



IOTA PHI LAMBDA SORORITY, INC.

THE BUSINESS CHRONICLE

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Epsilon Tau Chapter

June 2020

Greetings, Sorors-

I am grateful that my community is filled with so many outstanding, innovative women. I celebrate your ability to “Reimagine, Innovate, and Pivot.” This month started with so much love as ET celebrated its 7th Charter Day and ended with racial tension, protests, rioting and the on camera murder of George Floyd. Our chapter ended the month celebrating Seven Days of Sisterhood in the week preceding Iota Phi Lambda’s 91st Founder’s Day. The world around us raged with Coronavirus; talks of reopening our cities; and the problem of systemic racism. These worries are extremely heavy for the mothers and women of our organization. We have the right to not be “OK”. We are worried about the virus that is ravaging our communities affecting how we celebrate the graduates in our lives. We are worried about the world outside our bubbles. The worry that our sons, husbands, nephews and daughters are not safe. They are in danger of being killed while just being black. I’m here to say to each of us. “It’s OK to not be OK!” We are allowed to mourn the loss of our NORMAL. We are allowed to assist our teens, children, and husbands in mourning that loss as well. And we have to admit to ourselves that sometimes even using our greatest superpowers, we can’t FIX it and make it all better. So remember the safety briefing on the flights we used to take”In the event of emergency... PUT your mask on FIRST and then assist others around you.” Take care of yourselves. Take time for yourself.

This month, we had an outstanding “Wine Down Wednesday” to talk about home gardening with Soror Aneyshia Taylor. Thanks for planting the marigolds in honor of your ET Sorors. We celebrated our 7th charter day virtually and blasted our “Don’t Rush” video. The “7 Days of Sisterhood” presented by our Founder’s Day committee should become a staple activity for our chapter. We wore our Iota gear, shared our favorite Iota photos, showed love to small businesses, gave business tips, donated over \$850 to the Iota Relief Fund, attended virtual church together and reached out to our Iota Line sisters.

Seven gavel taps to 1st Vice President, Soror Erielle Johnson on our “Wine Down Wednesday” Events. Seven gavel taps Soror Aneyshia Taylor for your “Wine Down Wednesday” feature, the Green Edition. Seven additional gavel taps to Soror Jasmine Gause and your committee for the “7 Days of Sisterhood”. Seven gavel Taps to Sorors, Malika Walker and Erielle Johnson for your innovative ideas on our virtual Charter Day Celebration. Thank you sorors for everything you do for Epsilon Tau Chapter.

“Protest is when I say this does not please me. Resistance is when I ensure what does not please me occurs no more.” – Ulrike Meinhof

#ComeSeeET #ETWEAREWHY



Michelle Peace
Epsilon Tau President

WHAT’S IN THIS ISSUE

PAGE 2

-ET Turns 7!

-ET Wine Down Wednesday- Green Edition

PAGE 3

- ET Celebrates Teacher Appreciation Week

-ET Supports Iota Sisters Virtual Events

PAGE 4

- ET Future Iota Leaders

PAGE 5

- ET 's 7 Days of Sisterhood

PAGE 6

-Word from the National President & Iota Relief Fund

PAGE 7

- ET Soror Spotlight

PAGE 8

- June Calendar of Events
- 5 Small Business Tips

Epsilon Tau Chapter

www.iota-et.org

Southwestern Region

www.iotaswr.org

Iota Phi Lambda Sorority, Inc.

www.iota1929.org



Epsilon Tau Turns 7

Epsilon Tau Chapter Anniversary



On May 4, 2020, Epsilon Tau Sorors gathered via Zoom to celebrate the amazing accomplishments of the first 7 years of our existence. The pandemic of 2020 prevented us from gathering, so each soror brought her favorite ET picture, favorite dessert, a drink for the toast and a candle to wish upon. What fun it was! We also released to social media, two Inshot videos curated by Soror Calinda Jones. The first song was the “Don’t Rush Challenge and the second song was “Thinking of a Masterplan.” The videos can be seen on the chapter’s Facebook and Instagram pages.



Epsilon Tau hosts Wine Down Wednesday Green Thumb Edition

Uncork and Unwind with the Ladies of Epsilon Tau and a special guest, as we discuss home gardening tips and basics



Special Guest: Anyeshia Taylor



On May 20, 2020, Epsilon Tau hosted its Wine Down Wednesday-Green Edition. Sorors took a virtual tour of Soror Anyeshia’s home garden. We learned about sources of organic fertilizers (manure from your local zoo) and tips of composting. Soror Anyeshia planted marigolds all around her garden in honor of her ET sorors. Soror Anyeshia is the owner of Bern and Jack Wellness.



May 20, 2020
7:30pm
ET Facebook Live
Register on Eventbrite



ET Celebrates Teacher Appreciation Week



The pandemic prevented Epsilon Tau chapter from supporting our Adopt-A-School programs so we celebrated the contributions of ET educators. The Adopt A School Committee hand delivered gifts to encourage our own.

ET Supports its Sister Chapters Virtual Events

Epsilon Tau Sorors: Michelle Peace, Wendy Jacques, Robin Mack, and Katrina Martin participated in the virtual webinars sponsored by Iota chapters, Epsilon Omicron (Arlington); Zeta Delta (Memphis); and the Lola M. Parker(LMP) Foundation. EO presented a great discussion on African American Women and Mental Health; Zeta Delta hosted One by One Ministries to discuss a potential partnership for their IMAP program. One By One has a program in DFW and is looking for women who will mentor its clients.



Join us for engaging #BeyondCovid19 discussions around career, family, finances and self-care. Visit us online for details about this webinar series.

REGISTER TODAY:
http://lmpfdn_events.eventbrite.com
#BeyondCovid19



The LMP Foundation presented a three-part series entitled #BeyondCovid19. The speakers covered Pathways Forward Beyond Covid 19; Guided Meditation and Self Care; and Personal Branding D.N.A.– the programs were very informative.



ET Celebrates 7 days of Sisterhood

7 days of Sisterhood

Tuesday, May 26 –

Wear Your Letters!

Wednesday, May 27 –

Post Your Favorite Iota Picture.

Thursday, May 28 –

Share a Business Tip.

Friday, May 29 –

IOTA RELIEF FUND!

linked below

Saturday, May 30 –

Promote a Local Small Business.

Sunday, May 31 –

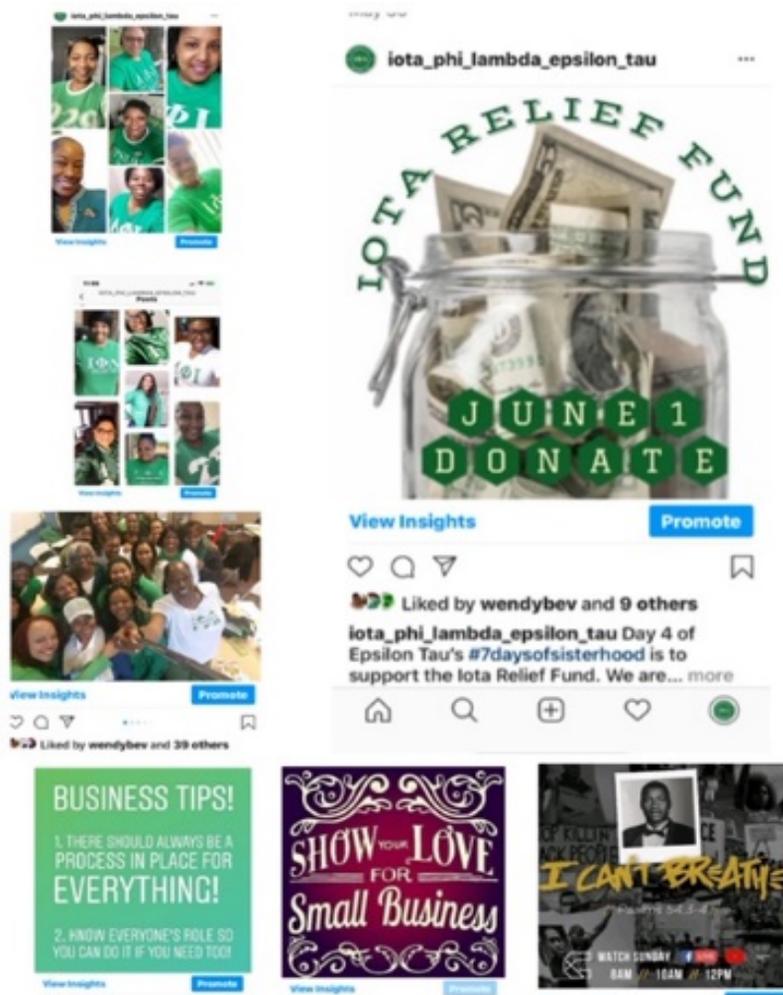
Attend Virtual Church.

Monday, June 1 –

FOUNDER'S DAY:

Reach Out to a Line Sister!

Iota Relief Fund



Epsilon Tau Chapter's Founder's Day Committee developed a social media campaign called the #7daysofsisterhood. In the seven days preceding our organization's 91st Founder's Day, Epsilon Tau Sorors showed their Iota spirit by "Wearing Our Letters", then we shared our favorite Iota photos. We published our favorite business tips and showed our love to some of our favorite Black-Owned Businesses. On Day 4, Epsilon Tau Sorors donated more than \$850 to the Iota Relief Fund. Read More about the program being offered the LMP Foundation. We attended the virtual service of the Concord Church together as a group. Finally, we contacted our Iota line sisters and posted our line photos on social media.



ET Future Iota Leaders

Epsilon Tau Chapter is so proud of FIL graduates, Shandrell Fisher and Tristen Moore. Both are graduates of DeSoto High School. Shandrell also received her Applied Sciences Associate Degree. She will attend Texas State University and major in Pre-Nursing. FIL Tristen Moore will be attending Texas Southern University in the Fall.

Congratulations!

Sorors,

We have two FIL who are graduating seniors, Shandrell Fisher and Tristen Moore. They both are graduating from DeSoto High School. In the Fall, Shandrell plans to attend Texas State University and Tristen plans to attend Texas Southern University. In addition to the \$50 gift from the Chapter as designated in the local bylaws, we will be creating baskets for each senior. Please consider donating to their baskets. I will be collecting items May 31st-June 6th.

Suggested items: gift cards, small laundry detergents, toiletries, shower caddys, towel sets, peg boards, storage bins, snacks, etc.



Epsilon Tau Chapter is so proud of FIL Evan Beaty. He is the Southwestern Region Middle School Essay Winner and he placed 2nd in the National Evelyn D. Wilkey Essay Contest for Middle School Students. Congratulations Evan!





A Word from the National President



As a child of the sixties, I watch what is happening after the death of George Floyd with sadness, anger and a very deep feeling of pain and frustration. Iota Phi Lambda Sorority, Inc., grieves with the many families suffering from the trauma of police brutality and indifference. We understand the feeling of helplessness, the frustration, the outrage and the powerlessness felt by the young people of today. But we cannot allow any of that to deter us from fighting systemic racism that seems to be built into the very fiber of this country. We cannot allow ourselves to be diverted from achieving our ultimate goal of social justice. We must not allow our frustration and weariness to overcome our ability to respond with concrete actions that will help us to achieve the rights of any first-class citizen of the United States. As Killer Mike, the activist, stated in his appearance in Atlanta, *"I am duty bound to be here to simply say that it is your duty not to burn your own house down for anger with the enemy. It is your duty to fortify your own house so that you may be a house of refuge in times of organization". Now is the time to plot, plan, strategize, organize and mobilize.*" We begin this action by filling out the 2020 Census, we must be counted. Each person counted represents money and programs for our neighborhood. Then, we must, not only vote, but work and volunteer to make sure we elect leaders that are cognitive of our needs and then we must hold those leaders accountable to the people that made it possible for him or her to be elected. We pray that even during the pandemic and this unrest, instead of saying "We Shall Overcome", one day in the very near future, we can finally say "We Have Overcome"

– Dorothy M. White, 23rd National President

Iota Relief Fund

HISTORICAL BACKGROUND: At the suggestion of our 2020-2021 National Recording Secretary, Soror Jennifer Porter, the National Executive Board voted to reinstate the **Iota Phi Lambda Sorority Relief Fund**. In 1937, there was great devastation in the Ohio Valley caused by the flooding of the Ohio River. There was loss of lives and tremendous property losses. During this time, Alpha Chapter in Chicago, IL held its regular chapter meeting with our founder, Mrs. Lola M. Parker in attendance. She informed them that she and the National Board had established "The Iota Phi Lambda Relief Fund" for the purpose of helping those in need and urged the members of Alpha Chapter to support the fund.

TODAY: As you know, we have all been affected in some way by the Coronavirus/COVID-19 Pandemic, especially small businesses. So now, we as an organization, have the opportunity to help support the African American women small business owners in our communities. Remember, Iota Phi Lambda was founded as an organization to support and empower businesswomen and we would like to continue that legacy started by our founder in 1937. We will partner with the Lola M. Parker Foundation to help solicit funds and publicize this initiative.

HOW: We are asking our members to voluntarily donate **\$29 or \$90 by June 1st**, in honor of our anniversary to begin this fund. Donations can be made via check, payable to the Lola M. Parker Foundation and include Iota Relief Fund in the memo field for tracking purposes. Online payments can be made directly to LMPF using PayPal at info@lmpfdn.org. Chapters may also wish to make a donation and submit the funds by check or PayPal along with the special attached remittance form. Checks should be mailed to your Regional Director along with the remittance sheet. We would encourage you to solicit friends and family members to make donations to the **LMPF/Iota Relief Fund** using our online platforms.

WE NEED YOUR SUPPORT TO CONTINUE THIS LEGACY!!

WHAT: Small businesses owned by African American women are being adversely affected by the virus and we need your help to support them. We propose to award up to 29 micro-grants ranging from \$500.00 to \$1,000.00 to small businesses owned by African American women, with less than 15 employees, to aid in their survival and recovery. Applications will be circulated by members/chapters to area businesses and a committee of LMPF members and the Iota National Board will review the applications and award grants to qualifying applicants. Application submissions will be available July 1, 2020 - July 31, 2020. The grants to be awarded by a lottery of qualified applicants on August 8, 2020. To qualify, a business must have been in business at least one year and have less than \$100,000.00 in annual revenue and experienced a 25% decrease in revenue as a result of the COVID-19 pandemic.



ET Soror Spotlight ~ Soror LaToya Randle ~

- * Birth date: *August 22nd*
- * How long have you been in the sorority?
20 fabulous years... I see you Shelia!
- * What is your occupation?
Registered Nurse, Market Director of Case Management
- * What is your fondest Iota memory?
*Our ET wedding. I mean our chartering day/ceremony.
It was a very special day and I am honored to be a charter member.*
- * Words to live by or favorite quote:
Live well, Laugh often, Love much!
- * I enjoy doing: *Long Distance Running... in pearls,
Hanging with my family and Blogging*
- * What are you most proud of: *Likely being the only African-American you know
from Alaska... Just Kidding. My children, My husband and My dedication to my
profession.*
- * Favorite dessert: *Yellow cake with chocolate icing*
- * If could have dinner with anyone (dead or alive)
who would it would be: *I would love to have dinner with sister
Tanya again. We'd laugh and discuss the state of the world
today. From Trump tweets to BLM protests to the Corona virus.*
- * Share something that no one knows about you:
I sleep walk and I sleep talk. Don't judge me.





Chapter Officers

President

~Michelle Peace

1st Vice President

~ Eriele Johnson

2nd Vice President

~ Twyla Williams

Recording Secretary

~ Malika Walker

Corresponding Secretary

~ Vena Thomas

Treasurer

~ Mary Andrews

Financial Secretary

~ Nicole Walker

Dean Of Intake

~ Robin Mack

Journalist

~ LaToya Randle



Calendar of Events

June 1, 2020

Iota Phi Lambda Sorority Inc. 91st Founder's Day Program, 6:00PM and Officer Installation

June 3, 2020

LMPF #Beyond COVID19 Series Part 3, 6:00 PM

June 6, 2020

73rd SWR Virtual Conference

June 14, 2020

ET Virtual June Chapter Meeting (3:00PM)

June 15, 2020

Wine Down Wednesday - Protect Your Peace Edition, 7:30PM

June 19, 2020

Juneteenth Shop Black

June 20, 2020

ET Soror Appreciation via Zoom

5 Small Business Tips

~*~*~*~*~*~*~*~*~*

1. *What's your ROI (Return on Investment)?*
2. *Differentiate your business description, your impact statement and your business services.*
3. *Establish your credibility.*
4. *Sometimes less isn't more.*
5. *Don't lead with your financial limitations*

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

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