

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

As 2020 comes to an end, and we are entering 2021 with continued uncertainty, I am challenging myself to look for opportunity in discomfort and trying to apply this to all areas of my life.

In business, this means stepping away from the routine of “the way we do things,” by enhancing our existing systems, making changes to marketing and hiring additional staff. I will either succeed or fail, but I will learn regardless and be stronger as a result.

At home, this means navigating e-learning days with a smile on my face. I will either crack my teeth or get to witness my daughter learning something new, and experience a different type of quality time.



In the community, this looks like saying “yes” to roles that I am not sure I am qualified for. I know my skills will be tested, and probably my patience too, but that stretch of something new could open new doors to relationships and adventures.

When thinking of next year, I encourage you to approach the uncertainty as an opportunity and can't wait to witness the results.

2020-2021 AWBO BOARD OF DIRECTORS

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GET SOCIAL WITH AWBO!

MEMBER'S ONLY FACEBOOK GROUP
Promote your business to other members and get information for members only.
Not In the group? Contact Tamzin at mainstreetbookslafayette@gmail.com

PUBLIC FACEBOOK PAGE
Monthly meeting and event information



Annual Holiday Auction & Drawing

TUESDAY, DECEMBER 8, 2020

11:15am - 1:00pm

Lafayette Country Club - 1500 S 9th St, Lafayette, IN

Start (or finish!) your holiday shopping while supporting:

Cary Home for Girls (www.tippecanoe.in.gov/chfc) + Heartford House Child Advocacy Center (www.heartford.net)
Lafayette Transitional Housing Corporation (www.lthc.net) + AWBO Angel Tree

Our 2020 AWBO Holiday Auction is upon us! We are excited for our event this year and proud of the work that our auction committee has done to make this annual event a success, in spite of the challenges of this year. We have embraced these challenges as an opportunity to try new things, including:

The addition of an online action

The ability to help three local not for profits through the auction and angel tree (Cary Home for Girls, Heartford House & LTHC)

We look forward to seeing some of you in person, or seeing you in our online bidding, as we support our community!

HAVE AN ITEM TO DONATE?

If you have an item you would like to donate for the auction, email AWBO.Lafayette@gmail.com. Donation Drop offs are at RamZs Emporium (205 Farabee Dr N, Lafayette) or Edward Jones (1421 Union St, Lafayette). Donations must be received by December 1st!

WOULD YOU LIKE TO SPONSOR THE HOLIDAY AUCTION?

Contact Shelly Bays (shellymbays@gmail.com) for sponsorship information

**FIND THE
ONLINE
AUCTION HERE!**



www.32auctions.com/AWBO





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!
(DPblue@shepherdins.com)

