



IOTA PHI LAMBDA SORORITY, INC.

# THE BUSINESS CHRONICLE

Volume 6 Issue 8

[www.iotaswr.org](http://www.iotaswr.org)

[www.iota1929.org](http://www.iota1929.org)

April 2019

[www.iota-et.org](http://www.iota-et.org)

The Regional Conference Theme was “The Power of Sisterhood” and Epsilon Tau Chapter sorors, you are PHENOMENAL; you exemplify the power of sisterhood in your words and deeds. As president, I am so proud to lead and represent you. You were flexible, helpful, hospitable, and showed our sorors of the Southwestern Region the way ET does it. I really feel blessed beyond measure to have you as my chapter. Now I have a huge ask. We can’t stop now, let’s power through to the 90<sup>th</sup> Anniversary Convention, July 24-28, 2019.

During the Regional Awards Program, Epsilon Tau Chapter received five awards. We received 2<sup>nd</sup> place for Business Month, Scrapbook, and the Dwala L. Brown Technology Award. We received 3<sup>rd</sup> place honors in Community Service and Chapter Growth. Congratulations to Sorors Tiffany Bryant, Robin Mack, and Michelle Peace who chair these committees.

We need your continued energy for BUSINESS MONTH. The month of April in Iotaland is designated as Business Month. Our Business Month Committee has selected seven business women, one youth entrepreneur and our Woman of the Year to recognize during our celebrations this month. Invite a friend, coworker, or family member to introduce to Epsilon Tau Chapter of Iota Phi Lambda Sorority, Inc. Our Cookies, Cocktails, and Conversations Event is Saturday, April 13 and Our Annual Taste and Toasts Celebration is on April 27. Tickets are on sale --- NOW!

Seven gavel taps to **Soror Wendy B. Jacques** who served as the 72<sup>nd</sup> Southwestern Regional Conference Chair; **Soror Shelia C. Fisher** who served as the 72<sup>nd</sup> Southwestern Regional Conference Co-Chair and Youth Summit Coordinator – You ladies were the BOMB.COM! I am eternally in your debt. The remaining 18 ET Sorors who attended the conference you were the REAL MVPs – you pushed, pulled, placed, chaperoned, welcomed, and hosted the conference in ET EXTRA Fashion; Congratulations, **Soror Robin Mack** on your election as the Region’s new Recording/Financial Secretary. Seven Gavel Taps to our newest members: **Donmonique Arnold Mason, Demekia Biscoe, Shekinah Harris and Aneyshia Taylor**, welcome new sorors! #ETWEAREWHY #ComeSeeET



*Michelle Peace*  
*Epsilon Tau President*

## WHAT’S IN THIS ISSUE

### PAGE 2

--ET HOSTS THE 72<sup>ND</sup> SWR CONFERENCE

--PRE-CONFERENCE CRUISE

--CONFERENCE LEADERSHIP

FORUM

### PAGE 3

--SWRC WELCOME RECEPTION

--SWRC YOUTH SUMMIT

### PAGE 4

--MORE FROM THE SWRC

### PAGE 5

-- DR. FAITH LEADESHIP FORUM

SPEAKER

### PAGE 6

--BUSINESS MONTH MAGIC

### PAGE 7

--MEMBERSHIP & FIL

### PAGE 8

--ET BUSINESS TIP

--ET 90 FOR 90

--NATIONAL CONFERENCE

REMINDERS

--CALENDAR OF EVENTS

“The secret of our success is that we never, ever give up.”—Wilma Mankiller

# EPSILON TAU HOSTS THE 72<sup>nd</sup> Southwestern Regional Conference

The Sorors of Epsilon Tau showed up and showed out as the hosts of the 72<sup>nd</sup> Southwestern Regional Conference (March 28 – 31, 2019). We were “working and not shirking” when it came to hosting. Our hard work was definitely noticed... the positive comments and encouraging feedback are still rolling in. Congrats and good job ladies!



## PRE CONFERENCE ACTIVITY – HARBOR LIGHTS DINNER CRUISE



On Thursday, March 28, ET welcomed the Sorors of the Southwestern Region and allowed them to let their hair down on the pre-conference Harbor Lights dinner cruise. The ambience of the beautiful sunset, good food and great music set the stage for sisterly fellowship.

Rockwall, Texas was not ready for us!  
Fun was had by all!



## THE CONFERENCE LEADERSHIP FORUM

ET's very own Soror Wendy Jacques (National Soror of the Year) was on of the panelist for the Leadership Forum. All of the panelists brought forth thought provoking topics.

Soror Wendy spoke on “Applying the critical energy required to grow and cultivate a leadership consciousness across the organization.” Her input was well received.





## THE SWR CONFERENCE WELCOME PROGRAM AND RECEPTION

On Friday, March 29<sup>th</sup>, the 22<sup>nd</sup> National President Stephanie Dilworth, SWR Director Vahnita Loud, members of Epsilon Tau chapter, and the Southwestern Region meets guests and dignitaries at the conference Welcome Program.



The program was followed by a Welcome Reception with the theme. "Lucky Lola's Girls". Good food and friendly fellowshiping was had by all. The food was catered by the local black female entrepreneur's company... "It's Tamica Made".

## ET SPONSORS THE YOUTH SUMMIT AT THE 72<sup>ND</sup> SWR CONFERENCE

On Saturday, March 30<sup>th</sup>, ET hosted the SWR Conference Youth Summit. Over 40 youth registered and attended the Summit. The summit opened with greetings from Paul Beaty, ET FIL President and Diamond Stevens, ET FIL Vice President. Immediately after the icebreaker, "Get to Know You Bingo", the youth were engaged by ESTe<sup>2</sup>M Builders. ESTe<sup>2</sup>M Builders is a multi-dimensional hands-on approach activities in Science, Technology, Engineering, Entrepreneurship and Math (STe<sup>2</sup>M).



After the Education Luncheon, Summit participants increased their financial literacy through interactive learning activities presented by TAJ Neighborhood Investments. The youth learned about different sources of revenue, money exchange, and budgeting.

When a participant was asked about the Summit, he stated, "It was cool, the information I got was good. I learned something". The last activity of the Summit was a Game Night. Although, the Movie Night had to be cancelled, each chapter was provided pizza and drinks to end the day.

# More Scenes from the 72<sup>rd</sup> Southwestern Regional Conference



The Southwestern Region elects ET's very own Robin Mack as the Recording/Financial Secretary

## The Educational Luncheon



## ET shined at the Prayer Breakfast and the Awards ceremony



Our 1<sup>st</sup> timers, including Shelley (our chapter turtle) dazzled at the regional conference



## ET'S WOMAN OF THE YEAR DR. FAITH OLIVER ROBERTSON 72<sup>nd</sup> SWR CONFERENCE LEADERSHIP FORUM KEYNOTE SPEAKER

Epsilon Tau's Business Woman of the Year is the incomparable Dr. Faith Oliver-Robertson. This oral surgeon, make-up artist, author and inspirational speaker is an international dynamo.



She received a standing ovation after delivering the keynote address at the Leadership Forum. Dr. Oliver-Robertson spoke on "The Power Of Sisterhood" and broke down the word "SISTERS"... S – Soul Searching; I – Independence; S – Sacrifice; T – Transparency; E – Expectancy; R – Restore; S – Safety  
Her how-to book, Speaking by Faith, quickly sold-out after the forum.

## Epsilon Tau Soror Tina Jackson is Elected TABHE VP of Programs

On March 2nd, 2019 Soror Dr. Tina Marie Jackson was elected to serve as Vice President of Programs on the board of directors for the Texas Association of Black Personnel in Higher Education (TABPHE).



In this role she will serve from 2019-2021 leading all programs state-wide for TABPHE, which includes programs for the annual state conference, task-force and committee activities, and scholarship initiatives.

# Epsilon Tau Celebrates the Entrepreneurial Spirit



Are You Ready? We said... ARE YOU READY?

It's Business Month in Iotaland!

Business Month is celebrated each April to focus attention on the importance of Business Training.

Join ET as we sprinkle a little "Business Month Magic" all over the Dallas Metroplex



**\$30**  
Saturday, April 13<sup>th</sup> *Cookies, Cocktails, and Conversations* *Credit: The Biggest Discriminator of All*  
Kessler Baking Studio | 1129 N. Beckley Ave. 7P – 9P *w/ Tim & Ayaana Jackson*

Saturday, April 20<sup>th</sup> *Small Black-Owned Business Crawl*  
Dallas Farmers Market | 920 S. Harwood St. 9A – 11A

**\$30**  
Saturday, April 27<sup>th</sup> *5<sup>th</sup> Annual Tastes and Toasts Reception: Brunch Edition*  
River Ranch Texas Horse Park | 811 Pemberton Hill Rd. 11A-1P

## *Business Month Magic*

Iota Phi Lambda Sorority, Inc. [www.iota-et.org](http://www.iota-et.org)



## Epsilon Tau Welcomes 4 New Members

On March 2, 2018 four fabulous ladies became members of Iota Pi Lambda Sorority, Inc. Demekia Biscoe, Donmonique Mason, Shekinah Harris and Aneyshia Taylor happily crossed into Iotaland with smiles and white roses.

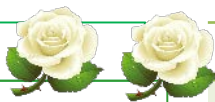


## Epsilon Tau Future Iota Leaders Lead Desoto HS Literacy

Future Iota Leaders, Camryn Moore and Miles Moore help promote literacy to elementary students. They have a goal to collect 500 books.







## 5 Tips for Starting a Successful Business

By Stephanie Abrams Cartin

### 1. Begin with a detailed plan.

This one is a must: Develop an in-depth plan that fully details how you'll attack the challenge ahead.

### 2. Get out there and network.

Our business would not be where it is today without all the professional networking we did when we first started. Until you've established your business, you'll need to create your own word-of-mouth.

### 3. Surround yourself with the right people.

The right mentors and strategic partners aren't the only people with whom you'll need to align. Surrounding yourself with a great team is equally important.

### 4. Stay ahead of the curve.

You can't afford to be rooted in the present and solely focused on the day-to-day. It's crucial to keep one eye focused on the future, including upcoming movement in your industry.

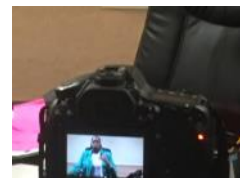
### 5. Find a healthy work-life balance.

Running a successful business requires an inordinate amount of time and energy. It's paramount to find a healthy work-life balance, even though it can be a challenge to do so.

APRIL 13, 2019	Cookies, Cocktails, and Conversations KBS, 7:00 PM
APRIL 14, 2019	Regional Conference RECAP, 1:45PM Epsilon Tau Monthly Chapter Business Meeting, 3:00 PM, SWCM Community Room New Member Orientation, 4:30 PM
April 20, 2019	Small Business Crawl, Dallas Farmer's Market, 9AM
April 27, 2019	TASTES AND TOASTS BRUNCH. RIVER RANCH HORSE PARK
May 4, 2019	ET TURNS 6
May 5, 2019	FIL MEETING TUCR Program

## Epsilon Tau's 90 for 90 Celebration

Like and Share Epsilon Tau's 90 for 90 Celebration – 90 Business Tips for Small Business Owners. Each day on Facebook you will find a new tip. Thanks Sorors for facing your fears, using your creativity and ingenuity to get our tips done!



Newsletter Quiz: Did you find Shelly the ET turtle in this issue?

### CONTACT EPSILON TAU CHAPTER:

Email: [epsilontau2013@gmail.com](mailto:epsilontau2013@gmail.com)

Mailing Address:

P.O. Box 241, DeSoto, TX 75123

Follow Epsilon Tau:



### IOTA PHI LAMBDA 90<sup>th</sup> Anniversary Convention

On February 15, 2019, National President Stephanie Dilworth published the 90<sup>th</sup> Anniversary Call to Convention. We will convene at the Hilton Shreveport, July 24-28, 2019. The Call to Convention includes the Tentative Conference Program and What to Wear.

Registration Deadline: **June 12, 2019** (must include full payment) Mailed Registration Postmarked after June 12, 2019, must include a \$40.00 late fee.

Registration: \$425.00 (Grad), \$300.00 (Undergrad), \$280.00 (Auxiliaries) \$465.00 ( Late after 6/12/19), \$500.00 ( On-site)

Hotel Reservations Deadline: **July 2, 2019 (Room Block is SOLD OUT) – Try Expedia, Hilton Honors, AAA, and other discounts**

Hilton Shreveport , 104 Market Street, Shreveport, Louisiana 71101  
318-698-0900

Booking website: <https://book.passkey.com/e/49744536>

### Contributors to this Issue:

Soror Michelle Peace, Soror Shelia Fisher,  
Soror Tina Jackson & Soror LaToya Randle