

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

Groundhog Day, February 2nd, is the annual tradition when we find out how much longer to anticipate winter weather patterns. But since 1993 and the classic Bill Murray film, Groundhog Day, that phrase has been synonymous with being stuck in a rut.

That is an easy place to find one's self in, the same boring pattern. If you are unhappy with your progress, performance, or day to day, how do you get un-stuck?

I think the first step is **recognizing where you are**. Then taking some time for a little introspection, and connecting with yourself to figure out the why, and where you would rather be. What helps next is **setting small short-term goals** to build up good results and hopefully new habits. Research shows it takes 21 days to build a new habit.

A few things that have helped me get unstuck at various times in my life:

- Commit to **read/listen to a book** for a short period each day.
- Start journaling and **focus on gratitude**. Think of one or two good things each day. I have found it is even better if you can share that gratitude with others too.
- **Exercise**, whether it is running/walking, weight training or yoga, it feels good to be active.
- **Meditation** and deep breathing are known to reduce stress.
- **Try something new...** do something you have always wanted to try but never made time for.



Hopefully if you are feeling stuck this Groundhog Day you can take some time for self-connection and get yourself unstuck too!

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



AWBO Presents the 3rd Annual KNOW & GROW SERIES: THE IMPORTANCE OF CONNECTION IN LIFE & LEADERSHIP

Beginning in February, we will begin our annual KNOW & GROW SERIES with a theme this year of CONNECTION.

MEETING INFORMATION - TUESDAY, FEBRUARY 9, 2021

What can we learn about connection from Gandhi, The Walt Disney company and the janitor? In this engaging session we will use a Habitude, an image that forms leadership habits and attitudes, to draw similarities between being a good host and what it has to do with connection. This “how-to” session will give you new insights on how you can make others feel seen, heard and valued. It will benefit all areas of your life!

SHARLEE LYONS (The People Business 2.0)

Sharlee Lyons, the Founder of The People Business 2.0, is a coach and consultant with a mission of helping others aspire higher. She has mastered the art of training others for success through her desire to assist others in transforming their lives and organizations through enlightened coaching, teaching, and leading. Sharlee has come to see and understand the value of consistent guidance in the lives of those that aspire higher.



She is a Gallup Certified Strengths Coach, Growing Leaders Master Trainer, Faith Positive Certified Coach, Fascinate Certified Advisor, Lifebound Academic Certified Coach, and a member of the International Coaching Federation. Before devoting her time to The People Business 2.0, Sharlee served as a Corporate Trainer for Brightpoint, Inc., the Training Manager for Purdue Federal Credit Union, as the Director of Public Relations and Marketing at The United Way of Greater Lafayette, and has acted as the Director of Krannert Leader’s Academy at Purdue University.

3-MINUTE SPOTLIGHTS

Dr. Samantha Kreinbring (Goble Heal Chiropractic) Shirley Pence (Stanley Steemer)

THANK YOU TO DEBBIE MCGREGOR (SWEET REVOLUTION BAKE SHOP)
FOR PROVIDING A GIFT FOR THIS MONTH’S SPEAKER!



Welcome to our Newest Member!

Sarah Ratekin (Happiness is Courage Inc.)

Leaders take the initiative in relationships. They are intentional about relationships. They go out of their way to connect with people. Leaders provide.

- The Habitude of Host & Guest -
Tim Elmore

MEETING REGISTRATION INFORMATION TO REGISTER AND PAY FOR THE MEETING:

- Go to www.awbo.org/events
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, February 5th

IMPORTANT NOTES:

We are NOT able to accept payment on the date of the meeting. 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



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)

