

PERSIST

ISSUE 20 SPRING 2019

THE
WOMEN'S
MARCH

PG. 22

ANGRY WOMEN
NEVER REST

PG. 16

FEMALE
ENTREPRENEURSHIP

PG. 8



PERSIST: empowering women

kathleen brown

DEAL US IN.



WE'RE PLAYING THE WOMAN CARD[S].

CONTENTS

16

Hear Her Roar

22

We March On...

8

Woman in Charge

Making Herstory

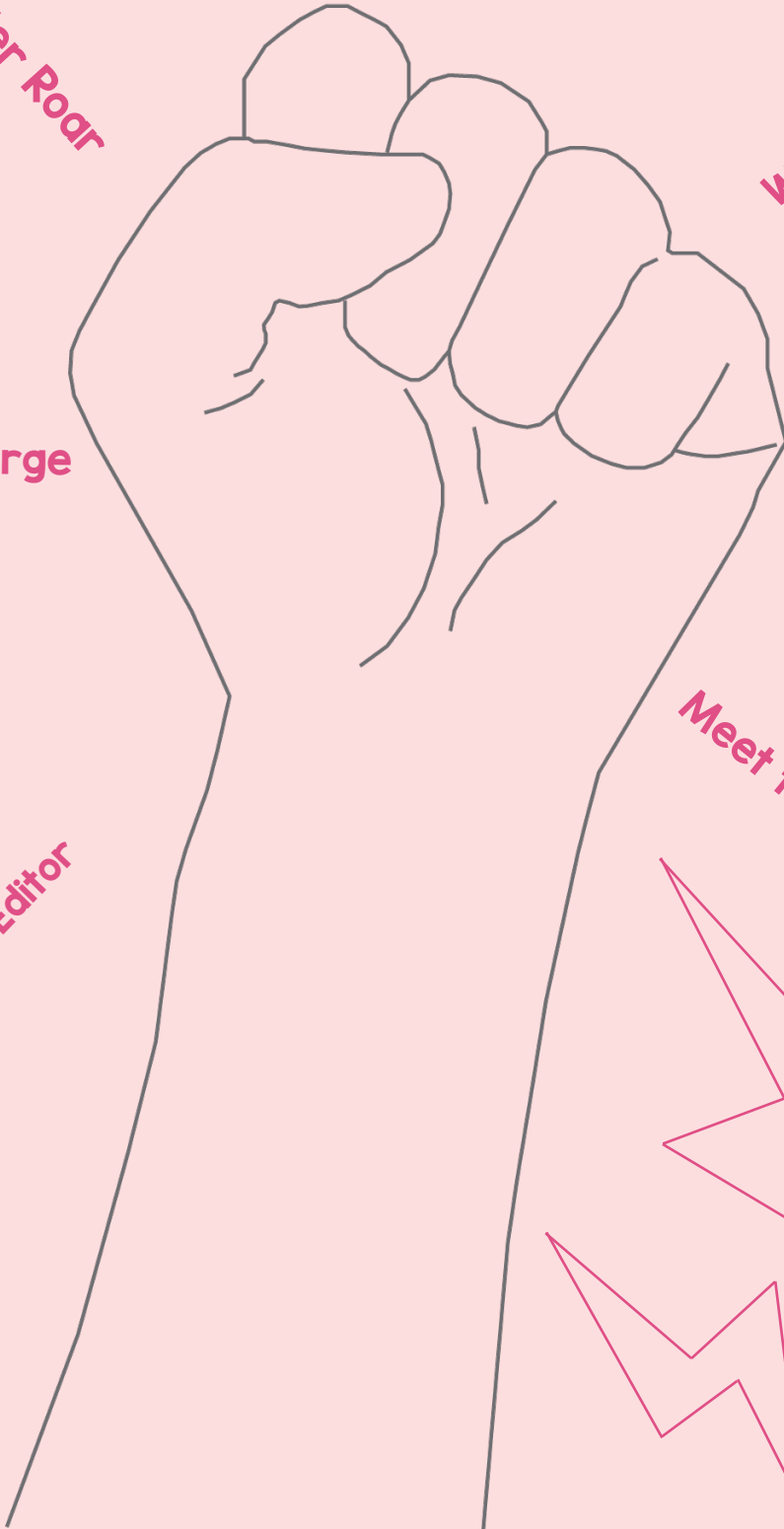
30

Meet the Cover Artist

Letter from the Editor

39

5



FEMINISM FOR YOUR FEET





letter

FROM THE

editor

FEMINISM:

the advocacy of women's rights on the basis of the equality of the sexes.

We are in the era of #GirlBoss and #MeToo and #YesSheCan, and it's time we have a magazine to commemorate all this female empowerment and persistence. PERSIST is my opportunity to contribute to this new feminist movement. Uh-oh I said it and I'll even label myself with it.

I AM A FEMINIST.

And this is a magazine promoting the basic message of feminism through the acknowledgment of some badass girl bosses breaking barriers and glass ceilings on both the micro and macro level. My contribution to

this movement is lifting women up and becoming every woman's hype woman. In a world of hype women for every woman and woman ally, we can achieve true equality of the sexes. I believe in this movement and every piece of my contribution to it. Acknowledgement of female led companies, persistence in protest, and women in power will unite women and our allies. This unity will generate energy among us, lifting us up to the equality we crave and have craved since the beginning of time. I am excited to bring you with me in this journey as a hype woman for all women.





**EVEN
FEMINISTS
NEED TO
REFUEL.**

**STERLING
VINEYARDS**

Woman in Charge

Entrepreneur Kassidy Tessendorf shares her journey opening her local business: Lotus + Lou



ABOVE: Meet Kassidy Tessendorf, UNI grad and new small business owner of Lotus and Lou Interiors: a new home decor store in downtown Cedar Falls which flaunts its lovely mix of old and new in home decor.

LEFT: Her brick and mortar store just opened in August 2018 located at 508 Bluff Street Cedar Falls, Iowa!





Kassidy's path to business ownership is a unique one. She graduated UNI and moved to Cedar Rapids to start a career in event planning, only to discover she hated it. On the side, she worked for brides to address their invitations with her calligraphy skills. She took one step further in pursuing calligraphy and started selling her work on Etsy and at various shops throughout the state.



Eventually, her husband got a job back in the Cedar Valley area as a teacher and Kassidy began working for Allen Hospital doing administrative work. She continued her passion of creating after work and eventually decided with her husband to take her business to the next level by opening a storefront.



Inspired by the story of a lotus flower blooming through murky conditions and her dog, Louie, the name for her business was born:
Lotus + Lou.



Lotus + Lou sells vintage pieces and calligraphy signs. Throughout the store, there are little displays of how the product can look in your home. From table placemats to decorative signs to throw blankets, Cassidy's calligraphy work is sprinkled throughout the store among vintage picks she found from estate sales, garage sales, and various markets in the area.



Some of the best selling products for Lotus + Lou among customized calligraphy signs are her tshirts and greeting cards both of course featuring her calligraphy.



Kassidy promotes her business through social media and this promotion technique is quite successful for her. Each day she is at the shop, she posts her 'Top 5' on the business Instagram story. Most days, she sells 3 or 4 of the items she features on the Instagram page.



Lotus + Lou is excited that less than a year since its brick and mortar opening, they are offering a new service for her customers: In Home Styling Consults.



Lotus + Lou's first year in business does not stop Kassidy from giving back. On this particular day, Kassidy was participating in the Love Rocks giveback weekend for Main Street Cedar Falls. Ten percent of all sales over this particular weekend were donated to a charity of each store's choice. Kassidy chose to give back to where she works when she's not at the shop: Allen Hospital.





Kassidy also serves the community that got her started. She helps other women with a passion for crafting by selling their products in her store. Featured here is jewelry made by Tena+State. It is one of the many female businesses Kassidy supports.



And a staple for Lotus+Lou's storefront is the pup behind the name. Louie spends his time at the shop sunbathing by the window and greeting guests who couldn't imagine the shop without him.

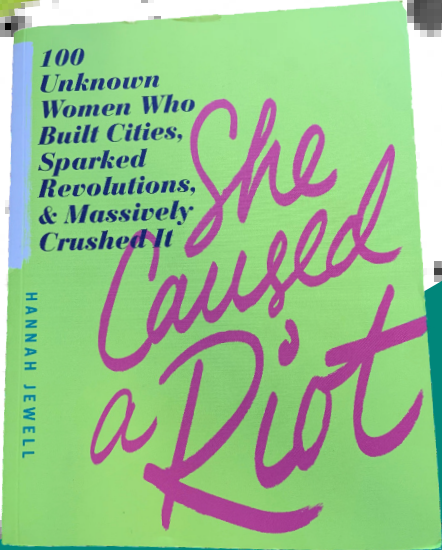
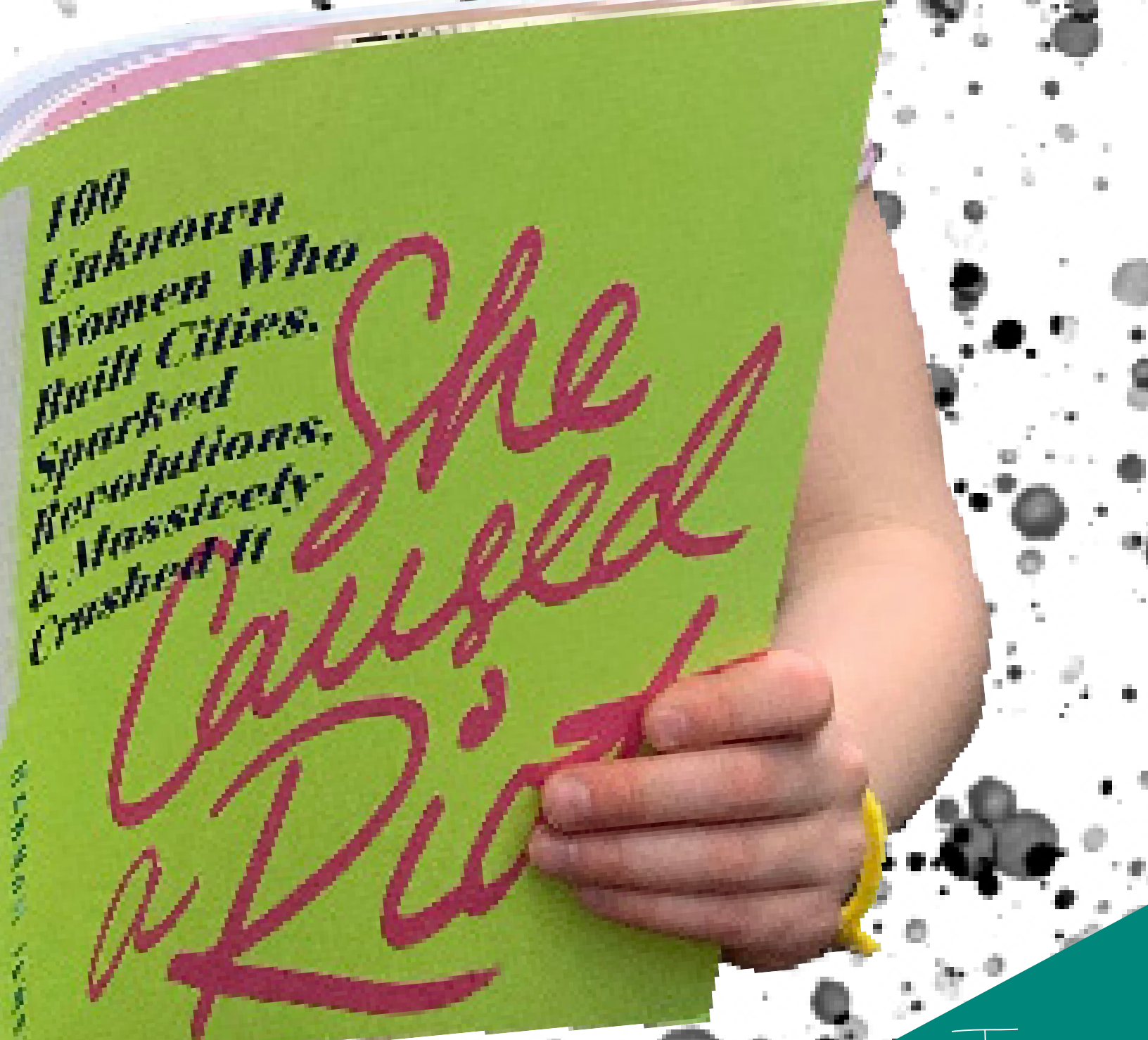
THERE WAS NOT MUCH HE COULD DO
WHEN FACED WITH SO MANY
well-organized
brigades
SEEKING VENGEANCE.

She Cursed a Riot

THE LONDON POLICE ARE OUT-
FITTED, SPYING DEPENDENT,
A MARRIAGE FAILURE

PAPER





The best kind of bedtime story.

HEAR

HER

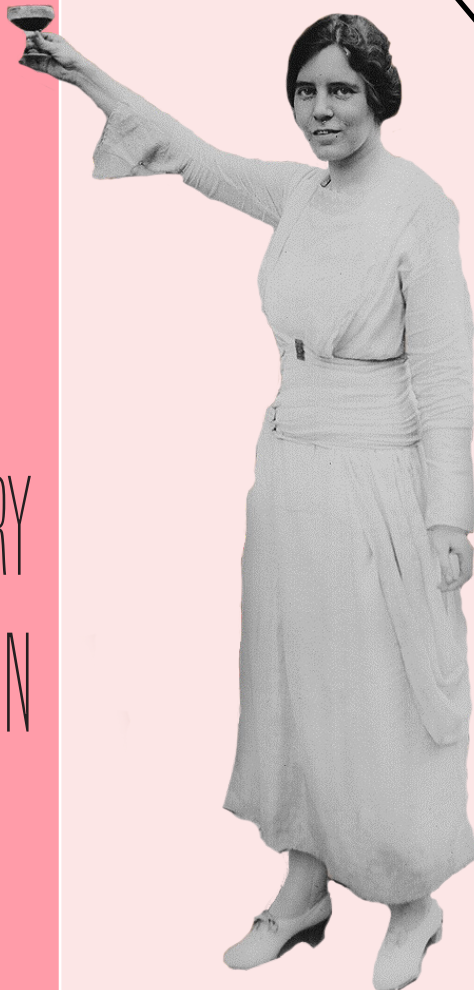
ROAR

A PHOTOGRAPHIC HISTORY
OF ANGRY WOMEN



1913

A definitive dawn of women demanding equal rights was in 1913 as the Women's Suffrage Movement began. Suffragists marched down Pennsylvania Avenue past the White House the day before Woodrow Wilson was to be inaugurated into office.



1913

Pictured left is the iconic Alice Paul who alongside Lucy Burns organized the March on Washington. Advocate, mother, and feminist, Paul helped to secure the passage of the 19th Amendment giving women the right to vote.



1961-1975

Throughout history, women have gathered for more than women's issues. Notably, the group photographed on the right gathered to protest and eventually end the Vietnam War.

1968



'Bra-burning' began as a way to protest the Miss America pageant in 1968. Nearly 400 women gathered to protest the pageant's promotion of the beauty standards women were encouraged to adhere to. Items symbolic of femininity like the bra and other things were tossed into the 'freedom trash can.' It was only a rumor published by the media that these items were lit on fire. The protest went on without incident or flames.

1970's



The feminist face of Second Wave Feminism was Gloria Steinem. Prior to living in the advocate limelight, Steinem worked as a journalist and even wrote under a man's name early in her career. She is widely recognized as a leader during the women's movement in the 1960s and 1970s. She remains a voice for social justice issues and she was even awarded the Presidential Medal of Freedom by Barack Obama in 2013.

1976



The Equal Rights Amendment (ERA) was a dominant feature in political conversations through the 1970s. Passed in 1972, women were to be guaranteed the same rights as men, but many states resisted and thus demonstrations began. The first was held in May 1976 and marches continued into the 1980s.

Take Back the Night marches continue to be held annually all around the world and have become a symbol for resistance against violence against women. The marches gained incredible traction among college-age women during the late 1970s and 1980s. The below photo features women from Duke University in 1987 participating in a Take Back the Night March hosted by Duke University Women's Coalition.



1987

2011



Another annual march known as the 'SlutWalk' began in 2011, when women took to the streets on April 3rd to fight for the end of rape culture, victim blaming, slut and body shaming. The original event was sparked by the anger among women as a Toronto police officer suggested women could avoid being assaulted if they didn't "dress like sluts."



2017

Full circle from the first Women's March in Washington for suffrage, January 21st, 2017, the day after Donald Trump's inauguration, women again marched on Washington and in several other cities across the country and world to protest his presidency provided his history of anti-woman sentiment. It is marked as the largest single day protest in U.S. history. Since then, organizers have continued to march each year advocating legislation and policies for women and human rights.

Smashing the
patriarchy is
our cup of tea.



Find a chapter near you today.

— TAKE A SIP OF EMPOWERMENT —



CITY GIRL

*supporting women of coffee
with every sip you take*

We March On...

The Women's March continues two years since their first protest against Trump

Donald Trump was inaugurated on January 20th, 2017. Twenty-four hours later, on January 21st, women took to the streets to protest the new administration and the new United States president. Weeks before his election in November 2016, a tape capturing a conversation between Trump and Billy Bush was released. In the tape from 2005, Trump and Bush yammer back and forth and most famously, Trump brags about his sexual pursuits, including comments about touching women without their consent. The offensive remarks from the leaked tape and the eventual election of Donald Trump led to largest single-day protest in history. Two years later, the protest has become a tradition.

Originally planned as the Women's March on Washington, the idea exploded to nationwide and worldwide protests. The original event emerged from a Facebook post was so successful that the women organized themselves into the official Women's March, a nonprofit organization, which continues to resist the administration through annual protests and online campaigns.

Each year, the marches reconvene to advocate legislation and policies which support women and minorities. From immigration reform and racial equality to women's rights and LGBTQ+ rights, the Women's March advocates for all.

On January 19th, 2019, women and other advocates gathered for the second annual Women's March of Iowa at the Iowa State Capitol in Des Moines. Similar marches were held around the country and around the state. The Women's March of Iowa also hosted marches in Iowa City and Dubuque.

These marches are planned and organized by the Women's March Iowa (WMIA), a local organization under the

national nonprofit. The mission of Women's March Iowa (WMIA) is dedicated to the voices of Iowa women. While the national organization has been taking heat lately regarding prejudice and lack of representation in leadership, the local organization is adamant to say their efforts are to support and lift up all Iowa women.



ABOVE: Many participants were creative with their signs including this protestor who used a powerful symbol of American liberty to express their opposition to efforts which infringe on the liberties on American women.

"We show up as passionate women who deeply value equality, justice, and human rights. We are especially impacted by these issues and our voices will be heard as we create solutions for Iowa Communities both rural and metro."

Aside from persisting with the controversies surrounding the national Women's March, the women protesting in this year's marches across the midwest faced challenges presented by one of their own: Mother Nature. In Iowa, the march was impacted by the serious Iowa winter weather. Snow arrived the night before which prompted organizers to move the event inside the Capitol rather than its previous location outside and in front on the Capitol steps.

The weather did not stop the many women, men and children who attended this year's march. Hundreds of women and their allies gathered inside the Capitol toting signs promoting women's rights, but also protesting the government shutdown in Washington. Twenty-eight days into the thirty-four day long government shutdown fueled many of the protestors. Iowa's own Cindy Axne was in attendance and surprised protestors with a speech. She primarily spoke about her arrival to a Washington in shambles, amid government shutdown. Nevertheless, she insisted that upon



ABOVE: Alexandria (third from left) and her friends carpooled to this year's Women's March after spending the night together carefully planning and creating their protest signs for the March. Alexandria is one of the only friends in her group old enough to drive, so many of the girls piled into her car to get to the March.

the reopening on the government, there were many women's issues that needed to be brought to the House floor like the ones protestors were advocating for in her state capitol and around the country.

The issues that brought women out to protest were often plastered on their signs. Each year, several signs go viral for their creativity and uniqueness, and the sign making has almost become a friendly competition among protestors. Women of all ages spent time prior to the march trying to choose the best verbiage to show their emotions. They brainstorm colors and practice their drawings before they transfer everything onto their final sign. Ultimately though, the bonding experienced during the different sign decoration parties is what unifies women, young and old outside of the march. "Being able to spend time alongside powerful women has made me powerful. I feel that at this march, but also with my friends when we are together." says Alexandria, a sixteen-year-old woman from Des Moines. She is one of the only friends in her group that has her license, so her car was stuffed full of strong young girls early Saturday morning because it was something they didn't want to miss. "We've talked about going this year for a few weeks, and now that I can drive, it would have been wrong to miss it." Alexandria and her friends spent the night together giggling with one another as they worked meticulously on their posters. She said they found their inspiration for their protest signs online.

"I am a strong woman because I was raised by a strong woman"

Even with the signs with explicit words got the thumbs up from Alexandria's mom who originally introduced Alexandria to the power of persistence when she brought her along to the march in 2017. Although this was the first march or protest Alexandria remembers her mom bringing her to, she says that her mother never encouraged that she try to fit into the constructs of society. "I am a strong woman because I was raised by a strong woman." Alexandria and her friends touted signs proclaiming "girl power" and "as a woman, I hope that one day I have as many rights as a gun." The group watched in awe of the powerful woman around them and promised to return next year, rain or shine.

Organizers insist that the momentum behind the movement has not died down since the first march in 2017. They continue to organize women and their allies each year to celebrate what's being done and as a way to get people together to support one another and the issues facing Iowa women while providing resources to help people get involved in their own respective communities in between marches. The speakers and attendees expressed the importance of women's involvement in politics and government. Pushing women to register to vote and to keep in contact with their representatives in Congress. Several of the speakers were government representatives themselves including Cindy Axne, but also Deidre Dejean who ran for secretary of state, ultimately losing, but becoming the first African-American to win a primary for a statewide office. Since her defeat, Dejean has become an advocate in Iowa politics, not letting the loss in the 2018 election determine her future as a prominent figure in politics.

United States Senator of New York, Kirsten Gillibrand, was also in attendance. Gillibrand was at the time considering a presidential run and has since then announced her official candidacy for the highest office in the land. Gillibrand is among the twenty democratic candidates who have officially announced their candidacy for the presidency hoping to replace the man who sparked the original women's march in 2017, Donald Trump. She is one of the six women running for this position. This is a record-breaking number of women running for the office, tripling the previous record of two women running for a major-party nomination. This record number of female candidates is believed to be inspired by the previous presidential loss by Hillary Clinton. The outrage, fear, and anger among women following the 2016 election is also believed to have led to the success in the 2018 election where nearly 100 women were elected to the United States Congress. A record number of women ran, and won in the midterms, suggesting women are successful candidates, which may be contributing to the boost of women running for president. Hillary Clinton was the first woman to win a major-party nomination, and although ultimately losing, she paved the path for women to succeed in organizing and running successful campaigns. Needless to say, the number of women running for office normalizes female candidates in the future.



The women in the crowd were inspired to see local and national female figures at this year's Iowa Women's March: "Seeing and hearing women in power encourage our persistence to resist the norms that have held us down for so many years is encouraging," says Paula Caskey of Ankeny. This was Caskey's first women's march which she attended with her daughter who had attended previous years. "I didn't understand the necessity of gathering to speak our mind about the issues affecting us as women. Not only that, it's inspiring to be around all of these empowered women."

Caskey is a mother of three, and an entrepreneur. She originally started her business as a seamstress because it was something she could do at home while her children were young. At one point, she returned to working out of the home when her children were in school, but after a few negative experiences working for a few different masculine men, Caskey returned home again to be her own boss. "All of these stories of sexual assault and harassment ring too true to me. I have worked in an environment where my boss was constantly degraded women. It was tough and I still kick myself about not speaking out about it." She channels her experiences as a woman in the workplace to fuel her protests. Since the 2016 election, Caskey has become incredibly more involved and informed about politics, particularly the ones that affect women like her and her daughter. "It's too hard now to sit back and proceed as normal because none of this should be normal." Caskey cites her daughter as her feminist influence, a pattern unique to this generation of women protesting. Women are looking to one another, informing one another and joining together to protest.

"It's
inspiring to
be around
all of these
empowered
women."

BELOW: In 2018, the unusually nice weather allowed Women's March participants to hold their march outside. In 2019, however, the weather was less than cooperative. Freezing cold temperatures moved the protestors inside the warmth of the Iowa State Capitol.





Social media in particular, has been a mode of bringing women together. The younger generation who is particularly active on various social media platforms are using their profiles to be advocates online as well. Feminism had been brewing itself online, a place democratizing conversation where any voices can be heard. The online conversation exploded after actress Alyssa Milano tweeted "if you've been sexually harassed or assaulted write 'me too' as a reply to this tweet." Hundreds, then thousands, and eventually millions of women and men too tweeted their stories with the hashtag #MeToo. Suddenly, the feminist issues of sexual harassment and sexual assault were making their way onto everyone's Twitter timelines. The issue was no longer one limited to conversations among the feminism community, mainstream social media Twitter and its users were aware of a problem young women have been facing for years. Twitter and other social mediums since this viral hashtag have become online platforms for awareness and change. The young people running these conversations also encourage change further than tweeting and hashtags.

the community. Whether it's through spreading the word about protests and marches, or tweeting #YouthVote to encourage young people to vote in the 2018 midterms, social media has brought the younger generation to the forefront of the Women's March and other similar movements. Notably, the student survivors of the Majory-Stoneman Douglas High School shooting of February 2018 rallied together and organized online to create their own protests pleading for gun control legislation from their Congress men and women. The March for Our Lives in many ways followed the guidelines for organizing from the Women's March. Not only did this movement demand for gun control legislation, but it was apart of the movement to get young people out to vote in the midterm elections in order to elect representatives who would advocate for their safety in schools among other issues.

The signs from the Women's March of Iowa 2019 suggested their support for gun safety laws. Several protestors held signs regarding the irony of more regulations on women's bodies than the regulations placed on guns. Others held signs mocking the many representatives known for their tweets following mass shootings sending thoughts and prayers to the victims, but their contradicting voting records which vote against gun control bills voted upon after such tragedies. The gun control issue was a fueling power among many protestors, but regardless of the issue that motivated each protestor, the unity among the crowd could be felt in the state capitol. These were men, women, and children hopeful for something better and persistent in acknowledging their desire for a better country and a better world.

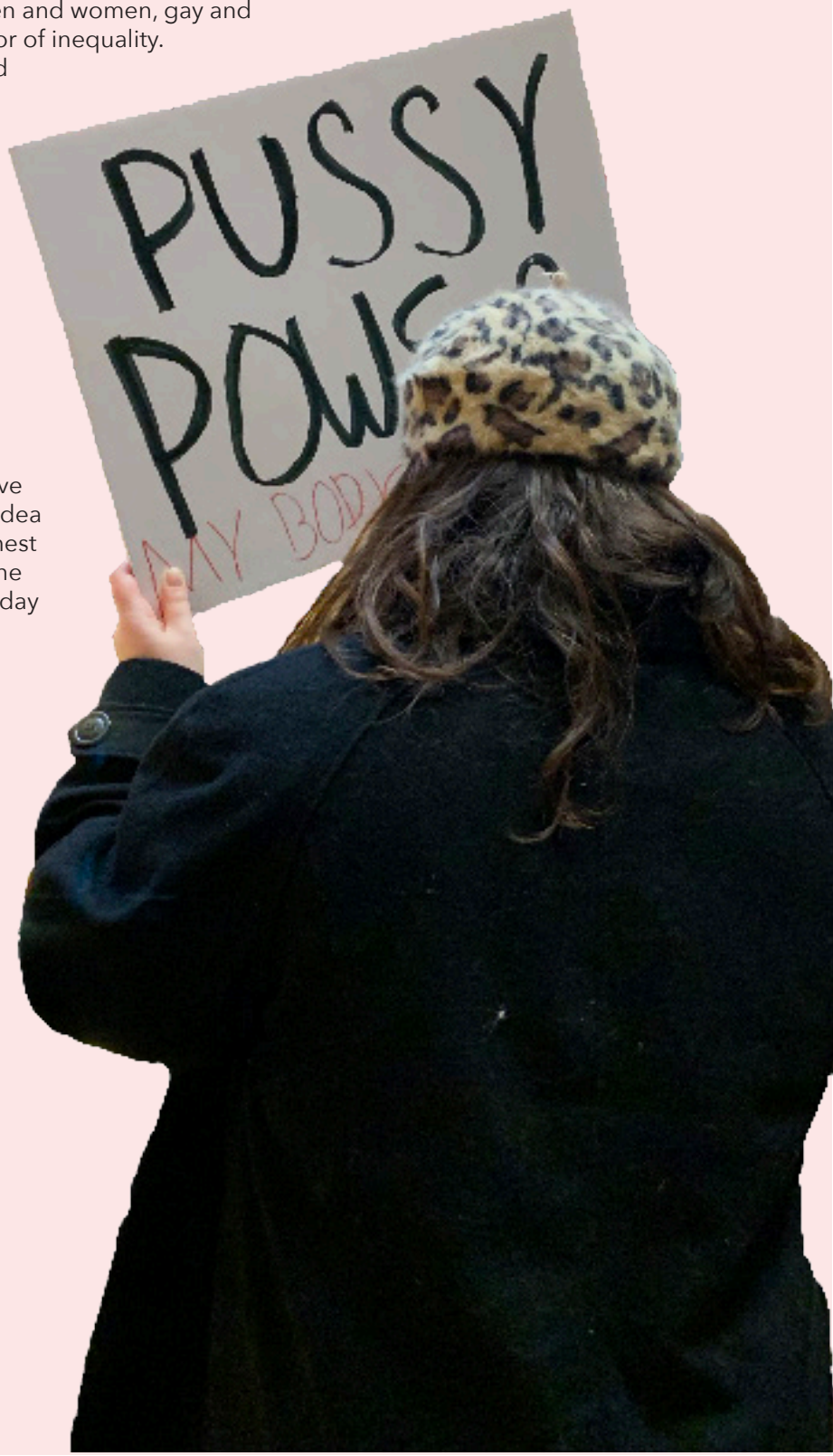


The Women's March of Iowa has taken note of the movement available online to promote their mission and organization, starting a Facebook page and group for its organization. The official page shares important articles and news stories regarding women's and other oppressed populations' issues and shares the events available across the state including their annual march, planning meetings and other relevant events surrounding protest and resistance. The page is public and can be liked by anyone. The group on the other hand is private and is a community of women from all across the state. These women are sharing stories with one another regarding all kinds of social issues from across the entire United States like all skin tone friendly band-aids, understanding white privilege and highlighting rising women in politics and in Hollywood. The group encourages discussion for understanding of issues and ultimately keeps women in the group active and engaged in what's going on in the country outside of annual marches. The conversation is online for women to have and to stay engaged with the issues that matter in ultimately creating a country of equality for men and women, gay and straight, black and white, and every other sector of inequality. The group also follows political candidates and their stances on women's issues and even shares upcoming events to meet these candidates during their pursuits towards office.

Ultimately, the Women's March of Iowa has taken to the internet to continue the conversation of resistance outside of their annual March on the Capitol. It has created a movement vibrantly persisting on and offline, inspiring women all of ages like Alexandria and her friends, barely old enough to drive but embracing the winter weather to protest downtown and mothers like Paula brought to the march by her mother. It may have been over two and half years since the march idea itself was inspired by the man holding the highest office in the land, but like the women behind the movement, the organization marches on each day through activism on every level.

LEFT: A man stands donning his pussy hat, made famous by the 2017 Women's March, looking up at the women, men and children filling the Iowa State Capitol on every floor. He also wears his jacket which he handpainted the word 'indivisible' on to represent the individed Americans wanting change.

RIGHT: A woman has her own take on the pussy hat, a cheetah print beret during the Women's March of Iowa 2019. She holds her sign of resistance emphasizing the power of women and their right to choose what's best for their bodies and their lives.





NEVERTHELESS
SHE PERSISTED.®

**THE
GREATEST
STORE
IN THE
UNIVERSE.**

RAYGUN

MAKING HERSTORY

In the 2018 elections, women took their activism and turned it into a campaign for congress. Following election night 2018, Congress became the most diverse its been in United States history. The U.S. House in particular, welcomed a majority of the women elected. Thirty-six freshmen congresswomen were elected to the House of Representatives, Here highlights just six of those history making women.



AYANNA PRESSLEY

Party: Democrat

Serving: Massachusetts' 7th District

Worth Noting: First African American Woman elected to Congress for Massachusetts.

LUCY MCBATH

Party: Democrat

Serving: Georgia's 6th District

Worth Noting: Mother of Jordan Davis, an African American teen shot & killed in 2012



RASHIDA TLAIB

Party: Democrat

Serving: Michigan's 13th District

Worth Noting: One of the first of two Muslim women in Congress.



CAROL MILLER

Party: Republican

Serving: West Virginia's 3rd District

Worth Noting: Only Republican woman to be elected to an open seat in 2018.





ALEXANDRIA OCASIO-CORTEZ

Party: Democrat

Serving: New York's 14th District

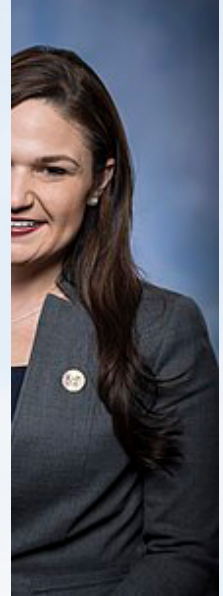
Worth Noting: Youngest woman ever to serve in the United States Congress.

ABBY FINKENAUER

Party: Democrat

Serving: Iowa's 1st District

Worth Noting: Second youngest woman ever to serve in the United States Congress.



LAUREN UNDERWOOD

Party: Democrat

Serving: Illinois' 14th District

Worth Noting: Youngest black woman to serve in the United States Congress.

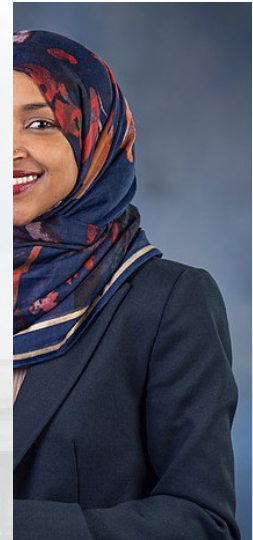


ILHAN OMAR

Party: Democrat

Serving: Minnesota's 5th District

Worth Noting: The other of the first two Muslim women in Congress.



CINDY AXNE

Party: Democrat

Serving: Iowa's 3rd District

Worth Noting: One of the first of two women from Iowa elected to the House of Representatives along with Abby Finkenauer



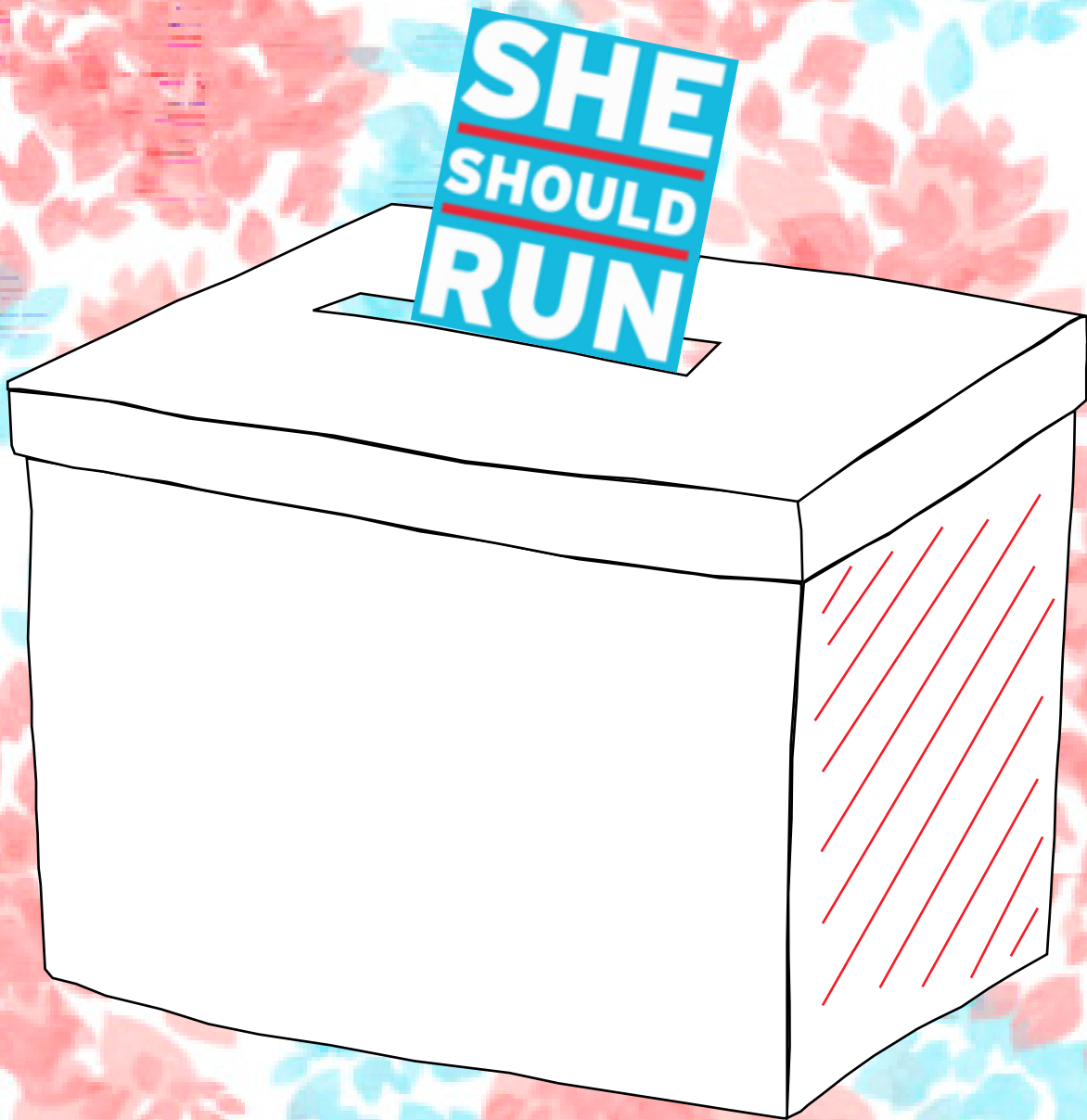
BREAKING NEWS AND BUSTING BALLS.

feministing.com



GET WOMEN RUNNING.

#250KBY2030



If more women run, more women lead,
more voices will be heard, and more challenges met.

female-founded.



female-empowered.



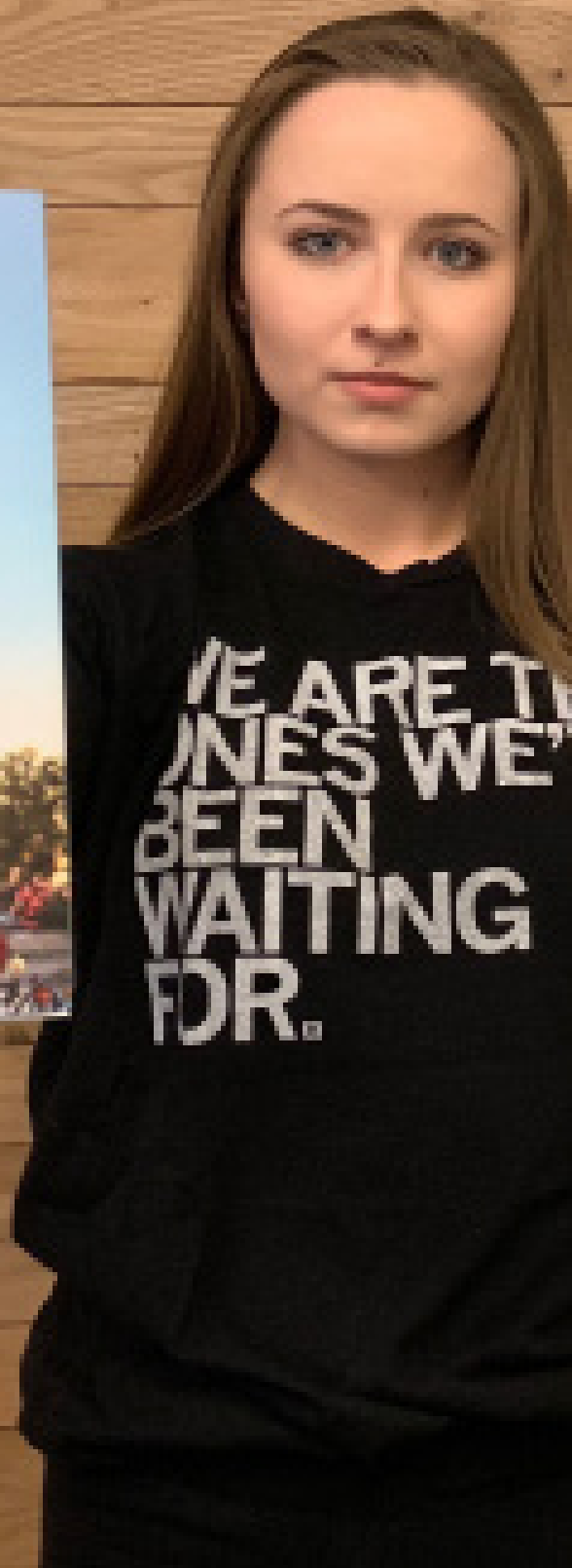
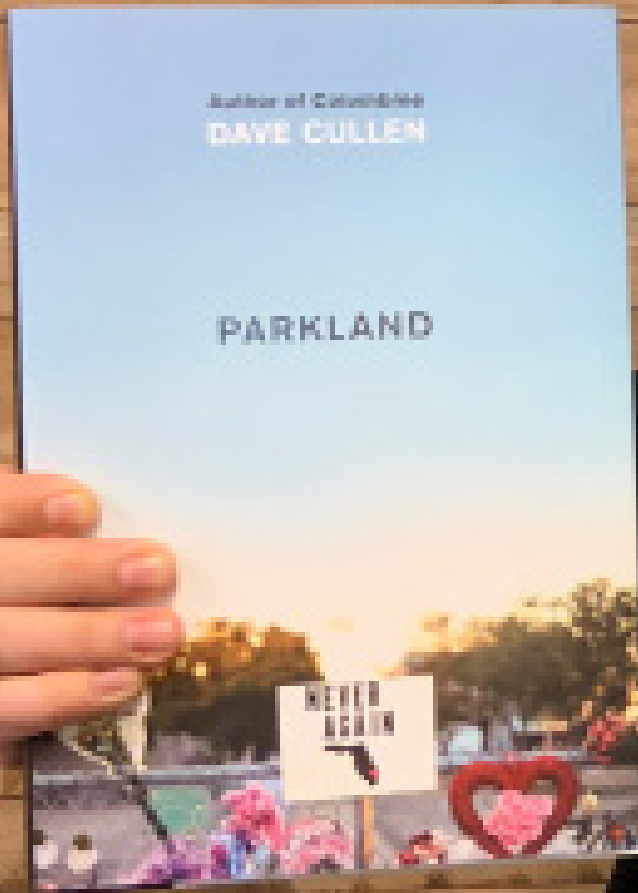
ALEX AND ANI®

WOMEN:

51% OF THE
POPULATION
AND 100% OF
THIS PODCAST.

HYSTERIA





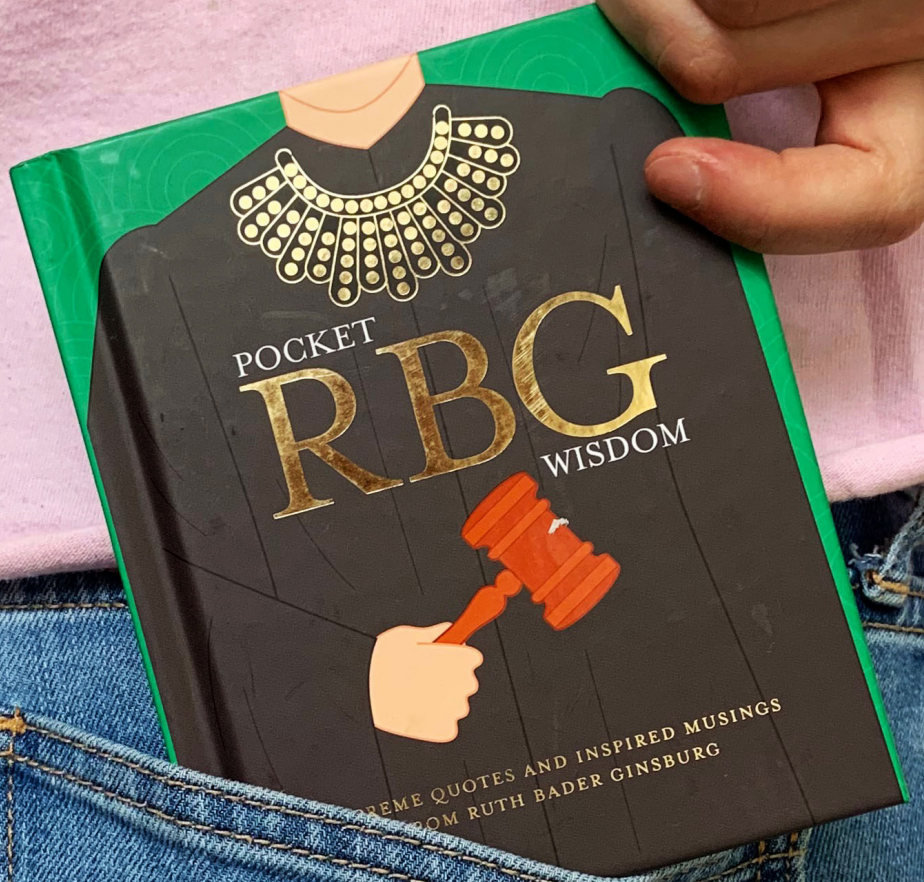
**NEVER
AGAIN.**



POCKET

WISDOM

QUOTES FROM YOUR
FAVORITE FEMINIST ICONS
IN ONE
POCKET-SIZED BOOK



ABOUT THE COVER ARTIST



"BEWARE FOR I AM FEARLESS, AND THEREFORE POWERFUL"

-STUDENT AT IOWA STATE UNIVERSITY-ASPIRING ARCHITECT-GIRL BOSS-

RATURESEQUAM RE, QUO QUAEPRO DOLORA QUIS ACCUS DOLOREM LAUT DOLORPOREST, VELITASSINT FACESTRUM A INIHTAT.
ILITAE, BITATIBUSCID ESSI REPUDI SIME LA ID QUI DIONECUSAE VENE COMNI IPIS IUS, SITAT EL IN NIENS INUS QUE NONSEQU ATENDES MO
VELICI TOTAQUAM HARUM HIL MAGNAMUS AS REPED UT AUT MOS SI BLABORUM ET, VOLUPTAQUAM LANDITISQUOD QUUNTIS PERIS ENTIAEP
RENDUCIENS CON EUM CUM ET OFFICTO DENTORISSE MOLOR ALIQUI BLA NUS AUT ABO, SAM DELIS VOLUPTATIUS QUAMUSDAE. ET RE INT
QUI DOLOR ATIBUS DOLOREPUDI SITATAT QUUNDUNT MOLUT ALIGENDA SEQUI TO ERO INVELENIM RAECTA PORATURENT, AUT VELLES AUT EX

It's

YOUR

CHOICE.