

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

A moment of honesty here:

I am one of those people who loves to plan. You should see me on vacations (remember those). I know what to do, where to stop and always view restaurant menu's online in advance. I am that person. It sounds like a business owner's dream right... well that depends. Because where I enjoy time spent on the crafting and creating of ideas, I really struggle to take action. How can I act when every detail of the plan is not complete, and fine-tuned to perfection?

In our AWBO book club this past spring, we read *Daring Greatly* by Brené Brown. One key message that resonated with me was perfect is the biggest enemy of good. And a quote from U.S. General George Patton

really sums this up, "A good plan implemented today is better than a perfect plan implemented tomorrow." This is why I am so excited for our program for November, a business plan you can actually use! I am eager to put this concept to the test. And to my fellow planners, who struggle with action... call me let's hold each other accountable.



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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

BUILD AN ANNUAL BUSINESS PLAN YOU CAN ACTUALLY USE

MEETING INFORMATION - TUESDAY, NOVEMBER 10, 2020

Writing a business plan can be a daunting process that we often avoid because of the amount of time it takes, and once it is written you never look at it again! Through hands-on learning, we will focus on the elements that really matter and how to use your goals as your guide. At the end of the session, you will walk away with a short, concise plan that you can actually follow and implement in your business to achieve your future goals.

JULIANA CASAVAN (CASAVAN CONSULTING, LLC)

Juliana Casavan, Casavan Consulting, LLC and the XDistrict Program Manager at MatchBox Co-Working Studio. Juliana is a program designer and facilitator and teaches others how to build and implement strategies for success. Currently, she is Operations Manager for MatchBOX Coworking Studio, the leading coworking space in Greater Lafayette, Indiana, where she coaches local startups and entrepreneurs through strategic planning and product development. She also has a new business of her own, Casavan Consulting, providing business consulting for businesses and organizations. Prior to joining MatchBOX, Juliana was a founding member of the Purdue Foundry, an internationally recognized leader in university startups and technology transfer. During her time, she created Firestarter, the premier startup workshop of Purdue University, leading over 500 teams of researchers and students through the ideation process.



3-MINUTE SPOTLIGHTS

Freda Keil (N2 Publishing)

Marci Spitznagle (Unmistakably Simple)

THANK YOU TO FLO NYDEGGER (NEWLIFE) FOR PROVIDING A GIFT FOR THIS MONTH'S SPEAKER!

WELCOME NEW MEMBERS!

Julie Clevenger (Touchstone by Swarovski)

OCTOBER MEETING VISITORS

Krystal Balser (First Merchants)
Debbie Belange (Lafayette Habitat)
Kat Braz (The Esc Plan)
Juliana Casavan (Matchbox Studio)
Sarah Hanaway (QGraphics Inc)
Elizabeth Thompson (Propensity)



"Good fortune is what happens when opportunity meets with planning."

THOMAS EDISON

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, November 6

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



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)

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)

WOULD YOU LIKE TO SPONSOR THE HOLIDAY AUCTION?

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

ANGEL TREE IS COMING!

Don't miss the November meeting where we will have an Angle Tree with physical items you can select to donate toward Cary Home for Girls and/or Heartford House for Child Advocacy.

**GIVING
OPENS THE
WAY FOR
RECEIVING.**

Florence Scovel Shinn





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)

