

# IOTA PHI LAMBDA SORORITY, INCORPORATED

**"Business and Professional Women Building the Foundation for Generational Financial Empowerment"**

## **Business Month Newsletter**



### **Happy Business Month to the Sorors of Iota Phi Lambda Sorority, Incorporated**

Sorors, Business Month represents the main focus of Iota Phi Lambda Sorority, Inc. We are an organization devoted to empowering women to seek various and diverse opportunities in the professional world, especially in the field of business. During the 2022 Regional Conference season we have focused on the empowered woman. This Business Month, let's continue to celebrate the "empowered woman" as we highlight and celebrate the business achievements of African American women.

This year, our national theme, "Business and Professional Women Building the Foundation for Generational Financial Empowerment" provides a platform to reinforce the importance of diversity in the workforce as we watch the women of this country, especially African American women, take advantage of the progressive atmosphere in our country.

We are entering a time where African American women, are emerging as strong leaders with the ability to voice a viewpoint that empower them to step out and follow their dreams of financial stability and empowerment. Now more than ever, it is important to have women not only in positions of leadership but also in the boardrooms. Increased diversity in the boardroom leads to smarter decision-making, encourages innovation and develops a pipeline for others to follow. According to the Harvard Law School Forum on Corporate Governance, "outdated workplace cultures, unconscious bias, and lack of sponsorship are some of the factors which prevent many women from reaching senior leadership roles" Many of our members have achieved their goals through hard work and unrelenting determination despite obstacles along the way. There is no limit to what we, as women, can accomplish when given the opportunity. As Ursula Burns stated, "Dreams do come true, but not without the help of others, a good education, a strong work ethic and the courage to lean in."

Sorors, we only have to look at a few women who have led the way, women such as Maggie L. Walker, the first African American woman to charter a bank and serve as its' president. As a leader, she achieved successes with the vision to make tangible improvements in the lives for African Americans. Madam C. J. Walker, the first African American self-made female millionaire. She hired and trained "Walker Agents" and founded beauty colleges to expand her ideas to other women throughout the country. Cathy Hughes, the first African American to take her company, Radio One, public and to chair a publicly held corporation. She serves as a mentor and an advocate for empowering minority communities. Ursula Burns, the first African American female CEO of Xerox, a Fortune 500 company. She found her voice and was not afraid to express her opinions, which began her climb to the top of the ladder and then we have Oprah Winfrey, the first African American female self-made billionaire. She worked her way up to "queen of media" through hard work and determination, despite being born into poverty. These women served as trailblazers, paving the way for future businesswomen. CONTINUATION ON NEXT PAGE

# BUSINESS MONTH MESSAGE CONTINUED

As an organization, we must develop mentors and role models, creating an environment of collaboration in order to break down walls and empower our future leaders. As Barbara Bush stated, "To empower a woman is to empower her children, her family and her community. The smartest investment we can make is in women. Women must have the freedom and possibility to decide who they are."

Sorors, let us use Business Month to highlight the achievements, despite the struggles, of African American women as they continue to climb the ladder of success. We honor their tenacity, determination and persistence as they pursue their dreams of financial, social and political empowerment.

Happy Business Month to all the incredible women of Iota! Let's continue to inspire those around us.

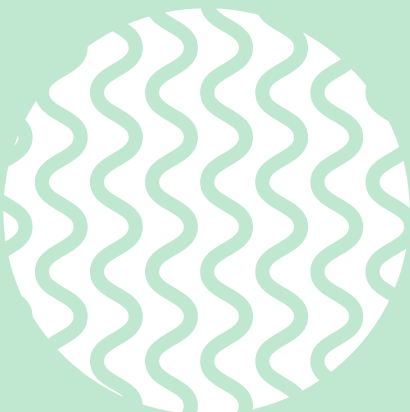
Sisterly,

*Dorothy M. White*

Dorothy M. White  
23rd National President



Anything you can imagine,  
you can create.  
- Oprah Winfrey -



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**Life is a  
glorious  
banquet, a  
limitless and  
delicious  
buffet.  
Maya  
Angelou**



**"Do the best you can until  
you know better. Then  
when you know better, do  
better."**

- Maya Angelou,  
Poet & Activist

APPSADMINIS





# 15 Ways to Maintain Your Long-Term Fitness Goals

As the holiday season approaches, many people begin formulating their physical fitness goals. Whether it's to lose 15 pounds of fat or build five pounds of muscle, the reality is that many fitness goals fall by the wayside as the year progresses. Also, many of these goals are short-term fixes to long-term problems. During magazine and newspaper interviews, one of the most frequently asked questions is, "What's the secret to maintaining a fitness program for over 30 years?" This is also a question that I've also asked longtime runners, walkers, and bicyclists.

## **Here are a few of their secrets.**

1. Select a life-long sport that you'll enjoy.
2. Select an activity that you can do alone or without assistance
3. Select an activity that you can do year-around. If not, pick a combination of activities, based on the seasons
4. Have a strong moral reason to work out. A moral reason is so strong that your closest friend, spouse, or children can't talk you out of your exercise
5. Identify major quarterly goals.
6. Use a 365-day wall calendar to track your progress and missed days. This helps you to visualize both progress and regress.
7. Reward your fitness activities with traveling.
8. Establish a "Frequent Fitness Mileage Rewards" program.
9. Establish a minimum monthly goal.
10. Buy a good pair of running or walking shoes and track the mileage for each pair
11. Join an organization that supports your fitness objectives. Local running or walking clubs are great places to get advice and support from practicing fitness experts.
12. Get a thorough physical exam by a physically fit physician before starting a workout program. A fit physician may be better able to relate to your goals
13. Don't start on New Year's Day
14. Start slowly. It took you 15 years to get out of shape, don't think it will take you 15 days or weeks to get back in shape.
15. Have fun! Your workout should provide mental relief, in addition to a physical outlet. It's your life-long companion.



## Investing in Black Owned Stocks

Investing in causes and communities you care about can help diversify your portfolio.

In addition to donating to organizations that fight for racial justice or shopping at Black-owned businesses, you can put your investment dollars to work, too.

“What comes after protests is money, and money is what will make change sustainable,” says Tiffany Aliche, a financial educator and founder of The Budgetnista.

Here's how to support racial justice with your investment portfolio.

1. Decide how much help you want in building your portfolio.

A. Get help through a robo-advisor, that offer portfolio that offer some form of minority empowerment-related investments, such as:

- a. Wealthfront offers portfolios with ESG EFTS that support racial justice
- b. Betterment offers a Social Impact Portfolio

B. Invest on your own; but investing in individual stocks tends to carry more risk than investing in diversified investments such as funds and it requires more legwork.

2. Choose an investing account: If you want to invest at all, you'll need to have a brokerage account to do so. A brokerage account is just where your investments live; once you open an account, you're not invested until you actually buy the securities that will reside there. Choosing your account is just as important as choosing the investments themselves. Some accounts have specific tax benefits that can help you save money over the long haul. Learn which investment account is right for you.

3. Research Black-owned Businesses: To invest in a company on the stock exchange, that company has to be publicly owned. The National Minority Supplier Development Council (NMSDC) states "ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly owned business, at least 51% of the stock is owned by one or more such individuals (i.e., the management and daily operations are controlled by those minority group members.)" For our definition, we included companies with a Black CEO or president, as well as those with majority Black ownership

A. Black Owned Stocks: Here are a few Black-owned publicly traded stocks

- a. RLJ Lodging Trust (RLJ)
- b. Urban One, Inc. (UONE)
- c. Global Blood Therapeutics, Inc. (GBT)
- d. Carver Bancorp, Inc. (CARV)

Kenneth Chavis, a certified financial planner and senior wealth manager at LourdMurray, says investing in stock of Black-owned companies can have two major advantages for investors: diversification and the potential for strong performance. Diversification — which involves spreading your investment portfolio across companies of different industries and locations — is key to reducing risk in your portfolio, as is choosing companies of different sizes. As Chavis notes, small companies are often known for their growth potential. “Keeping in mind that some of the Black-owned companies are smaller, there is a ton of research that shows that over long periods of time, on average, the probability that a smaller company will outperform the average large company — or just the broad market — is extremely high,” says Chavis. Small companies are also known to be much higher risk, so as always, you'll want to vet your investments carefully. CONTINUE ON NEXT PAGE

### 1. Invest in companies that financially support racial justice:

You can reward public companies that donate money to support racial justice with your own investment dollars. Over the last few years, several large corporations have pledged money toward anti-racism efforts. By investing in companies that are committed to putting their money where their mouth is, you are letting those companies know you support their decisions. You can also see if they have a corporate social responsibility, or CSR, initiative that is supporting local communities.

Remember, too, that “spending money is investing money,” says Aliche. “You might not be seeing a return if you’re not an actual stock shareholder, but you’re putting money into those companies.” Before spending your dollars, she advises looking at a company’s social media, its website and reviewing who is on its team? “Spending your money with companies that are in alignment is critically important,” Aliche says

### 2. Other ways to invest in racial justice:

Here are some non-traditional investing methods you can explore. Just keep in mind, these non-traditional methods should be looked at carefully, and no investment is guaranteed to make you a return.

### 3. Check out Peer -to-Peer Lending

A. Peer-to-peer lending companies, such as SoLo Funds, give people who have historically been overlooked by financial institutions and traditional loan programs the ability to access capital. SoLo borrowers can set the terms of their loan themselves, and there is no formal approval process. Lenders earn “appreciation tips,” and there are no minimum requirements, so you can get started with any amount. The benefit of peer-to-peer lending, Chavis says, is asset class diversification: P2P loans are typically not correlated to the stock market. It’s also a good way to help disadvantaged communities get access to capital, either for business reasons or personal reasons,” he says. Peer-to-peer lending comes with one main risk: There is always a chance the borrower may not be able to repay the loan. SoLo attempts to counteract this by providing every borrower a “SoLo score,” which acts as a platform-specific credit score and is based on your initial registration and how you handle your loans. To further reduce risk, Chavis strongly advises diversifying the loans you offer by lending to multiple people and allocating no more than 10% of your overall portfolio to this practice.

By Alana Benson  
From: Nerd Wallet

**This article is for information only and is not an investing endorsement.**



# BUSINESS MONTH



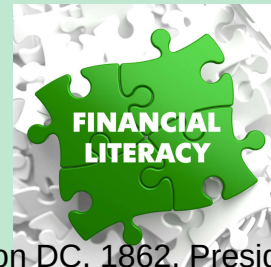
**April 2022 is Observed as**



**Iota Business Month  
Autism Awareness Month  
Child Abuse Awareness Month  
Financial Literacy Month  
National Volunteer Month  
Sexual Assault Awareness Month  
Stress Awareness Month**



- |              |   |
|--------------|---|
| April 1      | April Fool's Day  |
| April 1      | Alice P. Allen Scholarship applications are due postmarked by April 1, 2022   |
| April 2      | World Autism Awareness Day,   |
| April 3-9    | National Library Week   |
| April 8-10   | Eastern Regional Conference   |
| April 10     | Palm Sunday   |
| April 14     | Maundy Thursday   |
| April 15     | Good Friday   |
| April 15     | Tax Day   |
| April 16     | Emancipation Day, a public holiday in Washington DC. 1862, President Abraham Lincoln signed the Compensated Emancipation Act, which effectively abolished slavery in the District of Columbia. Slavery in other parts of the United States only came to an end in 1865. |
| April 17     | Easter  |
| April 17-23  | National Volunteer Week   |
| April 21 -24 | Far Western Regional Conference   |
| April 22     | Earth Day   |
| April 28     | Take our Daughters and Sons to Work Day   |
| April 29     | Arbor Day   |



Thank you to the contributors of our Business Month Editon Soror Rosetta Davis Director of SWR, Soror Dr. Valencia D. Hall SWR Journalist, Soror Verta Ross SR Journalist, Soror Bellverie Ross, Soror Michelle Greene National Journalist, and Soror Nicole Ford National Treasurer



## JOIN US IN CELEBRATING BUSINESS MONTH

April kicks off Business Month.

## FEATURED PRODUCT

Sorors, Business Month represents the main focus of Iota Phi Lambda Sorority, Inc. We are an organization devoted to empowering women to seek various and diverse opportunities in the professional world, especially in the field of business.

**[WWW.IOTA1929.ORG](http://WWW.IOTA1929.ORG)**

**[HTTPS://LINKTR.EE/IOTAPHILAMBDA\\_SORORITY](https://linktr.ee/IOTAPHILAMBDA_SORORITY)**

# IOTA PHI LAMBDA SORORITY, INC. BUSINESS MONTH



# 6 WAYS TO PASS WEALTH TO YOUR HEIRS

Inherited Assets Come with Benefits Along with Some Burdens

BY Sharon Waters, AARP



Providing financial security to your heirs after you're gone is a goal you can reach via multiple routes. Here's a guide to some common options you shouldn't overlook.

## 401 (k)s and IRAs

These investment accounts, which grow tax-free while you're alive, continue that tax-free growth after your beneficiaries inherit them. Certain heirs, such as spouses and people with disabilities, can hold these accounts over their lifetime. Withdrawals from Roth IRAs and Roth 401(k)s are nearly always tax-free.

**But watch out:** Most heirs not in the above categories have to empty these accounts within 10 years.

## Taxable accounts:

Currently, heirs get a great tax break on investments that have grown in value over time. Let's say that long ago you bought stock for \$300 that now trades for \$3,000. If you sold it now, you'd owe taxes on \$2,700 in capital gains. But if your daughter inherited the stock when it was trading at \$3,000 and she sold it at that price, she'd owe zero taxes on the sale.

**But watch out:** The Biden administration has proposed limiting the amount of investment capital gains free from taxes in this situation. This limit could affect wealthier families.

## Your Home

If you own a home, that residence will typically be the most valuable non-financial asset in your estate. Heirs might not have to pay capital gains tax on the home if they sell it.

**But watch out:** Whoever inherits the home will have to cover large expenses such as upkeep and taxes. If you leave your home to multiple heirs, they may fight over whether to sell it, or feel cheated if only one of them will live there. "Make sure that it's quote, unquote, 'fair' for everybody," says Milwaukee estate attorney Eido Walny. " 'Fair' is in the eye of the beholder.

CONTINUE ON NEXT PAGE

## Term Life Insurance

This can be a godsend for loved ones who depend on your income or rely on your unpaid caregiving. "You can get a lot of coverage for very little money," says Kamila Elliott, an Atlanta financial planner. A 53-year-old nonsmoking man, for example, might pay only \$1,600 a year for a \$500,000 15-year term policy, says Wisconsin insurance adviser Scott Witt.

**But watch out:** If you buy plain-vanilla term insurance and don't die while the policy is in force, you don't get the money back—though that's not necessarily a bad thing. "You pay for homeowners' insurance, but that doesn't mean you want your house to burn down," Walny says

## Whole Life Insurance

These policies provide not only a guaranteed death benefit for heirs but also a cash-value component you can access for emergencies, long-term care or other needs.

**But watch out:** Whole life is more expensive than term insurance. And borrowing against your policy can backfire in several costly ways.

## Annuities

A joint-and-survivor annuity guarantees the survivor (your spouse, perhaps) a steady stream of income for life. Annuities with a death benefit can provide a lump sum for a beneficiary.

**But watch out:** While you're alive, annual fees for variable annuities can be high, limiting potential returns; also, cashing in your annuity for a lump sum may be expensive or impossible

## Bonus Tip

Discuss estate plans with your children sooner rather than later, especially if you are leaving them different amounts or giving a large sum to charity. "This is your time to explain the why," Elliott says.



# Spotlight on Southwestern Region Conference

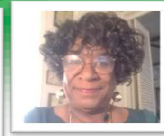
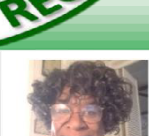
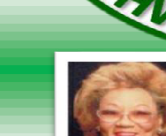
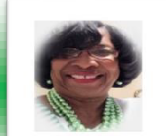
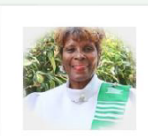
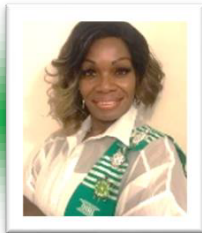
**Iota Phi Lambda Sorority, Inc.**

*75<sup>th</sup> Southwestern Regional Virtual Conference*

MARCH 24-26, 2022

CONFERENCE BOOK

CONFERENCE THEME: "Women: Super & Empowered"



Lola M. Parker, Founder  
1929

**National Theme:**

**"Business and Professional Women Building the Foundation for Generational Financial Empowerment"**

*Dorothy White, 23<sup>rd</sup> National President*

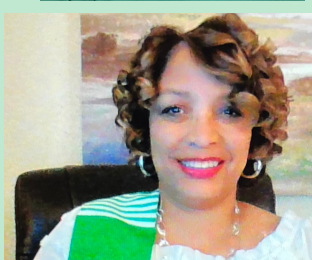
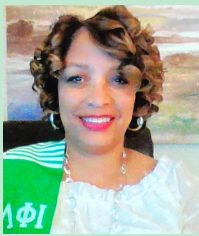
**Regional Theme:**

**"Empowered Women: Together We Achieve the Extraordinary"**

*Rosetta Davis, 20<sup>th</sup> Southwestern Regional Director*









This Is Our First Time At

*Epsilon Phi Chapter  
First Timers*

*75th Southwestern Regional Conference*

The Regional Conference

# Spotlight on Southern Region Conference

**Iota Phi Lambda Sorority, Inc.**  
**85<sup>th</sup> Southern Regional Hybrid Conference**  
**March 17 – 20, 2022**



**Dorothy White, National President**

*"Business and Professional Women Building the Foundation for Generational Financial Empowerment"*

**Phyllis A. Moore, Southern Regional Director**

*"A Sisterhood United, Focused on Educating and Impacting Socio-Economic Change"*

**Didi Boynton, Assistant Regional Director**

**Erma Brathwaite-LaMotta, Regional Secretary**

**Brenda Levine, Regional Treasurer**

**Michelle Greene, Regional Journalist**







# SPOTLIGHT

## Soror Bellverie Ross of Alpha Omicron Chapter

### HERSTORY



Soror Ross was born and raised in Denver (August 17, 1942) - 4th generation of Denverites - her grandmother was born in Denver on Jan. 14, 1888. Soror Ross has been happily divorced for decades. She is the mother of four daughters. Her oldest daughter (60) is the mother of four daughters, lives in Charlotte, NC, and has a Ph.D. in IT and networking. She also owns a consulting firm. Her second daughter (57) lives in Denver and works as a home care associate. Her "baby" daughter (51) shares her home – and has an outstanding career in IT customer service. Her third daughter passed on November 1, 2018, at the age of 52 - she fought Multiple Sclerosis for twenty years and had a promising career in nursing.

Soror Ross has three grandchildren: six great-grandchildren. She is in good health and takes care of her four-year-old grandson after pre-school - 4 hours and 3 days weekly.

Soror Ross said “God has been with me, I am Black/Blessed/Fortunate -- thru good joyful times/sad/most sorrowful times and times not defined. God is Good ALL the time -- I am in constant praise.”

### IOTA PHILAMBDA SORORITY, INC. BRIEF BIO

Soror Bellverie Ross joined Alpha Omicron in 1990 and has been President of her Chapter for 17 years, in the Far Western Region, Denver, CO. She is still serving with three other original Sorors of her chapter and they all have been financial since starting. Some of her many accomplishments, have been Soror of The Year, Regional Secretary, and has served faithfully on all committees in her chapter. Soror Ross is on the Rule Committee this year for her Region.



Soror Ross standing behind her daughters and granddaughters