

May Newsletter



PRESIDENT'S MESSAGE



Many AWBO members were business owner's during the 2008-2009 financial & health crisis', and some were still in school and probably don't remember much about it. It was real, and it was a time of uncertainty and worry for many businesses. What those of us who weathered that storm remember is as individual as we and our businesses are, however, there are some lessons that I learned that I believe apply to our current situation...because they are strategies that are time and crisis proven. I'd like to share my "4 C's of Leading In A Crisis" with you. My hope is that they may help you, not only in a crisis situation, but in your everyday leadership.

Lead your team with the Four C's:

Consciousness: Being fully aware of what is going on, looking into the future for opportunities, and seeking information and input from people that we trust and respect, allows us to be informed and intentional in decision making. As John Maxwell says, "Adaptable leaders can turn adversity into advantage." **Stay curious.**

Clarity: Communicating clearly & often with your team and customers during a crisis about "what" and "how" your business operations are affected, AND your plans to move forward are critical. **Clarity creates calm.**

Confidence: Leader's remind themselves... and their teams, clients (and potential clients) of WHY they do what they do. Leaders aren't afraid to ask for help, or admit when they are in a place of uncertainty. They understand that being transparently vulnerable creates confidence as we seek and find answers. Leaders must keep a "learning posture" to help themselves, their teams and their business to move forward through crisis with confidence. **Input creates confidence.**

Creativity: Bring your team to the table to brainstorm ideas on how to take advantage of the unique value proposition that your business offers now, or could pivot to for either the short or long term. Poll your customers about ideas that you have to gauge interest (proof of concept) and invite them into the process by asking what they would like to see in the form of goods or services! Involving your team and clients shows that you value their commitment to you and the business, their creativity, and builds or deepens loyalty which strengthens your business! **Creativity = opportunity.**

I hope that my 4 C's will be of value to you as you grow your business!

*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.

MAY MEETING INFORMATION



SETTING HEALTHY BOUNDARIES AND SAYING "NO" WITHOUT EXPLANATION

Join us ONLINE as Sana Booker from the City of West Lafayette shares how to create an environment that is healthy and honest. She will discuss the power of the word "no" and how integral it is in setting limitations while using humor, when possible, or silent strengths, when necessary.

ABOUT SANA

Sana Booker is the City Clerk of West Lafayette, Indiana. She was born in Chicago, Illinois and graduated with a Bachelors degree in Political Science from DePaul University in Chicago. She and her husband, Carl, spent years on the West Coast with the United States Navy, then moved back to the Midwest where she worked at Purdue University as the first female Assistant Manager for Wiley Hall. She was later promoted to General Manager of the Hawkins Graduate Hall where she worked with different student and community groups. From Purdue, she has worked with the Hanna Community Center, and as the Executive Director of the Carroll County Chamber of Commerce before returning to school to complete a Masters degree in Human Resource Management. Shortly after, she opened her consulting business, S.G. Booker Consulting, LLC, focusing on HR support. She is actively engaged with several organizations, including: Area IV, Leadership Lafayette, Tippecanoe Adult Guardianship Services, NAACP, League of Women Voters, Moms Demand Action, and Caregiver Companion. She was recently re-elected as the City Clerk of West Lafayette for a second term. Sana is a woman of faith and determination. She has been married to her husband, Carl, for over 40 years and has two sons, Ryan and Cortlan, and a new daughter-in-law, Shaneek.



THREE-MINUTE SPOTLIGHT SPEAKERS

Tamzin Malone (Main Street Books)

Thank you to Melanie Nemachek (Health by Mel) for providing a gift for this month's speaker!

IMPORTANT MEETING REGISTRATION INFORMATION:



Due to the Coronavirus outbreak, the AWBO meeting in May 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 May 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_2w0hNU3WQMqEnPzeuyvLWA

AWBO SUMMER SOCIAL

SUMMER SOCIAL MOVED TO AUGUST



Due to COVID-19 and a lot of uncertainty surrounding events, the Board has decided to move our Annual Summer Social to August. We plan for a regular monthly meeting in June. **Get Excited and Mark Your Calendars!!!** Our Summer Social will be August 18th beginning at 5:00pm at the Lafayette Country Club. We will have a yummy dinner, cash bar and hilarious entertainment from One Size Fits All improv comedy group. Our Summer Social is open to all; women, men, business owners and non-business owners. Be on the lookout for ticket information soon.

BOARD MEMBER SPOTLIGHT

JENNIFER BETOURNE, VP of HOSPITALITY



BUSINESS (when opened):

A Step Above Appliance Repair (in Lafayette since 2014)

FAMILY:

Married to Michael for 12 years. We have 6 children together, and 6 grandkids. 2 dogs Marlee and Cutler, and a saltwater tank with all kinds of marine life.

TV SHOW I NEVER MISS:

Survivor. I watch it with my husband and we have even projected it in our wall.

WHAT JOB DID YOU HAVE IN HIGH SCHOOL?

Gymnastics Instructor, Lifeguard, Beauty School, and White Castle

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

12 extraordinary Women of the Bible and How People Grow

IF YOU HAD A SUPERPOWER, WHAT WOULD IT BE?

My super power is empathy- not just having sympathy, but action behind it.

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 (jjisch@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

Breathe, darling.

This is just a chapter.

It's not your whole story.

-G.C. Lourie

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 **June 1!**

We currently have 78 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

Extended!



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)

association of
awbo
women business owners

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