

A.P.R.I.L N.E.W.S.L.E.T.T.E.R

THE ONE WHERE AWBO IS THERE FOR YOU DURING COVID-19

PRESIDENT'S MESSAGE



As we continue to navigate this unprecedented and challenging time, I want to remind us all of a truth... "this too shall pass"...we as women have been on the forefront and leading our families, businesses, communities and organizations through every major catastrophe that has ever happened...ever. We must keep everything in perspective, as this is also a time of unprecedented opportunity in our lifetime. I want to remind you of a few other truths as well:

- 1. Social distancing does not equal social isolation...** Social interaction is part of our DNA, we MUST continue to reach out to others - our extended family, neighbors, clients, employees through FaceTime, Skype, ZOOM, Free Conference Call, etc. In fact, **our April membership meeting will be held online!** We may not be able to meet in person...but we will meet! And it will be GREAT! (see page 2 for more information)
- 2. Attitude is paramount to our ability to weather this storm!** We did not choose to have this virus become a global pandemic, BUT, we can choose how we personally will respond emotionally, spiritually and physically to the challenges it is presenting. We need to lean on one another and lean into whatever "higher power" you believe in...for me that is God and my savior Jesus Christ.
- 3. Opportunity is waiting for those who take this "forced" down time to invest in themselves and their families.** New ideas, creations, products and services are waiting to be released...let's be honest...with the speed that the global economy has been pushing us, when was the last time that you had more than a long weekend to focus on yourself and your dreams, and ideas? Another unforeseen blessing is having time to create memories and stories with our families that will be told at holiday tables and gatherings for generations to come ...and that is something that I am looking forward to!
- 4. Take time to be THANKFUL!** Thankful for who we have in our lives; family and friends, employees and teams...as much as the what's in our lives...our businesses the opportunity to help others, and look forward with hope and positive expectation for what is to come at the end of this global emergency...great opportunity and a renewed sense of community!

Finally...**remember that we are all in this together...**and we will not only survive...but THRIVE together! Blessings and prayers for our physical, mental and spiritual health...and for our businesses! Please go to the AWBO Members Only FB page and post a link to your business' Facebook page or website so that we can be

Shelly Bays
AWBO President
EDGE Development Group

reminded of what each member does and know who to go to or call first when we have a need! We are striving to post relevant information on the public AWBO FB page as well with links to resources to help us all to weather this storm. Let's support one another first! And...don't forget to wash your hands!

CONNECT WITH AWBO ONLINE!



Member's Only Facebook Group

Promote your business to other members and get information for members only.



Public Facebook Page

Monthly meeting information and event listing.

APRIL MEETING INFORMATION

KNOW AND GROW SERIES:

Grow Your Effectiveness - The Art of Follow-Up



The AWBO **KNOW AND GROW SERIES** continues in April!

Do you wish your return on investment for networking efforts was greater?

Join us ONLINE as Denise Praul of Whiteboard Learning shares her time proven strategies to grow your effectiveness and hone your skills in the Art of the Follow-up.

ABOUT DENISE

Denise Praul is the founder of Whiteboard Learning, and committed to sharing practical real-world information to help business professionals create referral marketing strategies to grow their businesses. For over 15 years, she has trained new members of the local BNI franchise on referral marketing, and taught leadership teams how to encourage and manage their chapters. As a Master Trainer for the Referral Institute, she has met and trained people from around the world on how to build their business by referral. She put her referral knowledge to the test in her own property tax consulting business and significantly and consistently grew the business year after year with no additional investment of money or time. Using her knowledge and experience with Referral Marketing, she has created a system called *Roadmap to Unlimited Referrals* that she now trains and shares with other business people to help them significantly grow and scale their own businesses.



HAS YOUR BUSINESS BEEN AFFECTED BY THE COVID-19 OUTBREAK?

Monty Henderson, of the Indiana Small Business Development Center, will be joining us for the April meeting to update our business owners on the resources and procedures available to business affected by the COVID-19 outbreak.

Thank you to Sailu Daminen (Beehive Homes) for providing a gift for this month's speaker!

IMPORTANT MEETING REGISTRATION INFORMATION:



Due to the Coronavirus outbreak, the AWBO meeting in April will be held **ONLINE** via Zoom. We are pleased to open this meeting up to ANYONE, so feel free to invite colleagues or other interested parties. While there is no cost to register for the April meeting, you do need to register at the link below to receive your unique link to log in to the meeting!

https://zoom.us/webinar/register/WN_dJv3QXnOQtuka0DGJpbziw

MEMBER TESTIMONIAL

ROXANN CEDARS (Shelter Insurance)



I joined AWBO just one year ago after being invited by Angie Whitlock. I immediately noticed the positive atmosphere and the importance AWBO places on its members. AWBO provides information on leadership and empowering women as local business owners. I love that AWBO provides a fun and supportive atmosphere through team events, one on one lunch dates, and after hour socials, where we are encouraged to get to know each other and to build face to face relationships. By using tools provided by AWBO, improving my skills and confidence has allowed me to do a better job growing myself and others.

BOARD MEMBER SPOTLIGHT

TAMMY FOLEY, SECRETARY



BUSINESS (when opened):

Tammy Foley/Coldwell Banker Shook, Associate Broker 11 years

FAMILY:

I have been married for 42 years. We meet in middle school... he was the boy who sat in the back of the bus while I sat in the front.

TV SHOW I NEVER MISS:

This is Us

WHAT JOB DID YOU HAVE IN HIGH SCHOOL?

I did bookkeeping and spread sheets for my parents business.

WHAT BOOK HAVE YOU READ THAT HAS INFLUENCED YOU (PERSONALLY OR PROFESSIONALLY), AND WHY?

John Maxwell - Intentional Living

IF YOU HAD A SUPERPOWER, WHAT WOULD IT BE?

To empower youth to chase their dream. Be happy in life and do out reach to better the next generation.

WELCOME NEW MEMBERS

REGULAR MEMBERS:

Patti Cauble (Nailing Your Dreams)
Monica Doerr (Law Office of Monica Doerr)
Freda Kiel (N2 Publishing)
Samantha Kreinbring, DC (Goble Heal)
Tamzin Malone (Main Street Books)
Crystal McFarland (Clyde's Comets)
Sandy Smith (Latitude Wellness)



ASSOCIATE MEMBERS:

Kim Murray (Greater Lafayette Commerce)

Regular Members are women who have an ownership interest in any business or professional entity in which she is actively involved. Associate Members are women in positions that support and reflect the mission and purposes of AWBO, though they are not business owners.

AWBO MEMBERS-ONLY GROUP!



Be sure you are in the AWBO Members-Only Facebook Group!

Not in the group? Contact Debbie: sweetrevolutionbakeshop@gmail.com

GUESTS AT MARCH MEETING

Inger Cowan
Jenny Farrand
Kim Han

Cynthia Lashley
Jennifer Shook
Christy Robertson



ASSOCIATION OF

awbo

WOMEN BUSINESS OWNERS

CONNECT



ARE YOU A WOMAN



SUPPORT



GROW

BUSINESS OWNER?



INSPIRE

JOIN US for lunch on 2nd Tuesdays of the month @ the
Lafayette Country Club 11:30-1:00

WWW.AWBO.ORG pre-registration required,
\$5 meeting only, \$16 meeting and lunch

MISSION: Association of Women Business Owners is a supportive network of women business owners dedicated to providing relationship building, mentoring, encouragement and resources

WHY AWBO?



SUPPORT.

- *Mentoring Program
- *MatchBOX Co-working Studio Partnership & Discount



CONNECT.

- *Book Club
- *Business Showcase
- *Woman to Woman Coffees



GROW

- *Monthly Professional Development Programs
- *Round Table Discussions
- *Leadership Opportunities



INSPIRE

- *Encouragement from like minded women
- *Cary Home for Girls
- *Holiday Auction
- *Habitat for Humanity

WHAT WOMEN ARE SAYING! ”I have been so impressed with some of the changes that have been incorporated into AWBO. The programs being offered are presented by top notch presenters that pertain to business, personal growth, marketing and networking. These programs are insightful and valuable both personally and for my business. I also respect that our AWBO members realize the importance of giving back to our community... I am so glad that I decided to reconnect with AWBO and join my fellow business owners in learning, networking and giving back with the very best. ”

Janie Peters, ART of Framing, Inc.



Follow us on FaceBook @AWBOLafayette

EVENTS & ANNOUNCEMENTS:

DON'T MISS THE AWBO MEMBERSHIP DRIVE!

Join our Membership Drive from February 11 to May 12!

We currently have 65 members and are reaching for 100 - and we want you to help us reach that goal!

You will earn 1 ticket for each guest you bring to a meeting
You will earn 2 tickets if you refer someone new to membership

Your tickets can earn you PRIZES.

Tickets will be drawn at the monthly meetings.

March 10 Win a \$50 VISA Card

April 14 Win a \$50 VISA Card

May 12 Win a FREE AWBO Membership for 2021



As an AWBO Member, your set-up fee (\$99) for any membership at MatchBOX Co-working studio is waived [enter promo code "AWBO"]! As a MatchBOX member, you have 24-hour secure access to a shared working space with an unlimited supply of coffee and snacks. You can bring your laptop, or any other work materials, and find a place to work for as long as you need. You can learn more about MatchBOX, and all it has to offer, at www.matchboxstudio.org.

Create connections with other AWBO members!

**WOMAN
TO
WOMAN**



Sign up at the monthly meeting!

A - Achievement you are most proud of?

W - Wish list, what is one of your big dream items?

B - Business advice, what is the best advice you have ever received?

O - Organizations you are involved in?

GROW
with AWBO

A 3-month mentoring program to help you
GROW your greatest investment - YOU!

Be matched with an AWBO mentor and explore the following:

- G - Gifts, Goals, Growth
- R - Reading, Resources, Reward
- O - Objective, Obstacles, Outcomes
- W - Why, When, What's Next

Contact Deb Plue to sign up as a mentor or a mentee!
(DPlue@shepherdins.com)

PURDUE P ALUMNI
Business Member

association of
awbo
women business owners

AWBO is proud to announce a new partnership to bring even more value to your membership! AWBO members can now become a Business Member with the Purdue Alumni Association for a discounted 1st year investment of \$250!

Watch the AWBO Members Only Facebook page and your email for more details!

2019-2020 AWBO BOARD:

President:

Shelly Bays

President-Elect:

Jenna Isch

Secretary:

Tammy Foley

Treasurer:

Shirley Pence

VP Membership:

Amanda Snider
Jill Walker

VP Communications:

Debbie McGregor

VP Hospitality:

Jennifer Betourne
Karissa Mooney

VP Programs:

Deb Plue
Joanna Retherford