

BUSINESS 380



Lizzie Ginsberg O'Neill poses for a portrait with her father, Mark Ginsberg, on March 1 at M.C. Ginsberg Objects of Art in Iowa City. After decades of running the store, Mark Ginsberg is beginning to transition store operations to his daughter, (Geoff Stellfox photos/The Gazette)



NEXT UP
NICK
WESTERGAARD

Slides are not always the best visuals

Instead of PowerPoint, maybe draw a sketch

New presentation to give? First stop: PowerPoint. Or Keynote or Google Slides.

Regardless of your preferred design software, this is mental calculus that happens constantly in today's world of work. That's why, after email, presentation software is the most commonly used business communication tool.

Before we go any further, let me state for the record that presentation design software is a wonderful tool. It helps us bring our ideas to life and reinforce our words visually. And, unlike most design software (looking at you Photoshop and Illustrator), you don't need advanced skills to use it.

However, here we run into our old friend Abraham Maslow. In addition to giving us a handy snapshot of our hierarchy of needs, the Brooklyn-born psychologist also popularized the concept known formally as the law of the instrument. But you probably know it by the familiar quote, "If the only tool you have is a hammer, it is tempting to treat everything as if it were a nail."

So it goes with presentation visuals. We tend to treat every opportunity to speak in front of others as an opportunity to create a PowerPoint deck. In some cases, we even mentally fuse the two. But as presentation design expert Nancy Duarte says, "Slides should support your presentation, but they shouldn't be your presentation."

Visuals are essential. Allan Paivio's dual-coding theory is the basis for the picture superiority effect — the scientific evidence proving a picture is worth a thousand words. More importantly, our pictures reinforce what we say in the hearts and minds of our audience.

But what pictures and visuals work best? And when?

RIGHT SLIDES AT RIGHT TIME

In the MBA Business Communication course I teach at the University of Iowa's Tippie College of Business, I use Duarte's book, "The HBR Guide to Persuasive Presentations."

In it, she sketches out a simple X and Y axis to answer the question of what slides work best when. The X axis is audience size (small to large) while the Y axis is the formality and context of your presentation.

Any good consultative mind sees this and knows you can

► NEXT UP, PAGE 5E

The jewelry, art torch is passed

M.C. Ginsberg mostly retires as daughter joins I.C. business

By Elijah Decious, The Gazette

IOWA CITY — Despite his best efforts, Mark Ginsberg could not dissuade his daughter from taking over the family business.

After nearly 40 years at the helm of M.C. Ginsberg, a family business that started in 1926, he's beginning to hand over the reins of the Iowa City location to his daughter, Lizzie Ginsberg O'Neill.

As she takes over, the shift in how they're doing business is part of a natural evolution that started decades ago. Several years after buying the family business in 1984, Ginsberg changed the business' name — removing the emphasis on jewelry by making it "M.C. Ginsberg Objects of Art."

In a country where Walmart is among the largest jewelry retailers, Ginsberg has worked to shift his clients' mindset on jewelry from utilitarian pieces of metal and precious stones to an art form that restores the respect jewelry used to command.



Mark Ginsberg displays a model of a heart created using a 3D printer at his store, M.C. Ginsberg Objects of Art, in Iowa City. The models are used for training and in the development of surgical tools.

LAST A LIFETIME

In the 1960s, Ginsberg came of age during business trips with his father and uncles to other cities, where jewelers were part of a tight-knit community and every transaction ended with a handshake between trusted people.

"If it doesn't last more than a lifetime, it's not worth it. You should have this to gather stories over your life — that's what jewelry should be," Ginsberg said. "That's what jewelry was at the beginning of the 20th century and before that."

The Ginsberg jewelry business got its start with Isadore Ginsberg opening a downtown Cedar Rapids store in 1926. Through the '60s, '70s and '80s, his sons — Herman, Louis and Stanley — expanded to five stores, with two in Des Moines, two in Cedar Rapids, and, in 1969, a store Iowa City's Sycamore Mall.

Mark acquired ownership of the Iowa City location following his father's death in 1984. Today, the flagship Cedar Rapids location, Ginsberg Jewelers, retained by

► GINSBERG, PAGE 5E

Walgreens draws a line on abortion pill access

Retailer paying a price as it attempts compromise in political fight, including in Iowa

Washington Post

Walgreens' effort at damage control this week appeared to leave no one satisfied as it continued to attract criticism from both sides of the abortion divide, a stark lesson in the dangers ahead for the multibillion-dollar chain drugstore industry that has been dragged headlong into the volatile issue.

Drugstores have faced criticism from various quarters for selling cigarettes and unhealthy snacks and for shifting policies over sales of birth control. But the conflagration over dispensing abortion

pills eclipses those controversies in scale and poses a threat to drug chains' relationships with consumers on both sides of the abortion debate, experts say.

The hashtag #boycottwalgreens has exploded on Twitter, fueled by abortion rights supporters who are angry over the pharmacy giant's plans to refuse to dispense abortion pills in 21 states, including four states where abortion remains legal.

On the other side, anti-abortion demonstrators disrupted the chain's annual shareholder meeting and plan to continue protesting Walgreens for dispensing the

drugs, mifepristone and misoprostol, anywhere. They are attempting to portray retail drugstores as a new version of abortion providers.

"It's abortion politics in your neighborhood pharmacy. They brought this on themselves," said Kristan Hawkins, president of Students for Life of America, an anti-abortion group.

MIDDLE GROUND?

Walgreens scrambled to find a safe middle ground based on legal criteria. But that's a delicate task

► WALGREENS, PAGE 5E



A Walgreens location in Louisville, Ky. The retail pharmacy company is caught up in the "politics of abortion" as it tries to figure out where it will sell — and will not sell — abortion pills, with advocates on both sides of the issue encouraging boycotts and lawsuits. (Bloomberg News)