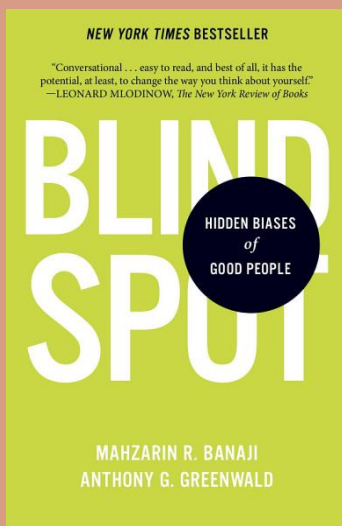


Self-Care Check-In

CHECK THE BOXES OF THE
ACTIVITIES YOU DO TO TAKE CARE
OF YOURSELF.

- CHECK OUT RESOURCES ON CAMPUS
- GO ON A 24-HOUR SOCIAL MEDIA
DETOX
- FIND A QUIET SPOT TO MEDITATE
- DO A GRATITUDE LIST
- PRACTICE DEEP BREATHING
- LISTEN TO GOOD MUSIC
- SPEND TIME OUTDOORS
- CALL A FRIEND OR FAMILY MEMBER

BOOKS RECOMMENDED BY LAURA BIRK



HAWKS HELP HAWKS



STUDENT DISABILITY SERVICES

Helps remove barriers to learning for students with disabilities. Apply for accommodations and scholarships.

- Email: sds-info@uiowa.edu

UNIVERSITY COUNSELING SERVICE

Provides support for students experiencing stress, unexpected challenges, & emergencies.

- Call (319) 335-7294 to schedule a consultation

CENTER FOR DIVERSITY & ENRICHMENT

Academic coaching, and programs and activities that support the ability of historically marginalized, first generation, and students who come from low socioeconomic backgrounds to thrive and succeed at the University of Iowa. Academic Coaches are available to support students throughout all aspects of their college experience. .

- Email: cde@uiowa.edu (link sends e-mail)

UNIVERSITY OF IOWA RESOURCES ON ANTI-ASIAN HARM

- UNIVERSITY OF IOWA PAN ASIAN COUNCIL HAS SET UP SUPPORT SPACES TO HELP IMPACTED INDIVIDUALS: PAC.ORG.UIOWA.EDU
- YOU CAN REPORT PREJUDICE OR DISCRIMINATION INCIDENTS SECURELY ONLINE TO THE DIVISION OF DIVERSITY, EQUITY, & INCLUSION: 319-335-0705

WIB ACCOUNTS TO FOLLOW

