

2022

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March is Women's History Month

March has been declared **Woman's History Month** by The Library of Congress, National Archives and Records Administration, National Endowment for the Humanities, National Gallery of Art, National Park Service, Smithsonian Institution and United States Holocaust Memorial Museum.

MailMax and **Cornerstone Alliance** have joined in *Saluting the Women of Business in Southwest Michigan*. We hope you'll join in commemorating and encouraging the study, observance, and celebration of the vital role of women in American history. Celebrate with us the success of the women represented in this tribute.

About Women's History Month

Women's History Month had its origins as a national celebration in 1981 when Congress passed Pub. L. 97-28 which authorized and requested the President to proclaim the week beginning March 7, 1982 as "Women's History Week." Throughout the next five years, Congress continued to pass joint resolutions designating a week in March as "Women's

History Week." In 1987 after being petitioned by the National Women's History Project, Congress passed Pub. L. 100-9 which designated the month of March 1987 as "Women's History Month." Between 1988 and 1994, Congress passed additional resolutions requesting and authorizing the President to proclaim March of each year as Women's History Month. Since 1995, presidents have issued a series of annual proclamations designating the month of March as "Women's History Month." These proclamations celebrate the contributions women have made to the United States and recognize the specific achievements women have made over the course of American history in a variety of fields.

You can learn more about Women's History Month at www.womenshistorymonth.gov.



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South Shore

Women's Health Care

MEET OUR PHYSICIANS

ABOUT SOUTH SHORE



Congratulations, Dr. Kutzner!

After 33 years of service, **DR. DEANN KUTZNER** has announced plans to retire in the summer of 2022. During her career at SSWHC, she has cared for thousands of Berrien County women and babies. Her and her husband have 3 grown children and 1 grandchild. We will miss her!

SOUTH SHORE WOMEN'S HEALTH CARE is a full service Obstetrics and Gynecology practice. We offer preventative health services and cancer screening, preconception counseling, family planning, and management of infertility. We offer a full spectrum of gynecologic surgical care including minimally invasive laparoscopic and robotic assisted hysterectomy and evaluation and treatment of urinary incontinence and pelvic prolapse in women. We also provide maternity care for both low- and high-risk pregnancies. **We are accepting new patients. Call our office today to schedule your appointment!**

DR. RACHAEL PROCTOR earned her MD degree at Loma Linda University School of Medicine and completed an Obstetrics and Gynecology residency at Grand Rapids Medical Education and Research Center through Michigan State University. She is board certified in Obstetrics and Gynecology and has been with South Shore Women's Health Care since 2002. She has 5 children.



Welcome to our new nurse practitioner, **JENNIFER SOPER, WHNP**. Jennifer has a BS in Nursing from Ferris State University and a Master of Science in Nursing from the University of Cincinnati. Prior to becoming a Women's Health Nurse Practitioner, she was a labor and delivery nurse for 25 years. She has been seeing patients at SSWHC since December 2021.



DR. HEIDI GRABEMEYER-LAYMAN earned her MD degree at Michigan State University College of Human Medicine and completed an Obstetrics and Gynecology residency at Grand Rapids Medical Education and Research Center through Michigan State University. She is board certified in Obstetrics and Gynecology and has been with SSWHC since 2011. She has 3 children.

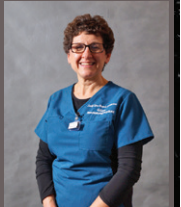


EMILY SHERMAN, RDMS, RVT, is our new Diagnostic Medical Sonographer. She earned her degree in sonography at Lake Michigan College and started her career at Spectrum Health Lakeland. Emily also teaches part-time at LMC in the Sonography program. She especially loves sharing the joy and excitement of patients when they get to see their babies in the womb. **We offer Obstetric Ultrasound including 3D and GYN ultrasounds on site.**

DR. MICHELE ASHTON earned her MD degree at the University of Michigan Medical School and completed an Obstetrics and Gynecology residency at the University of Missouri-Kansas City. She is board certified in Obstetrics and Gynecology and has been with South Shore Women's Health Care since 2019. She has 3 children.

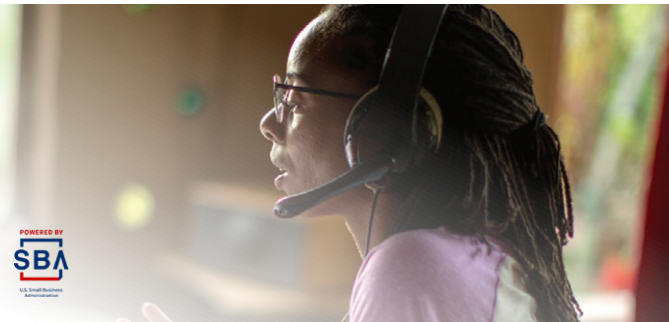


GINA KRUCK, RT (R) (M) is our mammographer. She earned her degree from Lake Michigan College. She has more than 30 years of experience performing mammography in Michigan and Indiana and has been with South Shore Women's Health Care for the past 3 years. **We offer 2D and 3D digital mammography on site.**



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The Women's Business Center at Cornerstone Alliance

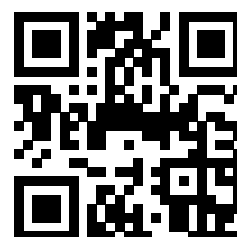
Since 2004 the Women's Business Center (WBC) at Cornerstone Alliance has helped small businesses start and grow in Berrien, Cass, and Van Buren Counties. We open the doors of opportunity by providing targeted individuals who are interested in starting, expanding, or growing their business with access to critical resources such as business counseling, financial education, and financial products.

The Women's Business Center focuses on individuals who face barriers in accessing traditional financing or resources to engage in entrepreneurship and enhance their economic well-being, particularly women, people of color, veterans, and low-income individuals. As such, the WBC promotes and assists in advancing inclusive entrepreneurship and self-sufficiency opportunities. Developing and nurturing home-grown business is key to our community's economic future. The Women's Business Center professional staff is ready to help you turn your dreams of entrepreneurship into reality.

The WBC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration to serve Berrien, Cass, and Van Buren Counties. Contact us today to learn how the Women's Business Center can help you turn your dreams into reality.



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To recognize both **Black History Month** in February and **Women’s History Month** in March, the Women’s Business Center at Cornerstone Alliance would like to feature one of many successful female Black-owned businesses in Southwest Michigan. Overcoming many obstacles in life with the determination of still coming out on top, **Apollonia Williams** opened her own wedding and event planning company, **Magical Memories**, in 2010. With her past experience and passion for decorating, she takes the time to make sure she captures her client’s dreams and wishes through developing a very magical memory and making sure they are gratified by any means. Apollonia is an inspiring example of many Black entrepreneurs thriving locally.

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Creative Therapy School of Massage is now listed as an eligible training provider with Michigan Training Connect. If you or anyone you know is interested in learning the healing art of massage you may qualify for tuition assistance.

*** Please note the school does not approve or deny any of the funding ***



Want to open a small business but you don't know where to begin?

Are you already in business and want to take your business to the next level? Let the Women's Business Center at Cornerstone Alliance help you to make your vision a reality!

No matter what stage of business you are in, our free, personal and confidential, one-on-one business counseling can help you focus and plan for your future. Our goal is to give you the tools and resources you need to start and sustain your business!

From writing a business plan to marketing your enterprise on social media, we can assist you with all aspects of owning and operating a business!

The first step in the process is to attend our Learn, Know, Grow: Introduction to Small Business Services. This free class provides you with an introduction overview to The WBC and our services. The mandatory course for new clients is held twice a month. Visit CornerstoneWBC.com to register.

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WE SEARCH THE GLOBE FOR YOUR AMUSEMENT!

Women's Business Center Launches New Website & Logo

The Women's Business Center (WBC) at Cornerstone Alliance has rebranded by launching a new website and logo. The new website includes features that will better serve the local small business community, and the community at large.

Developed with clients in mind, the website is more dynamic and easier to navigate. A new feature includes a client directory with an option to filter through small businesses located in Berrien, Cass, and Van Buren counties. The functionality will drive more revenue to local small businesses, and allows the user to choose and support business in categories such as Black-Owned, Latinx-Owned, Woman-Owned, and others.

The client directory is a community resource intended to maximize the visibility of local minority-owned businesses, providing an interactive map allowing users to easily identify and locate specific businesses. Businesses not currently included in the directory can complete and submit a fillable form to be listed at no cost.

"This rebrand of the WBC encompasses who we are as an organization and highlights our why," said Brandon Campbell, Director of the WBC. "The WBC helps small business owners open, maintain and sustain their companies through the various stages. Also, we assist entrepreneurs in the development of their own ideas and recognize opportunities to scale their business. Furthermore, the WBC fosters a welcoming and inclusive environment for diverse individuals wanting coaching and resources. I am extremely excited and proud of the collaborative team effort that went into rebranding the WBC."

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Women helping Women - One woman at a time.

100 Women Strong is a nonprofit organization, founded in 1998, that provides modest, one-time financial assistance to women in Berrien County who are ineligible for other community or state resources but find themselves in need of emergency help. Thanks to 100 Women Strong, these women do not have to quit a job, drop out of school, or let their health or their children's health deteriorate because no assistance was available. Individual Berrien County women who have an emergency financial need and meet the fund's qualifications may receive one-time financial assistance for an amount up to \$500 from 100 Women Strong. Over the past two decades, 100 Women Strong has helped hundreds of women in meeting tens of thousands of dollars' worth of emergency needs.

Throughout Berrien County, there are women who are working hard to improve their lives and the lives of their families. 100 Women Strong works by helping these women get past unexpected financial obstacles that threaten their efforts to remain or become self-sufficient.

100 Women Strong bridges a variety of needs:

- New Eye Glasses
- Automobile Repairs
- Emergency Dental Care

- College Tuition
- Utility Bills (water, gas, and electric)
- Rent and Mortgage Payments
- And much more

100 Women Strong also offers a scholarship in partnership with Lake Michigan College open to all women attending classes. We firmly believe that self-sufficiency cannot be reached and maintained without our community women being given every opportunity to grow and thrive in their educational, professional, and personal lives.

Nothing we say demonstrates the difference this emergency financial need can make for a woman and her family quite as well as their own words:

In April 2021, things became challenging for "K". She reported that her friend initially tested positive for COVID and because she was a close contact, it was recommended that she quarantine as well. During that quarantine period, "K" developed symptoms - lingering bad cough, fever, and congestion. Due to her symptoms she could not return to her place of employment because it would endanger the people she worked for and with.

Her symptoms continued on well past the quarantine recommended period of 14 days and "K" had to repeatedly visit the hospital and walk in clinics. This period of time ended up lasting approximately six weeks and during this time, "K's" bills continued to accumulate. She was still responsible for rent, utilities and food for her family (she was not receiving food assistance at that time).

"K" decided to contact 100 Women Strong and was a recipient of \$500 which covered the majority of her rent. She was relieved that for that month she was behind on rent, she was supported by 100 Women Strong in covering a major household expense. This allowed her to make payment arrangements for her utilities and be able to safely remain housed with her three children. "K" says "100 Women Strong was a real blessing"

For further information on how you may qualify for assistance, or wish to become a donor or join us on our Board, please call our Hotline (maintained through our strong partnership with another Community organization: Mosaic CCDA) at 269-332-1890, visit our website: www.100womenstrongberrien.com, or "Like" our Facebook page: www.facebook.com/100womenstrong.



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EPWA EXECUTIVE PROFESSIONAL WOMEN'S ASSOCIATION
Women Supporting Women

Who we are

Executive & Professional Women's Association (EPWA) was founded in 1982 by a group of enterprising business executive women in Southwest Michigan. It was a groundbreaking event at a time when women were hitting the glass ceiling and feeling the widespread frustrations in the workplace.

The general consensus at the first meeting was that Southwestern Michigan needed a networking organization where working women could meet, network, exchange ideas and develop themselves, both personally and professionally. From that time forward, EPWA has been a local, non-profit organization that runs totally by the commitment, input, and energy of the members. Membership is open to women who own their own businesses, women who have managerial or professional responsibilities, and women who have retired from like positions.

Why choose us

Throughout the long history there has been a constant theme – "Women Supporting Women". EPWA is a varied, knowledgeable resource that is strengthened by active members who openly give help and counsel to other members in addition to friendship.

The group's goals have stood the test of time and can be measured in the success of each member and the steady number of women who remain members throughout their careers:

- Encourage the development and support of member's careers by networking and participation.
- Encourage an exciting and inclusive atmosphere that values, supports and provides resources to the diversified experiences of our members.
- Outreach to the community to increase membership.

EPWA Meetings

EPWA meets on the second Tuesday of September through May. Meetings start with open networking followed by a short business meeting that includes individual introductions and announcements. The guest speakers provide timely and informative business or community related topics that are open for members to ask questions and relate personal experiences.

If you are interested in learning more about our organization, please email us at epwami@yahoo.com.

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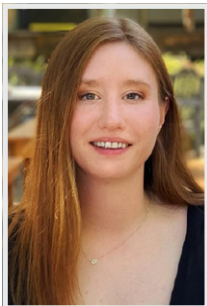


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Women's Service League

Women's Service League is a not-for-profit organization of talented local women committed to promoting volunteerism and improving the community through positive action and leadership. They strive to bring awareness, funding and growth to other charities, organizations and community events that address and highlight the underserved of Southwest Michigan.

Since 1931 the dedicated members of Women's Service League have given generously and volunteered their time and talents to establishing many well-known events in Southwestern Michigan. From the former Naschair spring event to the annual Charity Ball and Operation Coats, each effort by WSL helps bring other civic and charitable organizations one step closer to attaining their goals. Over the years, numerous groups have benefited from the support of Women's Service League. Additionally, WSL promotes volunteerism and service in the next generation of leaders through their annual Athena Scholarship: awarded to an area high school senior with outstanding community service.

WSL's 2021-2022 theme, "Reconnect and Re-Engage", was an idea that due to the difficulty of the last couple of years, membership needed to reconnect with each other and re-engage with the community. To achieve this, WSL shifted much of their focus to completing more service projects for local partners such as The Readiness Center, Curious Kids Museum, United Way, Blanket Brigade and Caring Circle. Whether cutting art projects, painting walls, raking yards or making blankets, Women's Service League members came together to have fun and serve others.

They are also committed to fundraising efforts for this year's selected charity, The Cora Lamping Center, which provides shelter and services for victims of domestic violence and sexual assault. Several activities and give-backs are being planned which will not only bring needed funds for the CLC but also awareness of the incredible work they do in our area.

Women's Service League is a sisterhood of support that decade after decade, continues to be impactful in the communities of Southwest Michigan through service and fundraising. For information about joining please email wslpink@gmail.com.

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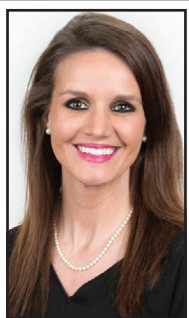
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Learn how to be more assertive in the workplace

Gender equality in the professional arena has come a long way in the 21st century. But while great strides have been made over the last two decades, women still face challenges unique to females as they look to establish themselves professionally and advance their careers.

According to the U.S. Census Bureau, women still earn roughly 80 percent of what men are paid in the same positions. Professional women often must walk the thin line between being too nice or too aggressive, a pressure not often faced by men. Assertiveness is an art for both genders, and women can take steps to be more assertive without giving the impression they're ruffling feathers.

- Be confident in your speech. It is easy to fall into "weaker language" habits when advocating for an idea. If unsure about the reaction to a proposal, you might say, "I think this is a good idea" or "I believe this will impart change." More assertive language is to simply stand behind the point: "This is a good idea." Confidence can go a long way.

- Allow people to disagree. It is acceptable for others to disagree with you. This can lead to discussion and an opportunity to present evidence why something should be done in a certain way. It also enables you to point out the strong points in their argument. Listening to all ideas can sway people in your favor, even if they don't necessarily agree with all you believe in.

- Be proactive and future-oriented. This is especially pertinent when asking for raises or promotions. Explain to a boss how you respect yourself and that your work merits the right compensation. Point out clearly defined future goals and successes you've had that warrant consideration for higher pay.

- Don't fear conflict. Conflict doesn't have to be confrontational, especially when respectable language is used and everyone is allowed to voice their opinions. Conflict can inspire great change. And remember, while you need to have solid relationships with coworkers, they do not have to be your best friends.

Assertiveness in the workplace can help female professionals achieve their goals and showcase their value.

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Fast-growing and high-paying careers for women

After a tumultuous year with many ups and downs, there may finally be a light at the end of the tunnel. Growing confidence that the worst of the pandemic may be behind us has led many people to take inventory of their careers.

Women looking to change jobs soon may be exploring their options as they look for fulfilling, lucrative careers. The following are some profitable, in-demand career options, courtesy of the U.S. Bureau of Labor Statistics and Forbes.com.

- **Chief executive officer:** CEOs are instrumental in both public- and private-sector industries. They are the top of the managerial food chain, and as such, command competitive salaries. A female CEO can expect to earn a median income of \$90,000-\$95,000.

- **Civil engineer:** The BLS predicts civil engineer jobs will grow by 11 percent by 2026. Civil engineers will be responsible for revamping aging infrastructure, including roads, dams and bridges. An average salary is \$67,000 per year.

- **Nurse practitioner:** Health care jobs are booming and in demand. Working independently or in collaboration with physicians, nurse practitioners provide primary care or specialize in various concentrations. Nurse practitioners earn a median annual income of \$98,000.

- **Pharmacist:** In addition to harboring a passion for providing quality health care to their communities, pharmacists often have a love for the chemistry involved in medications. Pharmacists must be licensed and possess a Doctor of Pharmacy degree. Pharmacists work in retail settings, but also in hospitals and clinics. The average annual salary for pharmacists is \$98,000.

- **Computer and system information manager:** A growing focus on inclusivity within STEM fields means now is a great time for women to pursue careers in these lines of work. Computer and information system managers plan, coordinate and direct the work of computer professionals while researching the latest trends in technology. Opportunities within this profession are expected to grow by 12 percent by 2026. Individuals in this field earn a median salary of \$90,000.

- **Management analysts:** Management analysts are brought in to find ways to make an organization more profitable or improve its efficiency. Travel and consultation may be likely, so those should be considerations. Management analysts earn an average annual income of around \$75,000.

- **Software developer:** Keeping up with the technological times means having up-to-date equipment and software. Software developers help to write code or design applications for company use. This is a quickly growing field in which professionals earn average annual salaries of \$85,000.

High-paying, stable jobs are out there for women who are in the market for a career change or trying to decide which fields to pursue.



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How women can handle reentering the workforce

Dual-income families became the new normal in recent decades. According to data from the U.S. Bureau of Labor Statistics, 63 percent of married-couple families had both parents employed in 2018. The same trend emerged in Canada, where the Labour Force Survey from Statistics Canada found that the number of Canadian families with two employed parents nearly doubled between 1976 and 2015.

Couples in dual income households have difficult decisions to make when starting families. Women who want to take time away from their careers to raise children no doubt recognize the long-term effects that such a decision may have on their careers. Researchers behind the “Goldman Sachs Global Investment Research” report released in October 2018 found that women who leave the workforce at age 31 and do not reenter it for five years can expect to earn 20 percent less over their lifetimes than male counterparts who never left the workforce. That’s a significant loss in earning potential, but one that millions of women accept each year.

Reentering the workforce after a long period of not working is a challenge, but it’s one that women can overcome with the help of a handful of strategies.

- Get a head start. Fair or not and intentionally or not, prospective employers may attach a stigma to applicants who have not worked in several years. There’s no guaranteed way to clear that hurdle, but volunteering or interning in your field and/or taking a course at a local college before you begin your job search can serve as something of a head start. This can be a great way to dust off old skills and learn about any changes within the industry that took place during your hiatus.

- Deemphasize chronology on your résumé. The online job bank Monster.com recommends using your résumé to highlight your skills and accomplishments instead of your dates of employment. This shifts the focus away from your time out of the field and toward your experience and previous successes.

- Get in touch with your network. Many professionals advance their careers with the help of a strong network of fellow professionals. So it makes sense to contact this network when you’re reentering the workforce. Former colleagues can be great sources regarding job openings and changes in the industry that might have taken place while you were out of the loop. Reach out to them and let them know you’re ready to reenter the workforce.

- Consider part-time work. If a full-time offer is not materializing, consider part-time work. Part-time work will bring some money into the household, let you ease back into working and give you a chance to add some recent experience to your résumé. And part-time jobs may ultimately lead to offers for full-time work.

Reentering the workforce after time away is a challenge, but it’s one women can overcome with perseverance and some savvy strategies.



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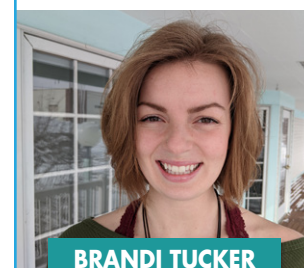


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How women can keep their careers going forward

Women have played essential roles in the global workforce for quite some time. Despite their contributions, women continue to face professional obstacles that many of their male colleagues never experience.

The differences between the professional challenges faced by women and those faced by men have been evident during the COVID-19 pandemic. A 2020 study published in the journal World Development examined general inequality during the pandemic, focusing particularly on certain factors, including job loss. The pandemic had a devastating impact on economies across the globe, and women bore a seemingly disproportionate percentage of that impact. The study found that, during the pandemic, women were 24 percent more likely to permanently lose their jobs than men. Women also expected their labor income to fall by 50 percent more than men during the pandemic.

Strategies to keep careers on track can be especially useful in the face of these obstacles and the many more female professionals will face even after the pandemic has ended. The following are some ways women can keep their careers going forward.

- Continue education. The Graduate Management Admission Test, often referred to as the GMAT, is used to assess candidates for admission into graduate level management programs, such as MBA programs. A recent analysis of GMAT test takers found that 47 percent were women, which marked an all-time high. The value of education is undeniable, and women can continue their educations via the pursuit of advanced degrees as they look to keep their careers going forward.

- Emphasize networking. The Association for Talent Development reports that 57 percent of job openings are filled through networking contacts. Networking is more accessible than ever thanks to social media sites like LinkedIn, and women can utilize such resources to build connections with mentors and colleagues that can share everything from career advice to access to new job openings.

- Define career expectations. Defining career expectations early on can be beneficial in various ways. Such expectations can guide career choices and provide a road map that women can utilize to stay the professional course. This can help women make decisions about their careers when they come to forks in the road. For example, if a path to promotion seems blocked, women can examine their established career expectations to help them decide if it's time to seek new employment. Defining career expectations also can help women effectively communicate with mentors about their goals, and mentors can then use that information when offering guidance. Expectations need not be concrete, and it's likely they will change over time. But they can serve as an important foundation for anyone from young female professionals to experienced executives looking to make changes or determine the next step in their careers.

Women face professional hurdles many of their male colleagues never experience. Various strategies can help women clear such hurdles and keep their careers going in the right direction.

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Time management tips for single working mothers

Being a single mom can be challenging — especially for women who also are trying to juggle a career.

According to the single mother resource The Life of a Single Mom, there are more than 15 million single moms living in the United States. Statista reported that there were nearly 1.2 million single moms in Canada in 2018. Even though many employers, friends and family members are supportive of single working moms, the challenges such women face are numerous. The mental health resource The Mind Journal reports that single parents, specifically single mothers, experience greater psychological stress and higher rates of depression than women in two-parent households.

Single mothers often must lift themselves up and discover ways to manage all on their own. These tips may help single mothers not only survive but thrive as they seek out balance.

- Form a support system. Single mothers may not have spouses to rely on, but they can commit to building a solid support system of friends and family members — even neighbors — for those times when they need help. Never refuse help if it's offered with good intentions.

- Prioritize organization. Figure out an organizational system that works for you and put it into effect. Utilize a calendar on which you jot down tasks and appointments or the notes app on your smartphone to stay organized. Check your schedule at the start of each week to see if you need to reach out to your support system for help at any time in the coming days.

- List your achievements. It can be easy to feel overwhelmed by what you didn't accomplish, but why not shift focus to what you achieved? This can include all the mundane tasks (that second load of laundry) to the exceptional (you scored a new client). Count your successes, as they can continue to provide motivation.

- Stick to a budget. Single moms may struggle with finances as a good percentage earn less than the average two-income family. Ask for help analyzing your income and spending patterns to find ways to stretch your money further. Make lists and do not shop on a whim. Explore all moneysaving tips, including clipping coupons or only shopping sale items. If eligible, explore assistance programs to help you get by.

- Do what you can the night before. Lay out clothes, prepare lunches and chop and dice foods for the next evening's dinner so you can free up more time during the day to spend with the kids. And don't forget to get adequate rest so you'll have the energy to face the day.

Single moms can explore many strategies to find balance in their lives.

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Coping with double-burden syndrome

Double-burden syndrome is a daily concern for many women and may have been exacerbated due to work-from-home directives and social-distancing measures instituted during the COVID-19 pandemic.

Double-burden syndrome refers to the workload faced by people — traditionally women — who not only earn money through regular employment but also are responsible for unpaid domestic labor. Nowadays, it often refers to the challenges many women face when trying to balance household responsibilities/childcare and employment.

Traditional gender roles once accepted by society have become more relaxed in recent years, and by and large both spouses now work. Statistics Canada says dual-income families have doubled in the country between 1976 and 2015. Data from the U.S. Bureau of Labor Statistics indicates that among married-couple families with children in 2019, 97.5 percent had at least one employed parent, and 64.2 percent had both parents employed.

Despite the fact that both parents now work in many households, there is still a disparity in the number of hours contributed to work around the house — with women taking on a larger percentage.

COVID-19 has not made the situation any easier. According to Women's Web, a parenting and career resource for women, the lockdown has quadrupled women's workloads, whether they have careers or not. In addition to holding down full- or part-time salaried jobs, women are juggling home schooling, spouses' remote working and caring for a household that is spending an increased amount of time at home.

A recent survey by Pink Ladder, a comprehensive career enhancement resource for women, indicates that four in 10 women are facing high levels of anxiety and stress from current work-from-home situations, as many women have been expected to take on increased workloads from the office and also tackle a greater number of chores at home.

Coping with double-burden syndrome involves various strategies that women can try as they attempt to find greater balance.

- Speak with managers about changing shifts. Managers may be receptive to switching shifts to make accommodations for household responsibilities and childcare needs.
- Scale back hours, if possible. If work is causing excessive stress, motivation is dwindling and/or home needs are suffering, this may be a case for decreasing work hours. Fathers should consider this as well, especially if they earn less than their spouses.
- Attempt to compartmentalize professional life from personal life, especially when working from home. Definitive lines between work time and home time may need to be drawn. This may require not doing laundry during work hours and not answering work calls during personal hours.

• Recognize there is no need to aspire to perfection. Recognizing that perfection is an unattainable goal because it doesn't exist can diminish feelings of stress and dejection.

These strategies may help ease the effects of double-burden syndrome.

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From Left to Right: Mallory Richards, Nicole Trux, Jennifer Fillwock, Brooke Roberts and Lisa Van Pelt

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How women can rebound from a layoff

Every career has its ups and downs. Successful professionals often credit certain moments in their careers as catalysts that ultimately drove their success. Though such catalysts may be positive developments, like a well-earned promotion or timely advice from a trusted mentor, many a professional also has been motivated by events that were not initially welcomed, including layoffs.



Development found that, during the pandemic, women were 24 percent more likely to permanently lose their jobs than men.

As the world gradually emerges from the pandemic, many women may still be trying to reenter the workforce after being laid off. The following strategies can help that transition back to work go smoothly.

- Reconsider your career path. People who look at layoffs as the catalysts for their success often do so because being laid off allowed them to step back and reconsider the path their careers were on prior to losing their jobs. Such reflection may or may not compel a career change, but women can take time to reconsider if their previous field was something they want to get back into or if they want to pursue a different path. Perhaps it's time to turn a passion into a profession? Or maybe the uncertainty of the pandemic has underscored the need for a career that's more stable? Regardless of what they ultimately decide, women can spend time reconsidering their career path as they prepare to reenter the workforce.

- Contact your former employer. Though certain workers, such as union members, may have a legal right to be recalled after being laid off, many professionals have no such right. However, that does not mean employers won't want to bring them back as the economy begins to recover. In fact, many companies may prefer to do just that. The Adecco Group's Compensation and Workforce Trends survey in October 2020 found that 68 percent of organizations that furloughed or laid off employees during the pandemic intended to back-fill roles that were eliminated. The cost of training new hires and getting them up to speed on projects is considerable, and employers never truly know if new hires will mesh with coworkers. Those concerns do not typically apply when rehiring former employees. Women who liked their jobs and the direction their careers were going in prior to being laid off can check in with their previous employers about potential opportunities before they begin to look elsewhere.

- Stay connected. Maintaining connections with colleagues and even former clients is a great way to avoid the feelings of isolation that can sometimes arise after a layoff. Staying connected also may be a great way to learn about new opportunities before they become known to the general public.

Women were disproportionately affected by pandemic-related layoffs. Rebounding from such layoffs can be easier when women employ various strategies as they look to reenter the workforce.

Many business-
es were forced to
lay off employees in
the economic fallout
of the COVID-19
pandemic. A recent
study published in
the journal World

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(left to right) Ashley Butler - Director Community Engagement;
Kristen Patzer - Manager, Women's Business Center;
Jessica Boyd - Manager, Marketing and Communications;
Christina Frank - Vice President, External Affairs; Missy Holden - Director, First Choice;
Cathy Tilley - Manager, Business Development



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