

MAGGIE'S MUSINGS

Serendipity, synchronicity and surprise

Many thanks are extended to you who reached out to me after I shared my story of losing my canine friend, Toby. The tears shed by others were actually a comfort to me, which was surprising.

I planned to highlight two women entrepreneurs who grew to national proportions. Bagolitas and Accentz Jewelry provide opportunities to women, give back to the community and fit into the Buy Here campaign. Then I thought, the Iowa Women's Foundation (IWF), which is planning its Sweet 16 birthday celebration on Aug. 12 from 4:30-6:30 p.m. in The Kirkwood Room, would be a nice complement. So I venture to www.iawf.org and where both Bagolitas and Accentz are featured!

Some call it serendipity, an aptitude for making desirable discoveries by accident. Some call it synchronicity, the coincidence of events that seem meaningfully related. Others say it is simply divine intervention.

Here is what these women say about the IWF:

Dana Ballantyne, executive director of the IWF asks people to "mark this passage of time with fun and festivities before life's to-dos overwhelm our days and let this special moment pass. The IWF invests in the dreams of girls and the power of women."

Mary Beth Guillaume, creator of Accentz, says, "I love IWF's mission and commitment to



women and girls and fits with Accentz's embracing of women's strength and wisdom."

Janice Baldes, founder of Bagolitas, says, "My dream is to turn Bagolitas into a nonprofit, where the net of every purchase will go to charity and which is what our Pay-It-Forward program is doing currently."

Serendipitous events happen in our lives and businesses all the time. It gives me faith that more purposes for daily work consistently evolve, which drives these women.

I started with Toby, so let me end there. During this time, Maggie Jackson of Cedar Rapids, founder of The Organized Life (www.organizedlife.us), has been assisting me with some organizing projects. Except, Ms. Jackson gives more than organizing advice. She constantly reminds me to live in the present as she assists me purge and organize.

"You lost the most important possession you could. And you can survive and thrive without this stuff cluttering your home. That is Toby's gift to you," Ms. Jackson told me.

Surprise tears, synchronistic clarity and serendipitous forward movement — ah, it is so simple, but not easy.