

# Connections

## Events Calendar

**NOVEMBER 11, 2021**  
VETERAN'S DAY

**NOVEMBER 16, 2021**  
BPW IOWA AT LARGE MEMBER  
VIRTUAL NETWORKING VIA ZOOM  
6:30 PM

**NOVEMBER 25, 2021**  
THANKSGIVING DAY

**NOVEMBER 28, 2021**  
HANUKKAH BEGINS

**NOVEMBER 30, 2021**  
GIVING TUESDAY



### WHAT'S INSIDE:

- What is Advocacy?
- Iowa Redistricting
- LinkedIn
- Diabetes Awareness
- NWH Theme for 2022
- Podcast — Relationships
- Welcome New Members
- Update ERA
- Celebrating Success
- Halloween?
- Giving Tuesday

## What is advocacy?

The word advocacy comes from the Latin 'advocare' and literally means 'to call out for support'.

The mission of BPW Iowa is to develop & empower women, through education, awareness and **advocacy**.

What does it mean to be an advocate? I believe advocacy is acting on behalf of others to effect change.

Remember the T shirt slogan we used in 2019? *"A strong woman stands up for herself. A stronger woman stands up for others."* When we support, defend or plead on behalf of others we are advocating.

To be a successful advocate, we must be able to collaborate and work well with others, even with people who hold opposing opinions. That seems to be increasingly difficult these days. There are so many examples that illustrate the divisiveness in our country. I'm proud of our BPW Iowa membership's ability to unite in support of many women's issues.

In all that we do, BPW Iowa is non-partisan. We are not biased against any political party or ideology. We are committed to empowering women so that they might be effective voices as they advocate for equity issues they feel strongly about. BPW Iowa's information sharing, opinion sharing, and education are essential elements toward that end.

We must remain willing to listen to the opinions of others. We must continue to respect the rights of others. We will find the strength to continue as powerful advocates for women's issues. There is so much that remains to be done!

As author J.K. Rowling put it, *"We are only as strong as we are united, as weak as we are divided."*

Have a blessed Thanksgiving season!

*Cathy*



Cathy Hines  
BPW IA President





### REDISTRICTING

After every census, the USA evaluates district maps from the congressional level down to state legislature boundaries, important because lines are drawn in an effort to represent equal voting power between parties. Experts conduct an intense analysis to determine an up-to-date division based on population; important because parties can use this process to potentially build power by “gerrymandering”, a process of drawing strategic lines to separate voters, or join voters, to win elections.

The first map has already been drawn and had three public hearings, resulting in a refused attempt. A second attempt is in the news now and may pit Rep Cindy Axne (D) against Rep Miller-Meeks (R), who scraped by on a six-vote victory last time!

Only three attempts will be made to redraw lines. The Iowa Supreme Court has issued a Dec 1, 2021 deadline. Although you may not have moved, you may indeed be voting in a new district in the 2022 midterm election.

Cindy Paulsen  
Legislation

(Editor’s note: The 2<sup>nd</sup> redistricting map was approved after this article was submitted.)



Every member of Business and Professional Women of Iowa [and every professional woman!] should have an active LinkedIn profile.

Once a profile is set up, it is very easy to maintain. I have personally found LinkedIn to be a great way to research new people with whom I have an upcoming meeting, follow up with people I just met, and to stay in touch with those I cannot see as often as I’d like. I have also found new job opportunities and client prospects on LinkedIn!

LinkedIn is an online social media channel for professionals. Profiles include a person’s work experience, volunteer accomplishments, and other professional achievements. Professional recommendations may be requested and posted for enhanced credibility in one’s field.

To create a LinkedIn profile, go to [linkedin.com](https://www.linkedin.com) and follow the prompts. You will want to completely set up your profile before adding connections. Why? Because first impressions are everything, even online.

Be sure to include a high-resolution photo of yourself as your profile picture. A head and shoulders shot is best.

Once your profile is complete, begin searching for and connecting with others. Much like Facebook, you may also post on LinkedIn. I advise keeping your posts in the professional lane: volunteer projects, articles about your industry, or congratulating a colleague. You may also like and comment on others’ posts.

After you have everything set up, here are some additional tips for getting the most out of your LinkedIn profile: <https://www.linkedin.com/pulse/14-tips-getting-most-out-linkedin-amol-ghemud>

Once several BPW Iowa members are active on LinkedIn, we would like to set up a BPW Iowa LinkedIn page that everyone can attach to their profiles.

I look forward to seeing you on LinkedIn! 😊

Melissa Gesing  
Owner and Consultant  
Red Goose Solutions L.L.C.  
Phone: 563.506.3826  
Email: [melissa@redgoosesolutions.com](mailto:melissa@redgoosesolutions.com)

## DIABETES AWARENESS

The American Diabetes Association estimates that 1 in 10 Americans has diabetes, and 1 in 4 has prediabetes! At this rate, at least 11 BPW Iowa members have diabetes, and 25 members have prediabetes, and maybe don't know!

Diabetes is a chronic condition where the pancreas doesn't produce enough insulin (called Type II,) or no insulin at all, (called Type 1.) Nearly 100 years ago, the first successful injection of insulin happened, saving millions of lives. World Diabetes Day is Nov. 14th, on the insulin inventor, Dr. Frederick Banting's birthday.

### Diabetes A, B, C's:

A is for A1C - your blood sugars amount

B is for blood pressure

C is for cholesterol.

Know your numbers!



More tips: Wear white socks instead of dark, so you can easily spot any blood. Pedicures are not advised unless you are sure you have blood pressure under control. Check your feet and toes every day. See your doctor ASAP if you have sores or ulcers on your feet. Do not go barefoot. Stay up to date with vaccines. Move more. Choose healthier foods and drinks. Lose weight and keep it off.

By 2050, diabetes is projected to be more than 29 million cases in USA, a 165% increase from 2000!

Cindy Paulsen  
Women's Issues

## The 2022 National Women's History Theme "Women Providing Healing, Promoting Hope"



The 2022 Women's History theme, "Providing Healing, Promoting Hope," is both a tribute to the ceaseless work of caregivers and frontline workers during this ongoing pandemic and also recognition of the thousands of ways that women of all cultures have provided both healing and hope throughout history.

This year, in particular, we are reminded of the importance of healers and caregivers who are helping to promote and sustain hope for the future. The NWAHA encourages communities throughout the country to honor local women who bring and have historically brought these priceless gifts to their families, workplaces, and neighborhoods, sometimes at great sacrifice. These are the women who, as counselors and clerics, artists and teachers, doctors, nurses, mothers, and grandmothers listen, ease suffering, restore dignity, and make decisions for our welfare.

Learn more at <https://nationalwomenshistoryalliance.org/>

DR CELINA PEERMAN PODCAST  
"RELATIONSHIPS"

Recently I shared a few ideas about relationships at work. How healthy are your relationships? What have you contributed and committed to for strengthening relationships? We depend on each other to deliver the work we promised. Roles, tools, and resources are only parts of what make that work. Healthy effective relationships are key to influencing others and building stronger connections. Reflect on questions posed in this episode that will help you make better moves within your organization and with all those you impact.

A **WORKPLACE CHAMELEON** podcast is available at: <https://www.workplacechameleon.com/episodes/episode-25-relationships> or wherever you listen to podcasts. This episode is approximately 20 minutes in length. There is no charge to access these recorded podcasts.

While this episode is focused on workplace relationships, we can also apply the concepts to our BPW organization as we work together.

Update – **Equal Rights Amendment (ERA)**

In 2020, **BPW Iowa** joined five other Iowa organizations (American Association of University Women, Iowa Commission on the Status of Women, Iowa Women’s Foundation, League of Women Voters and NEXUS Executive Women’s Alliance) urging Senators Grassley & Ernst to vote to remove the 1982 ERA ratification deadline.

On the national level, the House Oversight and Reform Committee hosted a hearing on the **Equal Rights Amendment** on October 21 — the first *full* committee hearing in Congress since the 1970s! Additionally, the Equal Rights Amendment Coalition recently called on Attorney General Merrick Garland to rescind the previous Office of Legal Counsel opinion on the Equal Rights Amendment, which had improperly commented on the merits of congressional action to remove the arbitrary time limit Congress had imposed in 1972.

Learn more at <https://www.eracoalition.org>.

**Welcome New Members!**

ATLANTIC

Sheila Noel

[Sheila.Noel@live.com](mailto:Sheila.Noel@live.com)

Grace Garrett

[gngarrett@yahoo.com](mailto:gngarrett@yahoo.com)

MEMBER AT LARGE

Rachel Manders

CEDAR RAPIDS

[rmanders@unitedfiregroup.com](mailto:rmanders@unitedfiregroup.com)

**Equal Rights  
AMENDMENT**

Equality of rights  
under the law  
shall not be denied  
or abridged by  
the United States  
or by any state  
on account of sex.

**ERA**  
THE TIME IS NOW

## Did you celebrate Halloween?



It's official! Halloween is the second largest commercial holiday, ranking second only to Christmas.

- Consumers will spend nearly \$9 BILLION on Halloween.
- Only two days have more parties, New Year's Eve and Super Bowl Sunday.

Did you know?

- Sugar rationing during WWII ended trick-or-treating temporarily, until rationing ended.
- Candy corn was originally called "chicken feed", using basically the same recipe since 1880.
- Trick-or-treating has existed since medieval times, and then called "guising" in Scotland & Ireland. Youngsters dressed in costumes and went door to door, looking for food or money in exchange for songs or "tricks."
- Harry Houdini died on Halloween in 1926 from a ruptured appendix.

## Celebrating Success!



*We are recognizing and celebrating BPW Iowa member's achievements including educational degrees or certifications, election or appointment to boards, commissions or public office, new business ventures, and other career achievements.*

*Do you have a success story to share (yours or another BPW member's)? Email Cathy at [bpwiowapresident@gmail.com](mailto:bpwiowapresident@gmail.com) with details.*

#GIVING  
TUESDAY

Giving Tuesday was created in 2012 as a day that encourages

people to do good. Since then, it has grown into a movement that inspires people to do good, collaborate, and celebrate with generosity. This year, it's celebrated on Nov. 30<sup>th</sup>.

Please consider **Iowa BPW Foundation** as one of your options for donations this year: Iowa BPW Foundation, c/o Karen Oltman - Treasurer, 13248 V Ave, Cedar Falls, IA 50613.

