

# AWBO MONTHLY

Newsletter of the Association of Women Business Owners



## PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

*What is your purpose?*

*How are you being intentional with your words and actions?*

*What brings you joy?*

*Why do you do what you do?*

A vulnerable moment here, these questions freak me out! I am not the sort of person who always has a great answer on the ready to these deeper questions about my business and my life. And when people ask these sorts of questions, I get a pit in my stomach, start to visibly squirm and avoid eye contact at all cost. Even typing this out I am wringing my hands!

**But I also understand that part of growth as an individual, business owner and leader starts with stepping outside my comfort zone.** I heard a great phrase once, "get comfortable being uncomfortable." And this is really where growth can begin to take hold and a deeper connection to self, and discovering the answers to some of these tricky questions like "Why?" can begin.

Join us for our March membership meeting to begin, or reinforce, your journey with Why. (I will be the one squirming in my seat and not making eye contact.) ;-)



## 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](mailto:mainstreetbookslafayette@gmail.com)

**PUBLIC FACEBOOK PAGE**  
Monthly meeting and event information



# AWBO Presents the 3rd Annual KNOW & GROW SERIES: THE PURPOSE PUZZLE...START WITH WHY

In March, we will continue our annual KNOW & GROW SERIES with a theme this year of CONNECTION.

## MEETING INFORMATION - TUESDAY, MARCH 9, 2021

Discovering your WHY, is the FRIST STEP to your PURPOSE PUZZLE. If you are familiar with DISC, KOLBE, Strengthfinder, Myers Briggs and many other assessments, these are all predictors of our behavior and HOW we communicate with the world. KNOWING our WHY allows us to GET CLEAR, STAND OUT and HAVE MORE IMPACT in the world. Mark Twain said the two most important days in your life are 1. The Day You Were Born, and 2. The Day You Discover Your WHY, so YOU WERE BORN with your WHY, it is not a behavior formed by influences of your environment. In this mini workshop you will learn about the part of the brain that is responsible for the development of our WHY and HOW this shows up in our everyday lives! Gary Sanchez, Founder of the WHY Institute, interviewed over 50,000 people over 10 years while trying to discover his own personal WHY. Being inspired and working alongside of SIMON SINEK, he developed a predictable and algorithmic formula to help other people discover their WHY. We will learn about their discovery of 9 WHY's, the importance of knowing your WHY, and how to use and live your WHY to make a bigger impact in the world.

### MELAHNI AKE (Everyday Leaders Coaching & Consulting)

Melahni Ake, is the founder of Everyday Leaders Professional Coaching and Consulting, a Certified John Maxwell Team leadership coach, speaker and trainer, and a Certified WHY Institute Agent. She is A Passionate Leadership Podcast Host of Everyday Leaders 50in50, best selling author, motivational speaker and life strategy coach. What she knows is that when you know your WHY, and START with WHY, what you do has more impact.



### 3-MINUTE SPOTLIGHTS

Debbie McGregor (Revolution BBQ)

Jeanna Chase (A Healthy Journey)

THANK YOU TO JANIE PETERS (ART OF FRAMING)  
FOR PROVIDING A GIFT FOR THIS MONTH'S SPEAKER!

### THANKS FOR VISITING!

- Melahni & Joe Ake (Every Day Leaders)
- Ashlyn Emilson (Tr4vel Girl)
- Heather Hubbard (Hubbard Esthetics)
- Audrey Johnson (Of Thee I Sing: American Heritage through Song)
- Sharlee Lyons (The People Business)
- Brittany Outlaw (Essential Bodywear)



**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](http://www.awbo.org/events)
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, March 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

Register early! Current COVID restrictions limit us to 50 participants at each meeting.

# Summer Social Call-Out!



**DATE:** Tuesday, June 8, 2021

**TIME:** Evening

**LOCATION:** TBD

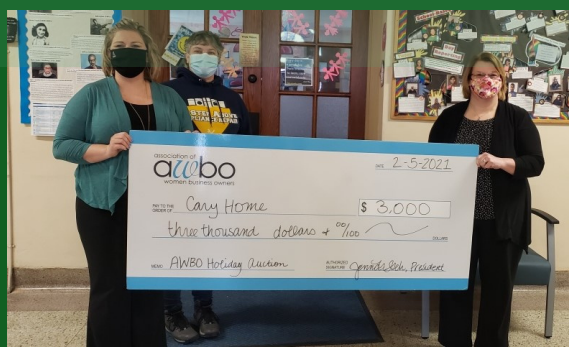
**Volunteers are needed to help plan the fun!**

Reach out to Karissa Mooney if you would like to help!

Karissa.mooney@edwardjones.com | 618-367-4744 or 765-429-5289

## THANK YOU

Due to your generosity at the Holiday Auction, AWBO was able to donate over \$10,000 to local organizations!



## WELCOME TO OUR NEW MEMBERS!

Alicia Dunbar (Retail Therapy)  
Luisa White (Luisa White Law LLC)



## ANNOUNCING THE 2nd AWBO BOOK CLUB!



We will begin after our March membership meeting and will be reading the book *Start with Why* (Simon Sinek).

This is sure to make our March program even more impactful for you! Contact Shelly Bays with any questions (shelly@shellybays.com).

## AWBO WOMEN'S BUILD

Want to be involved with the 2021 Women's Build benefiting Habitat for Humanity? Each participant commits to donate or raise \$250 for their team. If you are interested, or want more information, contact Lori Bauerle (lori.bauerle@indoff.com).





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](http://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](mailto:DPblue@shepherdins.com))

