



INTERNATIONAL SOCIETY OF BUSINESS AND FOREIGN AFFAIRS

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Stories

[Breaking Barriers with Luisa Mendoza](#)

A Colombian-American details how she broke into international business and shares tips for college students

[Derek Chauvin's Conviction is Not Justice](#)

While Derek Chauvin's guilty verdict is certainly a start, systems of oppression must be dismantled before any real change occurs.

May Events

May 20th 3:00pm
Pride Amid Prejudice: The Impact of the First Pride in Sarajevo
[Register Here](#)

May 22nd 10am-1pm
A Celebration of Community: Black Poetry and Power
[Register Here](#)

Breaking Barriers with Luisa Mendoza

by Sophie Hastings

On April 15th, UNC PorColombia, The Global Studies Student Association of UNC-Chapel Hill, and our organization, the International Society of Business and Foreign Affairs, collaborated to bring Luisa Mendoza, a CEO and entrepreneur, to speak to students on Breaking Barriers.

Mendoza, who was born in Bogotá, Colombia and moved to the United States at 4 years-old, spoke about her impactful adolescence. Since her parents left almost everything in Colombia, Mendoza quickly had to learn the importance of perseverance and resilience - starting with selling her toys to neighbors to buy her mom a Mother's Day Gift to saving up for her Quinceañera and first car. She learned from all of these experiences, telling us that she realized that if she could use "[her] voice and imagination, [she] could indeed make [her] dreams come true".

Mendoza used her strengths to secure an internship at a local convention center in Florida and her boss, whom she calls "an angel in a business suit," inspired her even more to pursue her dreams. Eventually, she became the Senior Director of Tourism Market Development in Latin America for NYC & Company. Her hard work did not go unnoticed. The Brooklyn Nets tried multiple times to recruit her, but she loved the job she was already in. Eventually, however, the push from the travel agency allowed her to take her next step as the first Director of Global Tourism development for the Brooklyn Nets.

Again, her hard work did not go unnoticed, and as she started to get offers from other sports teams to promote sports in tourism, she decided to found Global Tourism Sports & Entertainment in January 2020. However, what Mendoza could have never predicted occurred

-- the COVID-19 pandemic. Her new company came to a complete halt, especially after Mendoza became extremely sick when she contracted Covid-19. She knew she had to keep making money and keep her business afloat; luckily for her, she never lost “ese deso por seguir adelante” or that desire to keep going. She decided to compare her four biggest business inspirations, Oprah Winfrey, Elon Musk, Mark Cuban, and Tony Robbins, to see what their success stories had in common. At the end, she came to the conclusion that all four of them had extremely diversified portfolios. Or, simply put, they did not put all their eggs in one basket. What did she do next? She hired a professional coach and, together, they created a digital marketing agency called UKONIK. She didn't stop there, though. Her passion for interacting with people and inspiring others led her to begin her public speaking journey.



As amazing as her story is, it leads us students to wonder if we can ever have this kind of success. Of course, Mendoza worked extremely hard to be where she is now, but for those of us still in college, what she has seems so far away from us. Luckily, Mendoza was able to share some extremely inspiring tips.

First, we must understand the power of our words because, as she said, ripping the t off of ‘can’t’ changes the word completely. Secondly, we must understand the power of our minds. Mendoza commented that fear and excitement are extremely similar emotions but we have the power to let our anxiety turn into excitement instead of fear. Perhaps, most importantly, we should also always remember where we started and what we came from. Paying it forward allows us to reap more benefits. But, what can we actually do now? How do we find our dream that we want to pursue? How do we stop letting procrastination get in the way?

“Start asking yourself: What do I enjoy doing?” she said. Unfortunately, “we all have to go through the trenches.” But, those trenches are worth it if they build your connections and you are working towards something you love doing. Most iconically, she said “We spend more time

figuring out what we need to do than doing it.” Make a checklist, make a to-do list, follow experts on LinkedIn, write down our goals. We have to be actively productive and actively pursue the things we want to get them. We have to and are able to break barriers if we put our minds to it. However, “The true gift of breaking barriers is not about you, it’s about the impact.”

Derek Chauvin’s Conviction is Note Justice

by Yordana Zeledon



On April 20, after a three-week trial, the jury convicted former Minneapolis police officer Derek Chauvin. He was found guilty of all three charges in the death of George Floyd--second-degree murder, third-degree murder, and second-degree manslaughter--and he faces up to 40 years in prison for the most serious charge. Last May, George Floyd was killed when Chauvin knelt on his neck for over nine minutes--an act that was caught on camera. Last week’s second-degree murder conviction means that all 12 jurors unanimously agreed that Chauvin caused Floyd’s death, intentionally or not.

Due to the laws and institutions that protect them, it’s not common that police officers are convicted of crimes of which they are accused. Law enforcement officers have qualified immunity, meaning they usually won’t be held liable for their actions unless they clearly violate a constitutional right. Because of the tendency for crimes committed by officers to be ignored, many feel that Chauvin’s verdict is a celebratory occasion. However, civil rights activist Rev. Jesse Jackson said the verdict is “a relief, but the celebration is premature.” “We still have a lot of work to do,” Jackson said on CNN, “This is a first down, not a touchdown.” Since Floyd’s murder, there have been 17 more killings by law enforcement of unarmed Black or brown people, the most recent being Andrew Brown Jr. on April 21.

Minnesota's Governor, Tim Walz, saw Chauvin's conviction as a step towards justice, but recognized that "this is the floor, not the ceiling of where we need to go" and pledged to continue to work toward enacting change for the Black community. There are still three more police officers who were present at the scene with Floyd and Chauvin--J. Alexander Kueng, Thomas Lane and Tou Thao--and they will be tried on charges of aiding and abetting second-degree murder and manslaughter in August. While there is proof of their active support in the incident and their lack of intervention in Chauvin's actions, a guilty verdict for this "more routine form of police misconduct" is far less likely.

Despite the relief felt by many when the verdict was announced, Chauvin's conviction does not mean justice for George Floyd and the Black community. It is simply a case of accountability, and the conviction of one racist cop is not enough to bring justice. Justice would mean that every officer involved in the murder of innocent people of color be convicted of their crimes and that the systems that perpetrate this violence against Black and brown people be dismantled. Instead, legislation is still being passed to prohibit local governments from defunding--or redistributing funds from--police departments. As of the last couple weeks, Florida and Oklahoma passed laws making it legal to run over and kill Black Lives Matter protesters. Earlier in April, the same week that Daunte Wright--a 20-year-old Black man--was shot at a traffic stop, the Biden administration abandoned their campaign pledge to create a commission for police oversight. As Rev. Jackson put it, "we must break the backbone of legal lynching forever. Police killing people is getting away with legal lynching."

Chauvin's conviction is evidence of the political power of the masses, but there is still a lot of work left in dissolving systemic racism. Hopefully, Chauvin's guilty verdict will serve as a precedent to hold police officers accountable for their actions, at the very least.

Sources:

<https://www.cnn.com/us/live-news/derek-chauvin-trial-04-20-21/index.html?tab=all>

<https://www.washingtonpost.com/opinions/2021/04/29/next-trial-killing-george-floyd-will-be-real-test/>

<https://www.reneeater.com/on-monuments-blog/tag/list+of+unarmed+black+people+killed+by+police>

<https://sfbayview.com/2021/05/derek-chauvin-this-verdict-is-not-about-justice-or-accountability/>

Announcements:

1) To keep up with all things ISBFA, follow us on social media!

Instagram: @unc_isbfa Twitter: @UNCISBFA

2) We are developing a consulting team! We will be entering case competitions and helping students develop skills that will help them after they graduate. For more information, email our president, Reo Aono (see contact information below)

3) We would like to congratulate Yordana Zeledon for becoming the new Editor-in-Chief of our newsletter and the head of the Foreign Affairs team! She will be taking over for our current leader, Will Rowe, who is graduating this semester. Congratulations Yordy and Will!

4) We are always looking for new writers! If you're interested in developing writing skills or just interested in foreign affairs, we would be happy to have you!

5) If there are any further inquiries (collaborations, membership, etc.), please do not hesitate and email our President at:

reo1@live.unc.edu

IR Meme of the month:

