

Inspiring Generations

March is National Women's History Month, and the theme for this year is "Honoring Trailblazing Women in Labor and Business." The following three women are extraordinary businesswomen and advocates for women's equality in business:

Madam C.J. Walker (1867-1919) was the first female African-American millionaire. Before becoming one of the most successful businesswomen of her time, she worked in the cotton fields and as a washerwoman. She fought against all adversity thrown in her path, and in 1905, she created a hair care and grooming system for African-American women that grew into a business that employed thousands of African-American women (Bundles, 1996).

Felice N. Schwartz (1925-1996) was a writer and advocate for women's equality in the workplace. Her national organization, Catalyst, founded in 1962, "helped women reenter the work force and helped companies find women board members" (National Women's Hall of Fame, 1998, p. 1). Although her work was sometimes considered controversial, one proposal even dubbed as "the mommy track", it always brought awareness to women's career conflicts.

Linda G. Alvarado (1951-Present) founded Alvarado Construction in 1976 after borrowing \$2,500 from her parents. Her company is now "one of the largest commercial real estate development companies in the West" with a revenue of over \$41 million a year (Plasencia, 2002, p. 40). She is also the first Latino to own a Major League Baseball team, the Colorado Rockies, and serves on the board of five Fortune 1000 companies.

Sources:
Bundles, A'Lelia P. (1996). Madam C.J. Walker. *American History*, Vol. 31, p42. Retrieved from OmniFile Full Text Mega database.
Plasencia, William. (2002). A Hands-On Dream Builder. *Hispanic*, 15(10), p40. Retrieved from OmniFile Full Text Mega database.
National Women's Hall of Fame: Felice N. Schwartz. (1998). Retrieved from <https://www.womenofthehall.org/inductee/felice-n-schwartz/>

Pay Library Fines Online

Starting in February, the TAMU Libraries stopped accepting payment for library fines in person. All library fines can now be payed online at library.tamu.edu through your "MyLibrary" account.

#Tweet_Your_Heart_Out

On March 21, 2006, the first tweet was posted on Twitter, starting a microblogging craze among online users. However, as the company gets set to celebrate its 11th year, turmoil brews behind the little blue mascot.

Twitter started small, with around 20,000 daily tweets, until it exploded in March 2007 after it was demonstrated at South by Southwest (Pederson, 2011). From that point on, the microblogging platform grew at an alarming rate, increasing over 1,000 percent in user activity from 2008 to 2009 alone (Pederson, 2011). Today, Twitter hosts "319 million monthly users", and its market capitalization exceeds \$12 billion (#Twittertrouble, 2017, p. 55)

As successful as Twitter appears to be, the future of the company is unsure. In the February 9th report for the last quarter of 2016, Twitter showed a gain of just two million users (Facebook added seventy-two million in the same time period) and reported slowing revenue growth, following a trend of decline they have experienced the last few years (#Twittertrouble, 2017, p. 55). Furthermore, "shares in Twitter dropped by 12%" after the report was released (#Twittertrouble, 2017, p. 55).

Unless Twitter can find a way to survive their crisis of decline, we may all be saying so long to its cute little mascot. So, tweet your heart out while you still can; you never know when the nest might fall from the tree.

Sources:
Pederson, Jay P. (2011). Twitter, Inc. *International Directory of Company Histories*. (Vol. 118). Detroit: St. James Press. Retrieved from Gale Business Insights: Global database.
#Twittertrouble. (2017, February 18). *The Economist*, 422(9028), 55-56. Retrieved from Gale Business Insights: Global database.



WEST CAMPUS LIBRARY

Libraries Contact Information:

Evans:

979.845.3731

West Campus:

979.862.1983

Medical Science:

979.845.7428

Reserve a study room online at the library homepage:
wcl.library.tamu.edu under Quick Links!

Copies of the newsletter are available at the Ask Us Desk.