



# WOMEN **IN** BUSINESS



The Mendota Reporter • Wednesday, October 13, 2021





Taking advantage of little opportunities to move more throughout the day can add up to a significant amount of exercise.

## Add more exercise to the workday

Many people can benefit from more exercise. But after a long day at work and tending to obligations at home, making time for exercise can be an uphill battle. Come nighttime, there may be little energy or time left to be active. However, failure to engage in regular physical activity can be detrimental to one's health.

The World Health Organization lists inactivity as the fourth biggest risk factor for global adult mortality. Plus, long periods of sitting inactively may lead to increased risk for diabetes,

cancer, heart disease, and obesity. Psychology Today also says studies indicate mental ability is directly linked to physical activity. Without regular exercise, one may have decreased concentration, poor memory, reduced mental stamina, and a lack of creativity. Finding time to exercise while at work can help people reap the rewards of a physically active lifestyle.

The American Heart Association says taking advantage of little opportunities to move more throughout the day can add up to a significant amount

of exercise. Here are some ways to exercise during the workday.

- Ride or work a portion of your commute. People who live close enough to the office can ride their bikes or walk there. If the office is too far, think about getting off the bus or train a stop earlier and walk the rest of the way. You even can park further away if you drive to the office.

- Switch out your desk. Desks come in different configurations and you may be able to opt for a tall or adjustable desk to enable you to stand and move around a bit while working. If that's not possible, stand up and do some balance or strength exercises while on long calls.

- Take the stairs. Skip the elevator and go up and down the stairs each day. Doing so when coming in, going in and out for a lunch break, and when leaving in the evening can add up over the course of a day.

- Start a walking club. Get together with coworkers who also want to exercise and use your lunch hour to walk around. You can always eat at your desk before or afterwards.

- Schedule walking meetings. Whenever possible, host walking brainstorming sessions or meetings. Take the meeting outdoors if the weather cooperates; otherwise, take laps around the building.

- Store some workout gear at work. During breaks, do a few arm curls with dumbbells or use resistance bands to work inner and outer thigh muscles while sitting at your desk.

- Volunteer to run errands. Step out for coffee or snacks during the day, making a concerted effort to walk when going for your daily jolt of caffeine.

Exercise can be included in the work day by making some minor changes that really add up.

## Financial Plus honors its working women



**Front row, left to right:**  
Celina Garza, Rose Bonnell,  
and Nancy Faber.

**Back row, left to right:**  
Alejandra Hernandez,  
Jennifer Truckenbrod,  
Laurie Eich, and Audrey  
Hollocker.

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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.



Various strategies can help women clear any hurdles in their path and keep their careers going in the right direction.



Left to right:  
Julie McConville, Deb Cheek, Dr. Tara,  
Peggy Halbmaier and Kim Hight.

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## Women prioritize immediate needs over long-term goals

(NewsUSA) – According to a recent survey from Edward Jones, “Female Financial Empowerment,” while women have made significant strides in gender and income equality in the workplace, one of the biggest obstacles they continue to face is the tendency to “prioritize immediate family needs” over saving for their own future.

That certainly helps explain what the financial services firm acknowledges is an inherent conflict in the findings: Although seven out of 10 women polled say they feel “con-

fident” in their financial knowledge, all too many have actually done little to generate their own long-term wealth.

“Only 25 percent of women surveyed consider saving for retirement as their most important goal over the next three to five years,” says Nela Richardson, an investment strategist at a leading financial services firm. “That tells us that female financial empowerment should be next on the list of barriers women have broken over the past few decades.”

The two other biggest

challenges women need to surmount, according to the national sample of 1,004 adult women ages 18 and older, is waiting for the “perfect” time to invest (something men do as well), or something else to motivate them.

Some examples: A big raise or other windfall (49 percent). A financial emergency (20 percent). A significant life event (20 percent). A market correction (12 percent).

“Waiting for a raise or a significant life event, by definition, isn’t a financial strategy,” Rich-

ardson says, “and they’ll always have competing priorities. The key is to anticipate both tailwinds and headwinds in life, and be flexible enough to adapt to changing situations so you can meet your long-term financial goals.”

Here’s a quick cheat sheet to get you started:

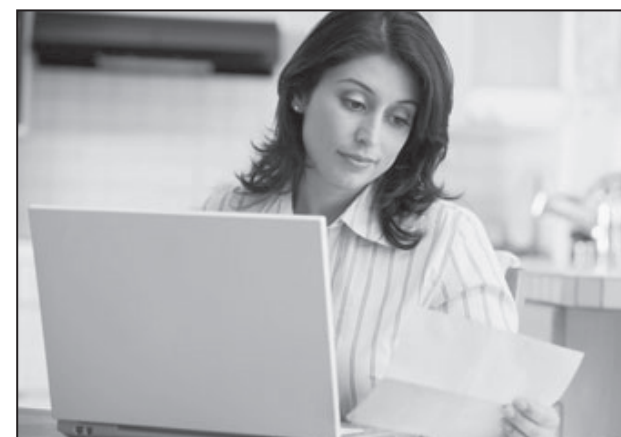
- Make yourself a priority by starting to invest now in order to give your money time to grow – never underestimating the power of a wondrous thing called compound interest.
- Begin small with modest investments.
- Develop a goals-based financial strategy.

As for how much better women are doing financially, here’s one notable sign: Forbes’ list of the

world’s 100 richest people featured just four females in 2000 compared to 10 this year. The richest woman – and fifteenth overall – is the L’Oréal heiress, Françoise Bettencourt Meyers (\$49.3 billion),

who is chairwoman of the family’s holding company.

But she inherited her wealth, you say? Well, the youngest billionaire ever, according to Forbes, is cosmetics wunderkind Kylie Jenner (\$1 billion).



**Make yourself a priority by starting to invest now in order to give your money time to grow.**



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# Nursing specialists are in demand in the United States

Nursing can be a fast-paced, exciting occupation. Nursing is a vibrant field that includes talented professionals who specialize in various areas of health care. Depending on which type of medicine they find appealing, nurses can work in various settings.

Demand for nurses is high. The U.S. Bureau of Labor Statistics predicted that the demand for nurses in the United States would soar in the early years of the 2020s. The ongoing global pandemic has increased demand for nurses even more and highlighted how

essential these workers really are.

New nurses or seasoned applicants ready for something a little different may appreciate the growth potential in a variety of in-demand specialties.

- Geriatric nurse: The population of senior citizens is expected to increase by 75 percent between 2010 and 2030, according to Husson University Online. Many nurses have no geriatric training, making a career in geriatric nursing a viable option — and one that can provide for quality care for the aging population.

- Cardiac nurse: The World Health Organization reports that heart disease is the leading cause of death across the globe. So it should come as no surprise that the demand for nurses with a specialty in cardiac health is growing. Cardiac nurses can advise about preventing heart disease and assist in surgical procedures.

- Certified nursing anesthetist: This interesting career option involves nursing and anesthesia. A certified nurse anesthetist administers anesthesia to patients under the supervision of an anesthesiologist. These

nurses work closely with doctors in various fields.

- Nursing midwife: In this specialty, nurses deliver babies and provide health care to pregnant patients. They also are instrumental in offering prenatal and postnatal care.

- Critical care nurse: Critical care nurses are especially educated and trained for emergency situations. They are called on to tend to serious wounds and monitor life-support systems.

- Family nurse practitioner: An individual who becomes an FNP is trained in primary care health services

for people of all ages. The duties of an FNP are similar to a primary care physician in diagnosing and treating illnesses, providing physical exams and prescribing medications.

The opportunities in nursing are endless. Individuals have many options when they decide to become a nurse, and many fields that fall under the nursing umbrella are experiencing a shortage.



## A Salute To Our Working Women



Front row, left to right: Whitney Stiles, Ann Lauer and Katie Brandner.

Back row, left to right: Tammy Gibson, Keri Weber, Anna Arteaga and Lucia Chavez.

*We would like to take this opportunity to salute these women who are such an important asset to our business.*

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# How women entrepreneurs can plan for success

(StatePoint) The nearly 13 million small businesses owned by women nationwide are essential to the U.S. economy. Accounting for 42% of U.S. small businesses, they employ nearly 9.4 million people and generate \$1.9 trillion in revenue annually.

Healthy and growing women-owned businesses are vital to an inclusive economic recovery, yet women entrepreneurs face distinct challenges, including fewer resources and less access to professional networks, on

top of having a greater share of caregiving duties.

“For many small businesses, having access to trusted experts in areas like marketing, business planning, technology and legal can be a critical turning point for getting back to growth,” says Jenny Flores, head of Small Business Growth Philanthropy at nationally-known financial provider. Right now, the company is deploying over \$55 million from its Open for Business Fund to 93 nonprofits across the country to provide more

women and diverse entrepreneurs with resources.

According to Flores, these tips and resources can help entrepreneurs pivot from surviving to thriving as they recover from the pandemic and look to the future:

## Mentorship

Connecting with mentors is a powerful way for women business owners to share best practices and learn from each other but it's often hard to know where to find them or initiate those relationships. Some financial providers offer hands-on help setting and reaching business goals from a network of peer mentors and industry experts.

## Networking

Networking is more than a buzzword. It can help open doors to growth. Check the local chamber of commerce or consider joining a well-known organization like the National Association of Women Business Owners.



## Knowledge

Knowledge is power. Female entrepreneurs should check out some of these women-specific podcasts to pick up new strategies from savvy leaders:

- Being Boss digs into the mindsets and tactics that can help women business owners make money doing what they love.
- She Leads features respected female leaders

from all industries who listeners know what it takes to rise to the top.

• The Center offers a playlist of workshops and classes for women-identifying entrepreneurs.

• Women at Work, hosted by Harvard Business Review editorial staff, features conversations about where women are and how they can move forward.

## Strategy

Having a concrete business plan is essential to running a successful business. During the pandemic, many small businesses had to create more online offerings, change relationships with supply chains or reduce hiring. Now's the time to review which of these adaptations can be built upon in the future.

Running a business is never easy. But new resources and support can help women entrepreneurs overcome the distinct challenges they face and plan for growth as the economy picks up.

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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 fam-

ily. 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.

# Saluting Women in Business



*Chelsea Schwartzbach*



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*(Google Photos)*

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## Dorothy Vaughan: The hidden figure who helped put a man on the moon

Dorothy Vaughan was born in Kansas City, Missouri, just 45 years after the Civil War ended. At times, her load must have felt heavy, earthbound, during a time when African American women questioned how they would move beyond the barriers they faced. She looked for answers in two places: the African Methodist Episcopal Church, where she sang in the choir, and

mathematics. She graduated high school as valedictorian and later earned a mathematics degree, cum laude, from Wilberforce University.

During the Great Depression, she supported her family as a math teacher. Her career as a human computer at NASA didn't begin until she'd been teaching for 14 years.

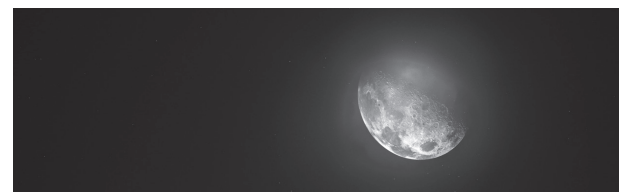
Imagine going from trying to hold the attention of

schoolkids to specializing in calculations for flight paths. Dorothy's flight trajectory was similar to the one she plotted for John Glenn to orbit the moon. She became the supervisor over 400 human computers and taught herself the computer language FORTRAN, which she then taught to her coworkers. All of these accomplishments led to her greatest honor: being part of

the team that put a man on the moon.

Dorothy stayed at NASA for 28 years and retired in 1971 having lived through slide rules to computers and segregation to desegregation. She received the Presidential Medal of Honor from President Obama and was posthumously honored by having a moon crater named after her.

As children, we often



look at the moon with awe and wonder. Dorothy Vaughan saw possibilities. She applied herself to her education knowing the opportunities would follow even though the road would be harder for her than for many others heading in the same direction. As a supervisor at NASA, she was active in championing rights and opportunities for all women. Her own daughter followed in those big footsteps to also work at NASA.

Dorothy Vaughan pushed through the gravity that held women and minorities earthbound to inspire gen-

erations of dreamers and achievers. When you shoot for the moon, you're not just setting your own sights high — you're inspiring all those around you to be the best they can be.

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