

# JULY NEWSLETTER

## PRESIDENT'S MESSAGE



## THE LEADER'S GREATEST RETURN

I am currently reading "The Leader's Greatest Return" by John C. Maxwell, and I am also involved in a book club lead by John on this book. POWERFUL!

My message this month is the introduction of this book...I cannot think of a better message to share with you, and then encourage you to get a copy for yourself and dive in...because when we understand the ROI of leaders developing leaders...we can change not only our businesses, but we can change the world.

INTRODUCTION FROM "THE LEADER'S GREATEST RETURN" BY JOHN C. MAXWELL:  
EVERYONE WINS WHEN YOU DEVELOP LEADERS

Why should you develop leaders? Why should you dedicate the time, effort, energy, and resources to help other people rise up and lead? Is it worth it? Can it really make a difference? Does the return warrant all the effort that's required? Absolutely! Everywhere you look, there is a leadership deficit. In countries all around the world, there are not enough good leaders. That is certainly true in the United States. I think Americans of every party would agree that there are not enough good leaders. The same is true at the state and local levels: we need more and better leaders. And in businesses, nonprofits, and families—there are not enough good leaders! The good news is that leaders can be developed, and everyone wins when leaders develop other good leaders. If you are a leader—at any level or of any capacity—your organization will benefit when you start developing leaders. And you can do that beginning today. I want to help you develop leaders. I want to show you the pathway to receiving the leader's greatest return. There is nothing in this world that gives a greater ROI to a leader than attracting, developing, and multiplying leaders. It's the key to success for any country, family, organization, or institution.

I can't wait to see everyone at the July Roundtable discussion on "How Have We Innovated In Response To Sudden Change?" Come prepared to share, and to learn, and to lean into one another!

*Shelly Bays, AWBO President  
EDGE Development Group*

## CONNECT WITH AWBO ONLINE!



### Member's Only Facebook Group

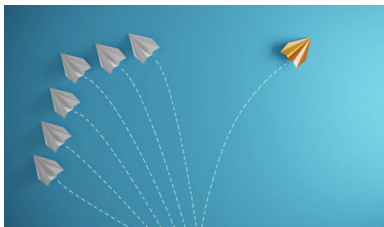
Promote your business to other members and get information for members only.



### Public Facebook Page

Monthly meeting information and event listing.

## JULY MEETING INFORMATION



### AWBO ROUNDTABLE: HOW HAVE WE INNOVATED IN RESPONSE TO SUDDEN CHANGE?

Add your voice to the sounds of conversation and discussion that fill the room with energy as active learning ensues at our annual summer AWBO roundtable. This event is a shining example of delivering on the AWBO mission to provide an environment to develop and empower women business owners today and tomorrow.

Our roundtable events have generated the most positive feedback we receive from our attendees; each event allows members to connect and share their knowledge and experience in small group settings. We continue the tradition in July with a discussion of the short term and long term effects of the COVID-19 pandemic on our AWBO members.

Our goal is to celebrate the successes of our members as well as empathize with and encourage members still severely impacted from the COVID-19 shutdown. Our ultimate goal is to share what we have learned and how we have innovated to adjust to sudden changes, lift each other up, and support our fellow members moving forward.

Join us to share your experiences and learn from one another.

### THREE-MINUTE SPOTLIGHT SPEAKERS

Nadia Bechler (The Steady Creative)

Stephanie Ellis (TravelGirl)

### IMPORTANT MEETING REGISTRATION INFORMATION:

#### TO REGISTER AND PAY FOR THE MEETING:

- Go to [www.awbo.org/events](http://www.awbo.org/events)
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, July 10

#### IMPORTANT NOTES:

We are NOT able to accept payment on the date of the event. In the event that you make a purchase and are unable to attend, we are not able to offer refunds or move payment to a future meeting.

11:15am - Lunch Buffet opens

11:45am - Meeting begins

1:00pm - Meeting adjourns

## AWBO SUMMER SOCIAL

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

Join us on **August 18th** at the Lafayette Country Club for an evening of social gathering and hilarious entertainment from One Size Fits All Improv group. 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. Tickets are \$40, this includes a meal and entertainment. A cash bar will be also be available. All adults are welcome to attend (women and men) - so bring your co-workers, friends, spouse, business clients, etc.! Doors open at 5:00!



**REGISTRATION IS OPEN NOW AT [WWW.AWBO.ORG/EVENTS!](http://WWW.AWBO.ORG/EVENTS!)**

## BOARD MEMBER SPOTLIGHT

### DEBBIE MCGREGOR, VP of COMMUNICATIONS



#### **BUSINESS (when opened):**

Sweet Revolution Bake Shop (5 years)

#### **FAMILY:**

Married to Geoff for 36 years, 3 kids, 3 Grand Blessings. Somer is our black lab who turned 17 years old in January.

#### **TV SHOW I NEVER MISS:**

I don't have one but I do like American Pickers.

#### **WHAT JOB DID YOU HAVE IN HIGH SCHOOL?**

My first job was in College at a JC Pennys.

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

The Bible because it is a personal letter from God to me.

#### **IF YOU HAD A SUPERPOWER, WHAT WOULD IT BE?**

The power to help people to see their true gifts and how to use them.

## 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](mailto: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](mailto: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](http://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](mailto: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