

# Connections

## Events Calendar

September 6, 2021

Labor Day

September 11, 2021

Patriot Day

September 18, 2021

**BPW Iowa Fall Meeting**

9:30 AM – 3 PM

Holiday Inn NW Des Moines

October 17-23, 2021

National Business Women's  
Week

## STRENGTH & RESILIENCE

You are invited to the **BPW Iowa Fall Conference** on Saturday, September 18, 2021, from 9:30 AM to 3 PM at Holiday Inn NW, 4800 Merle Hay Rd, Des Moines. Join us as we rediscover the Strength & Resilience of our organization!

Strength is defined as the ability to withstand a great force. Resilience is the ability to recover quickly from damage. The recent **OLYMPICS** afforded an opportunity to observe prime examples of both strength and resilience:

- What **strength** it takes to train countless hours! Certainly, these athletes are motivated and have a positive mindset. They exhibit perseverance and drive. They strive to overcome each obstacle put in their path on the road to Olympic competition. They have "strength of purpose".
- Time and again, Olympic athletes exhibit **resilience**. Olympians push to what most of us might believe "beyond endurance". They bounce back when things don't go as planned in competition. They have the courage to recover from physical and mental challenges time and again.

Thankfully, BPW Iowa members don't face those same challenges, but we are at another crossroad and must chart a new course to achieve our mission. I believe we have the courage and resilience to move this organization forward!

Come to our Fall Conference, Sept. 18 to participate in the "Stronger Together" workshop. (See workshop description page 2.)

Hope to see you soon.

*Cathy Hines*

2019-2022 BPW Iowa President

[cathyh2032@msn.com](mailto:cathyh2032@msn.com)



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BPW IOWA FALL CONFERENCE



DR CELINA PEERMAN  
WORKSHOP LEADER  
SEPTEMBER 18, 2021

“STRONGER TOGETHER”

*There isn't an organization I have talked to in the last several months that hasn't had to answer the question, "now what?"*

Dr. Celina Peerman currently serves as an organizational psychologist with over 27 years of experience from front line to senior level positions, in a wide range of industries and organizations. She is passionate about engaging our human resources in new ways to achieve even better organizational results. Celina is a strategist with a sense of humor and a love for building capacity in organizations.

Celina holds a Ph.D. in Psychology, a master's degree in business, with undergraduate degrees in psychology and international studies. She is a TEDx presenter, podcaster, and writer. She sees over 250 groups a year, including over 6000 people in 2019. These audiences included large groups, small groups, and many one-on-ones, with content aimed at helping teams maximize potential to make an even bigger impact on those around them.

The **STRONGER TOGETHER** workshop will explore options and identify priorities that will help shape BPW's next steps.

- Learn more about tools and techniques that non-profit volunteer groups use to focus and capitalize on resources.
- Your ideas, voice, and passion for the purpose and impact of BPW will contribute to the goals, plans, and action plan.
- Add tools for your own toolbox, engage in discussion, and learn even more about what it takes to support a mission-focused organization.

Check out Celina's article *Ready, Set, Yes!* on page 6 of this newsletter.

In Memoriam...



**BPW Iowa Vice President, Reverend Jacque McCoy**, of Muscatine, IA passed away on Sunday, August 29, 2021, at the age of 56. She is survived by her husband, Ricky, and five children: Andrew, Rickyea, Meagan, Rachel and Ronnie.

Jacque was serving as Family Advocate Case Manager with the Muscatine County Salvation Army Pathway of Hope program. She was active in LWV, NAMI, West Liberty Rotary, and many other community organizations.

Jacque was elected Vice President in May of this year. She brought energy and creative ideas to our leadership team. Jacque was passionate about the mission of BPW Iowa to develop and empower women.

[Click here](#) to view her obituary.

Fall Conference - September 18

**Strength & Resilience**

Tentative Agenda

|         |                                   |
|---------|-----------------------------------|
| 9 AM    | Check In/Registration             |
| 9:30 AM | Mix & Mingle + morning snack      |
| 10 AM   | Business Meeting                  |
| 11 AM   | <i>Stronger Together</i> Workshop |
| 12 N    | Scholarship Luncheon              |
| 1:15 PM | <i>Stronger Together</i> Workshop |
| 2:15 PM | Business Meeting Resumes          |
| 3 PM    | Adjourn                           |

HONORING EQUALITY DAY

Carrie Chapman Catt was one of dozens of brave women in the fight for women’s equality in voting. Carrie was raised and educated in Iowa and became the Superintendent of Mason City Schools for a while. Over time she became friendly with Susan B. Anthony, who selected Carrie to become her successor as head of National American Women Suffrage Assn (NAWSA). She served for 20 years. Carrie was having tea at the White House with President and Mrs. Wilson on the afternoon that the 19th Amendment was signed into law!

The 19th Amendment reads: Section 1: The right of the citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.

We still have no national holiday for women’s contributions to the USA. I received a petition asking for Aug 26th to become the first national holiday to honor women. I think this deserves consideration. I propose a discussion during our Fall meeting. I hope you all plan to attend on Sept 18th, and plan to discuss an Iowa petition for the next possible national holiday!

Cindy Paulsen  
Women’s Issues

Note: BPW Iowa partners with the National Women’s History Alliance (NWHHA). They have posted a petition, “Demand A Day for Women” on Change.org. [Click here](#) to view and sign this petition addressed to our national Congressional Leaders.



Best States for Women’s Equality

According to a survey conducted by WalletHub, a personal finance website, Iowa ranks 7<sup>th</sup> best in women’s equality. The study looked at “gender gap” in the following areas: income, executive positions, work hours, education and political representation.

It’s important to note that while women’s rights in the U.S. have made leaps and bounds since the passage of the 19th Amendment, many women still struggle because of unequal treatment. Unfortunately, the gender gap (as defined above) has increased in recent years. In 2021, the U.S. ranked 30<sup>th</sup> the World Economic Forum’s ranking of 156 countries.

<https://wallethub.com/edu/best-and-worst-states-for-women-equality/5835>

Welcome New Members!

Atlantic BPW

Natasha Cooper

[natashajcooper1987@gmail.com](mailto:natashajcooper1987@gmail.com)

Kennedy Goergen

552 Timber Ridge Trail

Atlantic, IA 50022

No email

Lauren Nicholas

[lnicholas3002@gmail.com](mailto:lnicholas3002@gmail.com)

Grace Thomsen

416 Main St

Cumberland, IA 50843

No email



## Oskaloosa BPW Honors Member

Oskaloosa BPW met on Aug 18, 2021, at North Side Restaurant, Centerville, to honor our longtime member Berniece Butler, who is also BPW Iowa’s oldest member!

A light meal was enjoyed by 5 former Centerville BPW members, plus a guest, along with Oskaloosa members. After our meal, we all pitched in to sing Happy Birthday to Berniece, who has now turned 104! Birthday wishes were sung by the entire table and strangers throughout the room joined in. Cupcakes and cards of congratulations were shared.

Because of extreme heat index, a very brief meeting was later held privately among Oskaloosa members.

Berniece is an Energizer Bunny and an inspiration. Her actual birthday was Aug 25th. Berniece is now 104 yrs. and born before the 1920 passage of 19th Amendment giving women the power of the vote!

If you would like to send a card, her address is 1808 S 16th St, Centerville, IA 52544.

Submitted by Cindy Paulsen



Left to right: Cindy Paulsen, Berniece Butler, and Loretta Guzzi Oskaloosa BPW members

### GOV BANS MASK MANDATE

The US Department of Education is beginning investigations into 5 states including Iowa that have banned mask mandates in schools with possible lawsuits pending.

Des Moines School Superintendent Dr Ahart expressed frustration with trying to keep students and staff safe. The Des Moines Admin building closed the first week of school because 10% of the workers called in sick. Iowa City schools reported 43 positive cases (*The Daily Iowan*). Seventeen percent of new cases statewide are younger than age 17. Students younger than age 12 are still too young for vaccinations.

Iowa Gov Kim Reynolds has repeatedly said that she trusts Iowans to do the right thing for their families, yet just under half of Iowans are fully vaccinated.

Stats comparing this week to last week: confirmed cases 400,082, increase of 7,112; deaths, 6,268, increase of 42; 498 hospitalized, up from 396; 133 in ICU compared to 99; ventilators 51 compared to 45. (Per KCCI TV)

What happened to our “best in the nation” schools?

Submitted by Cindy Paulsen  
Legislation

## IOWA BPW FOUNDATION

Iowa BPW Foundation is excited to announce we have received 10 scholarship applications after reopening the process to award the remaining 2 scholarships we had budgeted for 2020-2021 fiscal year. Hopefully at the Sept. 18th meeting, we can celebrate and honor our recipients by their attendance as well.

The Foundation trustees are very appreciative for the gifts you have given this past year! Please know without your support scholarships could not be possible.

We would be very honored if you would consider our Foundation as one of your continuing organizations to support annually. To do so, please send your donations to:

Iowa BPW Foundation  
c/o Karen Oltman, Treasurer  
13248 V Ave  
Cedar Falls, IA 50613

I would love your feedback regarding our Foundation — especially about ideas for fundraisers. Please feel free to contact me at [rlorenz@cfu.net](mailto:rlorenz@cfu.net) or 319-404-2125 (leave voicemail, please).

BPW STRONG,  
*Rose Lorenz*  
Iowa BPW Foundation President



### Iowa Business and Professional Women's Foundation



It's FREE money for our Iowa BPW Foundation when you shop on Amazon!

Just go to [www.smile.amazon.com](http://www.smile.amazon.com) to select Iowa Business and Professional Women's Foundation as your charity. Then each time you order, Amazon donates 0.5% of the price of your AmazonSmile purchases.

AmazonSmile is the same Amazon you know - same products & same prices. If you already have an account with Amazon, use the same username and password.

Important: you must shop at [www.smile.amazon.com](http://www.smile.amazon.com) instead of [www.amazon.com](http://www.amazon.com) to make sure Iowa BPW Foundation will benefit.

### BrainTeaser

There are only three (3) common nouns in the English language whose singular form is spelled with two OO's and whose plurals are formed by changing OO to EE. One is a living thing, and the other two are parts of the body. What are these three nouns?

Answer: Goose/Geese, Foot/Feet & Tooth/Teeth.

# READY, SET, YES!

There isn't a company or organization I have talked to in the last several months that hasn't had to answer the question, "now what?"

While pre-COVID all types of entities were faced with questions like how do we recruit new people? Who will say yes to leadership? What goals will we pursue? What's the best use of our energy in order to fulfill those goals? In this stage of our COVID reality, the conversations are more necessary and, in some ways, both hard and opportunistic. We have an incredible opportunity to adapt, shift, adjust, or recreate many things in our companies and groups.

Our reality is that any organization is simply a group of individuals who come together, with a common purpose, for shared work, to see a result. However, the magic – the work, the achievements of any organization become something so much bigger than the sum of its parts, often referred to as synergy. It is the people and yet, beyond the collection of individuals. We can't do the work alone and yet, the risk and reward is that we don't have to do the work alone. Others can journey with us which makes the trip that even more powerful and I believe, much sweeter.

1. **Consider** what brought you to BPW Iowa at first. A connection? A passion? An opportunity to encourage or support others.
2. **Assess** what you can offer. Would you commit to an event? A particular initiative? It always amazes me that with collective effort, things can significantly shift. What's the phrase? Many hands make light work. While people continue to make hard choices about where they put their time, there are enough BPW Iowa colleagues who continue to say, "yes, this mission and work matters."
3. **Re-commit.** If there is anything I've been working on learning at 51 years of age, as a newly minted "empty-nester", it is that there are stages and phases of life. If this isn't where you can commit more hours now, do you know someone who could?
4. **See it through.** Organizational cycles have been studied for decades. Every group rotates through a beginning, a mid-life, a growth opportunity, a decline...and then a decision point. What could be next? Sometimes we reinvent ourselves, other times we adjust a few strategies but something "gives." Something shifts. And often, it doesn't take as much as we think because the collective shift of "some" from many can make it transformational for all.

"JUST CALL ME TRIM TAB": There is a wonderful set of stories from the mid-1900s from Richard Buckminster Fuller. Mr. Fuller was an American architect, systems theorist, author, designer, inventor, and futurist. He was noted to have worked across disciplines to see what needed to happen next. He did not limit himself to one field but instead learned and contributed most by bringing divergent thinking together.

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## READY, SET, YES!

He is quoted with the expression, “Just call me trimtab.” A trimtab is a small metal piece on a boat rudder that allows the boat to stay stable while the rudder manages the direction. The force of the rudder’s work would cause it to snap off if the trimtab did not do its part. Without the trimtab, not only could the rudder not do its role, but the boat couldn’t shift or turn either.

Mr. Fuller, even to the point of choosing these words to be imprinted on his tombstone, would express that it is the small moves that can make the biggest differences.

Here is what I believe. This talented man had opportunity and a platform to share this idea and popularize the notion that seemingly minor shifts can make big things happen. People, and particularly, women, have been doing this for centuries. Small moves. Big impact.

As we prepare for our Fall Conference, continued discussions are and must happen about building the next steps of BPW’s vision and work together.

We are ready. We are set. We need you to say yes to the future of BPW.

*Celina*

