

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

HAVE YOU HEARD THE IDEA ABOUT SLOWING DOWN TO ACHIEVE MORE?

I remember the first time I heard this concept; it was from Kris Taylor in the Evergreen Leadership program. She mentioned going slow to grow... I was baffled. Immediately I rejected this philosophy as not possible. I have too much to do, how could I ever do less and accomplish more. I have a busy mind that tends to spin with things I need to be doing, conversations I should be having, and how I can achieve the next goal. My brain is like running up a down escalator... if I stop, I will land at the bottom. Oh, how naive I can be.

Since that initial introduction to slowing down, I have learned a lot more. It is not a matter of doing less but realizing the process is more important than the results. It is about enjoying, learning and ultimately growing during the process. Focusing only on the results tends to leave you unfilled. I still struggle, but when my brain starts to spin, I consciously tell myself to slow down, I don't have to be at "the end"



today. One of my team members said to me this week, "Jenna, I don't think you realize how much you have mellowed out." I will call that a success.

2020-2021 AWBO BOARD OF DIRECTORS

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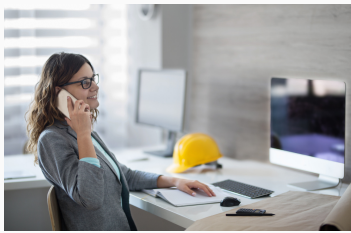
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GET SOCIAL WITH AWBO!

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



5 TOP KEYS TO CONNECTING WITH YOUR CLIENTS

MEETING INFORMATION - TUESDAY, MAY 11, 2021

Powerful customer relationships are essential to business success. But, they aren't built overnight. Just like personal relationships, it's important to cultivate and nurture customer relationships. When organizations develop strong relationships with their customers, it can lead to loyal clients, positive word of mouth and increased sales. Strong relationships are built around making the other person feel important. When you accomplish this on an ongoing basis, success will follow. Join us for our May meeting as we learn ways to connect successfully with our clients!

ESTHER GRISHAM (Your Career Power Coaching)

Esther Grisham continues a successful 30+ year leadership career in corporate America. She has experienced award-winning achievements in business development and sales, and she understands the importance of creating connections with her customer. While maintaining her current career, Esther is launching her own business as a career transition coach. She comes from a family of small business owners and recognizes the high level of commitment required to be successful.



3-MINUTE SPOTLIGHTS

Shelly Bays (Shelly Bays Training & Coaching)

Stephanie Ellis (Tr4velGirl LLC)

THANK YOU TO SAMANTHA KREINBRING, DC (Goble Heal Chiropractic) FOR PROVIDING A GIFT FOR THIS MONTH'S SPEAKER!

Welcome To our New Members!

Kat Snethan (Coldwell Banker Shook)

Ronda Walsh Schwab (LimeLife by Alcone)



Thank you for Visiting!

Julie Ann Martin (Primerica Financial Services)

Cindy Estes (Elevated Athleisurewear)

Megan Cabral (C&C Diverse Integrations)



Little kindness and courtesies are so important.

In relationships, the little things are the big things.

Stephen R. Covey

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, May 7th.

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.



AWBO SUMMER SOCIAL



DATE: Tuesday, June 8, 2021

TIME: 5:30pm - 8:30pm

LOCATION: Whittaker Inn

Cost is \$40 per person

Includes social time, 3 course dinner and trivia
Cash Bar

Limited to 47 guests

Significant others and guests welcome!

Watch your email for registration to open soon!

Donations of prizes now being accepted, please contact Karissa Mooney If you would like to donate:
Karissa.mooney@edwardjones.com | 618-367-4744 or 765-429-5289

Ladies Night Out

You won't want to miss our 1st Ladies
Night Out of 2021!

THURSDAY - MAY 13 @ 5:30pm
WALT'S PUB

(1050 Kalberer Rd, West Lafayette)

How blessed we are to be able to get
together in person! Along with our time of
networking, we will be putting together gift
bags for **Matrix LifeCare Services**.

These tote bags will encourage women in
our community who are experiencing
unplanned pregnancies.

Donations for these AWBO sponsored tote
bags can be made at:

<https://www.matrixcares.org/donate/>

Please don't hesitate to share this link and
help us support this amazing organization!



HABITAT FOR HUMANITY WOMEN BUILD

Habitat for Humanity of
Lafayette is recruiting local
women to participate in the
2021 Women Build taking place



from June-August of 2021. An annual event, **the
Women Build brings together women from the
Greater Lafayette area to build and fund a home
for one of Habitat's partner families.**

AWBO is looking to recruit 2-3 teams, composed of
approximately 10-12 members each. There is a
registration fee of \$250 to cover the cost of the
build, and team members will volunteer on one build
day with their team this summer. The day of the week
for the build date is still up in the air, but will be based
on the team's availability. You do not have to be part
of a team or have participated in the past to
participate this year.

**To learn more or to register, please contact
Lori Bauerle**

lori.bauerle@gmail.com or 317-414-6432



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)

