



IOTA PHI LAMBDA SORORITY, INC.

THE BUSINESS CHRONICLE

Volume 6 Issue 9

www.iotaswr.org

www.iota1929.org

May 2019

www.iota-et.org

This year has been EPIC for Epsilon Tau Chapter. Not only did we host the Regional Conference, the weekend before the start of our Business Month, but we completed a full month of programs, events and activities to encourage business education, support Black-owned Businesses and celebrate women who are making their marks in business and the community. I know you may be feeling the need for a long vacation and more importantly a nap, but the sorority year is not over. We have not completed all of our assignments. But this month, we will take a really short hiatus and try and rejuvenate ourselves enough to power through the remainder of the year. Remember, we are why and the work we do is important. I am amazed by your energy and I know you must take time to refill your cups from all the pouring out of yourselves into others. So I thank you for again making time to participate in our chapter events as well as your support of our sister chapters, Psi and Epsilon Omicron. I am grateful, sorors.

On May 4, 2019, we celebrate Epsilon Tau's sixth year in existence. Sorors, we have been on a mission for Iota. This sorority year, we have welcomed 8 new sorors, hosted the 72nd Regional Conference, sponsored award winning FIL, executed all the programs and projects of the sorority, and the ideas and work keep coming. We have honored almost 30 female entrepreneurs and cash mobbed several other businesses. Our impact and philanthropy have supported girls in technology, women returning to the workforce, and four African teens with microfinance loans to start businesses of their own. Now, these memories don't sum up the countless volunteer hours and work we have put into our chapter, but I will say this, I stand proudly for and with Epsilon Tau Chapter. I am humbled to serve as your president.

Epsilon Tau Chapter, you deserve Seven gavel taps for your support of our Business Month chair and committee! You could have faded but you did not. You pressed through and exhibited true "Iota Woman Magic." Thank you. Seven gavel taps to Soror Dr. Tonya Sawyer McGee on continuing the legacy of FIL Diego M. Jones. Your gift will continue his legacy and support our FIL.

During May, Epsilon Tau Chapter recognizes and commemorates National Small Business Week, Public Service Recognition Week, Teachers Appreciation Week, Nurses Week, and Supports Mental Health Awareness Month #ComeSeeET #EveryoneTogether. #ETWEAREWHY

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



Michelle Peace
Epsilon Tau President

WHAT'S IN THIS ISSUE

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EPSILON TAU CELEBRATES BUSINESS MONTH

Each year, throughout the month of April, sorors around the nation celebrate Business Month to honor the legacy of our Founder's entrepreneurial spirit.

Epsilon Tau proudly participated in the following public events:

Cookies, Cocktails and Conversations

The 5th Annual Tastes and Toasts reception

Farmers Market Small Business Crawl



COOKIES, COCKTAILS, AND CONVERSATIONS



COOKIES, COCKTAILS, *and* CONVERSATIONS...



Join Iota Phi Lambda Sorority Inc. Epsilon Tau Chapter to discuss "Credit: The Biggest Discriminator of All" with Tim and Ayanna Jackson from 97 Credit



Kessler Baking Studio
1129 N. Beckley Ave.
Dallas, TX 75203
Sat. April 13, 2019
7:00 – 9:00 PM



\$20 Gift Card to KBS with \$30 Ticket Purchase

Epsilon Tau Chapter kicked off Business Month with a bang on Saturday, April 13th. Our annual Cookies, Cocktails and Conversations event, held at the Kessler Baking Studio, was a great success.

The Cookies were delicious, the Cocktails were tasty and the Conversation about understanding your credit was educational. Our guest speakers were Tim and Ayanna Jackson (Soror Monique's son-in-law and daughter) and their topic was "Credit: The Biggest Discriminator of All".

It's Business Month!



EPSILON TAU TASTES AND TOASTS CELEBRATION

Epsilon Tau's 5th Annual Tastes and Toasts Brunch was magnificent. On Saturday, April 27th our 2019 Class of Business Month Entrepreneurs were honored at the River Ranch Texas Horse Park. The event was tearfully inspiring as each honoree wondered aloud how we found them and shared their appreciation for their moment of recognition. It's ET's way to bestow honor on these magnificent local business women and youth! Kudos and Cheers!



Epsilon Tau's 5th Annual Tastes and Toasts Reception



EPSILON TAU TASTES AND TOASTS CELEBRATION (continued)

May we present...
the phenomenal class of 2019 ET Business Month Honorees:

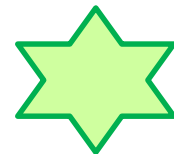
- Courtney D. Caldwell - ShearShare, Inc.
- Dr. Vanessa Paugh - Goddess Software
- Danielle Samuel - SAMS: TagTeam Tutoring
- Ashley Richardson - Ashley Nicole Photography/Geek Plus Magazine
- Shunita Salone - Ravishing Entrees and Desserts
- LaToya Campbell - Unapologetically Sweet
- Marical Mitchell - Upper Echelon Socks
- Brandon Jackson - B's Pickles (YOUTH)
- 2019 Businesswoman of the Year ~ Dr. Faith Oliver-Robertson



Epsilon Tau Black Owned Small Business Crawl at the Farmer's Market

Saturday, April 20th 14 sorors and their guests (including Youth Entrepreneur honoree, Brandon Jackson and his mother, Tiffany Rainwater) spent the morning patronizing small black-owned businesses at the Dallas Farmer's Market. Sorors supported: Dean's Smokin' BBQ; Pots&Jars; Crave by Joy; Pudding On Smiles; ENSO Apothecary; Abundantly Aromatic; The All-Natural Healthy Cookie; Pie Crush Bakery; Kessler Baking Studio, and Kookie Haven.

Over \$500 was given back to the community during the day.

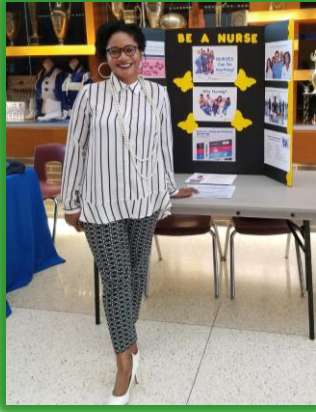


CAREER EXPLORATION

~Soror Dr. Tonya Sawyer McGee encouraged students to “Be A Nurse” at W.H. Adamson High School this month.

~On April 23rd Soror Dr. Tina Jackson hosted Pathways to Hot Careers in Cybersecurity & Workforce Development Event at Collin College. Soror Kendra Johnson served as a panelist.

~Soror Wendy and the EPA gave back and made a new friend... Blueberry to celebrate Earth Day.



Pathways to Hot Careers in Cybersecurity and Workforce Development
 Tuesday, April 23
 4:30-6:30 p.m.
 Frisco Campus
 Conference Center



ET AROUND THE COUNTRY



ET sorors hit the highways and by-ways this month...
 ~Soror Shelia was in D.C. and met Lomepa Kadesha Davis from Epsilon Zeta Chapter in St. Thomas, VI.
 ~Soror LaToya spoke at the Kiwanis Club meeting in Anchorage, Alaska
 ~Soror Marlene Coleman-Hardemann (in Virginia) got married and is expecting a baby girl in May.

ET SUPPORTING OUR SISTERS

ET sorors stepped out of DeSoto and supported Iota sisters all over the Metroplex....

- ~ Sorors Peace, Brown, and Jacques at the Psi's 45th Business Month Luncheon;
- ~ Soror Jacques and Charles (EO) got their “Sweat On” at Epsilon Omicron's Dancersize event;
- ~ Sorors Jacques and Peace fellowshiped at Epsilon Omicron's Hours of Happiness event with the Regional Director Loud, Traylor, and Guillory of Psi ; and
- ~ Sorors Mack, Johnson, Jacques, and Peace supported Soror Periete Todd-Jones (ET) and Soror Cheryl Dawes (Psi) at the Art Show Event at Rice Chapel AME



EPSILON TAU FUTURE IOTA LEADERS

Epsilon Tau congratulates and celebrates the Class of 2019...

- ~ FIL President Paul Beaty selected Mississippi State University to pursue his degree in Music Education
- ~ FIL Johnathan Arline was awarded the ET Diego M. Jones Memorial Scholarship and chose Prairie View A&M University to study Engineering
- ~ ET FIL VP Diamond Stevens will attend Cedar Valley College after graduation



PAUL BEATY II



JOHNATHAN ARLINE



DIAMOND STEVENS

2019

Class of

EPSILON TAU CHAPTER SCHOLARSHIP WINNERS' UPDATES



2019 ET Scholarship Winner,
Kendacia Combs

~ 2019 Scholarship Winner, Kendacia Combs is taking her talents to Philander Smith College.

~ 2018 Scholarship Winner, Jalyn Beaty is spending her summer interning for Lockheed Martin. Jalyn attends Prairie View A&M University.

~ 2017 Scholarship winner, Jazkira Combs is home for the summer interning, she just completed her sophomore year at Indiana University.

~ 2015 Scholarship Winner, Bobbye Hampton is graduating from Emory University and joining the graduate program at Harvard in the fall.



2017 ET Scholarship Winner,
Jazkira Combs



2015 ET Scholarship Winner,
Bobbye Hampton



2018 ET Scholarship Winner,
Jalyn Beaty



5 Essential Tips for Growing Your Business

by Larry Kim

1. **Accept That You Can't Do Everything:** As a small-business owner, you're going to have to be comfortable wearing a lot of hats – salesperson, accountant, marketing manager – but that doesn't mean that you can (or should) do everything yourself.
2. **Keep Your Doubts to Yourself:** Work on your game face when things get tough or you need to approach investors for money.
3. **Run the Business You Want, Not the Business You Have:** If you project an air of confidence and authority when dealing with new customers, you can make a great first impression that offsets your relative lack of experience or smaller size.
4. **Get Used to Hearing 'No':** Rejection is inevitable as a business owner – but you get to choose how to react.
5. **Don't Dip into Your Business' Bank Account:** Make sure you're adequately compensated for your work, but keep your salary modest and make reinvesting in your business a top priority.

May 4, 2019	ET Turns 6 , Cidercade
May 5, 2019	Epsilon Tau Monthly Chapter Business Meeting, 2:00 PM, Hampton – Illinois Library
	ET FIL Meeting, 3:00 PM
	Toys U Can't Return Program, 3:30 PM
May 5-11, 2019	Public Service Recognition Week National Small Business Week
May 6-10, 2019	Teacher Appreciation Week
May 6-12, 2019	Nurses Appreciation Week
May 18, 2019	Joint Founder's Day Attendance and Dinner RSVP
	ET Wears Green Selfie Day in Support of Mental Health Awareness Month
JUNE 1, 2019	IOTA CELEBRATES 90 YEARS Founder's Day, 6 PM

IOTA PHI LAMBDA 90th Anniversary Convention

On February 15, 2019, National President Stephanie Dilworth published the 90th Anniversary Call to Convention. We will convene at the Hilton Shreveport, July 24-28, 2019. The Call to Convention includes the tentative convention 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>

Epsilon Tau's 90 for 90 Celebration

Like and Share Epsilon Tau's 90 for 90 Celebration - 90 Business Tips for Small Business Owners. We are compiling and publishing a list of 90 black-owned businesses and their industry types for May it will post to our Social Media pages.



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

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