



association of  
**awbo**  
women business owners

# March Newsletter

## PRESIDENT'S MESSAGE



### Welcome Spring...the season for sowing!

Sometimes I think we get so excited (or bogged down in the details) about our businesses and the potential we see that we forget that there are seasons to “everything under the sun.” Each season has a unique place in the growth (or expansion) of our business, whether that is growing our customer base, team expansion or adding new employees... spring reminds us that we must first sow before we can reap.

**Sowing seeds** is the beginning, and it doesn't matter how long we have been in business...as all parts of a business are cyclical so there must be constant sowing. Then we must nurture the seeds that we sow. Just as the corn that is planted in the fields will wither away without sun, rain and sometimes fertilizer or pesticides to help protect and nurture it, the same can be said for our businesses. **The seeds we sow must be nurtured through building relationships with encouragement, wisdom, and servant centered solutions for them to flourish and bear fruit.** Some seeds take longer to bear fruit than others, and if we are continually sowing good seeds and nurturing them, eventually we will see a long and productive harvest. If we are not sowing enough seeds, we can become impatient with the seeds we have sown and over water them...we want them to grow so badly! The result of overwatering? We can cause the seed to wither away.

**There must be balance in how much we sow and how much we nurture...**just ask a master gardener! Finding the sweet spot in that balance will allow us to continue to grow and flourish our business producing less stress on us, more joy in the processes, and incredibly more harvest from our sowing.

**Here is to sowing, nurturing and reaping amazing harvests in 2020!**

**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.

## MARCH MEETING INFORMATION

### KNOW AND GROW SERIES:

#### Grow Your Organization - Intentional Recruiting



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

Join us at the March AWBO meeting to learn how Nicole found the confidence and the ability to grow from a one-woman local business to a company with 4 employees and an interstate/international team of 13 more happily contracted pros. Get ready to have your eyes opened to resources everywhere and how you can get out of overwhelm and affordably get the help YOU need to grow. Bring your pen and paper to capture ideas on everything from simple outsourcing techniques to drafting smarter job descriptions and on-boarding plans for the right people.

### ABOUT NICOLE

Nicole Gebhardt is the Founder and Chief Storyteller at Niche Pressworks (<https://nichepressworks.com>), a publishing company that works exclusively with mission-driven business leaders. Through consulting and book publishing, her team helps clients establish their authority brand, expand their influence, and inspire audiences to action. Nicole has specialized in strategic communications for almost 30 years – helping business leaders ranging from Caterpillar Inc. vice presidents to solopreneurs and global not-for-profits. She and her team have published over 150 books for business leaders in 5 countries with editions in 5 different languages.



*Thank you to Janie Peters (Art of Framing) for providing a gift for this month's speaker!*

### 3-MINUTE SPOTLIGHTS

Kathy Selvey (Plexus)

Susan Benedict (Design Alternatives)



### IMPORTANT MEETING REGISTRATION INFORMATION:

The cost to attend an AWBO meeting is \$5. An optional lunch buffet is available at our monthly meetings for \$16 (meeting cost included). The buffet will include chicken dish, 2 vegetables, salad, dessert, and beverage. **REGISTRATION IS REQUIRED FOR ALL MEETING ATTENDEES.**

#### 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, March 7th

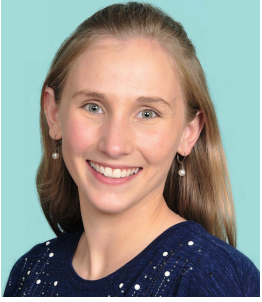
#### IMPORTANT NOTES:

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.

11:15am - Lunch Buffet opens  
11:45am - Meeting begins  
1:00pm - Meeting adjourns

## MEMBER TESTIMONIAL

### CHRISTINA DEVINE (DEVINE CPA & CO)



I was invited to AWBO by several woman business owners that are clients of mine that were already participating in AWBO. As a CPA I love the resources and opportunities AWBO provides me to be a better business owner and a better CPA and mentor to my clients. I love having a reliable network of other woman business owners to go to for advice, guidance, and overall support each others goals. I participated in an Intentional Living Masterminds group through AWBO and it was so eye opening and created some great connections and relationships. I appreciate all my fellow AWBO members!

## BOARD MEMBER SPOTLIGHT

### KARISSA MOONEY, VP of HOSPITALITY



**BUSINESS (when opened):**

Edward Jones Financial Advisor (7 years)

**FAMILY:**

Married to my husband Ryan for 8 years. Son, Theo, who will be 2 in November. Dog, Nala, three years old.

**TV SHOW I NEVER MISS:**

Grey's Anatomy

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

Real Estate Office Secretary & Chili's hostess

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

Everyone Communicates, Few Connect - John Maxwell

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

Teleportation

## WELCOME NEW MEMBERS

**REGULAR MEMBERS:**

Nadia Bechler (The Steady Creative LLC)  
Jennifer Bono (Liv Right)  
Josie Harding (BellaNotte Publishing)  
Nancy Lam (Better Life Chiropractic)  
Debbie Lane (SugarHill Corporation)  
Morgan McKneight (Edward Jones Investments)

**ASSOCIATE MEMBERS:**

Kitty Campbell (Leadership Lafayette)  
Jennifer Edwards (Junior Achievement, Tippecanoe Co)  
Emily Young (Libman Cleaning)

*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](mailto:sweetrevolutionbakeshop@gmail.com)

## GUESTS AT JANUARY MEETING

Reth Barton  
Freda Kiel  
Samantha Kreinbring  
Crystal McFarland  
Susan Sparks  
Meagan Teal

*Thanks for coming!*

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! 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).

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))

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## 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