

August Newsletter

PRESIDENT'S MESSAGE



Expand Your Tribe to Thrive!

It's the "dog days" of summer... it's hot, it's a little more than half way through the year, and girl...what a year it has been! We've battled and been wounded, we've pivoted and invented, we've re-grouped and overcome...and it takes a toll. This is when my grandmother would tell me to "lean in"...to my faith, to my dream, and to my "tribe". She didn't call it a tribe, as that wasn't a word she would use...she was from a different time, but that is what she meant.

I love that we women of AWBO are so fiercely independent and strong...in fact so much so, that sometimes we think we have to go it alone when challenges, roadblocks, etc come up in our businesses and our lives. We sometimes forget that we have resources and "living water" in the women of our AWBO community (aka a big part of my tribe...). We are so "strong", strive to stay "calm", and "lead" our staff, teams, and clients...that we sometimes forget to tend to our own mental, spiritual and physical health.

Today, I invite us all to lean in...lean into the AWBO tribe...call one of your fellow AWBO members and schedule a time to get to know them. **Find out who these brave, fierce and exceptional women are.** Discover what you can bring to one another in terms of business, family, and life lessons...drink deeply from one another's experiences, and encouragement, wisdom or new business owner excitement. Share with one another about life, love, business and balance...intentionally "lean in" to women who intimately understand what it is like to own, run and grow a business...on top of all of the other demands of life and being a woman. **Enjoy one another, lift one another up, and expand your tribe to be filled with and pour living water into each other...**quench the thirst you may not even know you have by expanding your tribe within AWBO.

Here's to all of us, and our spirits of giving, and receiving and making a difference today!

*Shelly Bays, AWBO President
EDGE Development Group*

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.

GET READY FOR A NIGHT OF LAUGHS AT THE AWBO SUMMER SOCIAL!

August 18, 2020
Lafayette Country Club
Doors open at 5:00pm

\$40

*Ticket includes meal and entertainment
Cash bar available*

Join us for an evening of entertainment and enjoying each others' company! We have the One Size Fits All Improv Group, coming to bring the laughs and brighten our night!

This team of local talent puts funny where their mouth is, entertaining on the fly with audience suggestions as inspiration. You may even learn a few new skills to apply to your business, too!

This event is open to any adult (men and women) - so bring your co-workers, friends, spouse, business clients, etc.!



**REGISTER AT
WWW.AWBO.ORG/EVENTS!**



Membership Renewals!

The annual AWBO Membership Renewal period is just around the corner! Renewal notices will be sent out in August and membership renewals will be due on September 30th!

BOARD MEMBER SPOTLIGHT

JOANNA RETHERFORD, VP of MEMBERSHIP



BUSINESS (when opened):

ReVision ps (6 years)

FAMILY:

Married for 28 years with three adult sons, two Australian Shepherds, and a few cows!

TV SHOW I NEVER MISS:

Married at First Sight

WHAT JOB DID YOU HAVE IN HIGH SCHOOL?

My family were tobacco farmers and I worked there regularly. I also worked at my grandmother's restaurant, and grew two acres of cucumbers to sell to Paramount Pickles three times a week.

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

I would have to say the Bible. It has the most wisdom.

IF YOU HAD A SUPERPOWER, WHAT WOULD IT BE?

Gift of healing!

AWBO HOLIDAY AUCTION VOLUNTEERS NEEDED

Can you hear sleigh bells ringing??? Well, maybe not yet. But we are looking for some cheery elves to join our standing committee for the 2020 AWBO Holiday Auction. We are hoping to start work earlier this year to plan the best auction yet!

We are looking for members to help by reaching out to companies for donations, logistics, and marketing. If you are interested in participating in this committee please contact Jenna Isch (jisch@farmersagent.com).



AWBO MEMBERS-ONLY GROUP!



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

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

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?



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



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



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



- *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:



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.



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!

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)



2019-2020 AWBO BOARD:

President:
Shelly Bays

President-Elect:
Jenna Isch

Secretary:
Tammy Foley

Treasurer:
Shirley Pence

VP Membership:
Jill Walker

VP Communications:
Debbie McGregor

VP Hospitality:
Jennifer Betourne
Karissa Mooney

VP Programs:
Deb Plue
Joanna Retherford