

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

One of my favorite things about the summer is planting and harvesting my vegetable garden. As a child my mom always had an amazing garden and she would spend hours each week tending to everything. That influence has been passed down to me and my siblings. My garden is a fraction of the size that my mom had, but I can still grow some great veggies for my family.

The biggest challenge in the beginning of the summer is weed control. I was on vacation last week and after being away for that time the weeds had taken over. As I was working through the weeds this weekend, it made me think about my business and family.

It is easy to get bogged down by the weeds, but it is mandatory to work through the weeds to get to the healthy plants that will produce the most fruit.

Just like it is mandatory to work through what to pull out to make your business and family thrive. **What do you have to weed through so the best parts can grow and be fruitful?**



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 SUMMER SOCIAL



The 2021 AWBO Summer Social was held at the beautiful Whittaker Inn in West Lafayette on Tuesday evening, June 8. President Elect Karissa Mooney coordinated and presided over the annual event which focuses on networking and sharing a great time with members and non-members alike. This year the entertainment was Team Trivia with prizes to the top three teams that were donated by AWBO members. The 3 course dinner and horsedeurves were delicious and there were many comments about the beauty of the location. This is the only evening event that AWBO holds annually and 42 members, non-members and guests were in attendance for the relaxed socializing, networking and fun. We hope to see you at the 2022 AWBO Summer Social.



**Special thank you to:
Joanna Retherford,
Becky Frash, Shelly Bays,
Jen Bushore-Berry,
Jeanna Chase, Alicia Dunbar, and
all who donated prizes, attended,
and offered their help!
I could not have done this without
you!**

MEETING INFORMATION - TUESDAY, JULY 13, 2021

Introducing

The AWBO Allies Peer Advisory Program



Join us at the July AWBO membership meeting as we introduce a NEW Members Only Program that can help you to

build your business faster while creating new connections and developing relationships with other AWBO members.

We will also have a "speed networking" event.

Bring your business cards, and have your calendar ready, to schedule Woman to Woman coffees and to find your AWBO Allies group members.

3-MINUTE SPOTLIGHTS

Sarah Ratekin (Happiness is Courage)

Christi Robertson (Northwestern Mutual)

Welcome To our New Members!

Megan Cabral (C&C Diverse Integrations)

Shawn Huddy (WBAA Corporate Support Manager)



NETWORKING IS NOT ABOUT COLLECTING CONTACTS.

NETWORKING IS ABOUT PLANTING RELATIONSHIPS.

AUTHOR UNKNOWN

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, July 9th.

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



Grow with Google

Are you showing up when people search for your business online?

JULY 19 - 10 AM

FREE PRESENTATION

It's easier than you might think to update your online business info—and it can help more customers find you online. Join us for a free #GrowWithGoogle workshop on July 19 at 10 am, and we'll show you what you need to know.

**JOIN VIRTUALLY
OR AT
GREATER LAFAYETTE COMMERCE**

**REGISTER BY
JULY 12**

Register at - bit.ly/growgoogleGLC

STRATEGIC
Insights



Thirty minute insights from business owners and professionals that provide creative processes and best practices to help businesses thrive.



Program Sponsored by:





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?