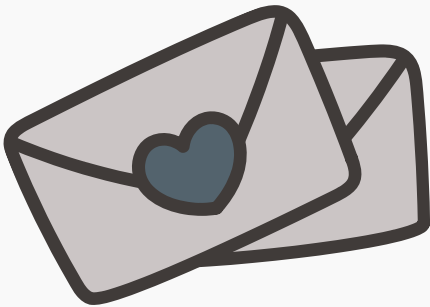


# ASSOCIATION OF WOMEN BUSINESS OWNERS



# NEWSLETTER



## PRESIDENT'S MESSAGE

**MARCI SPITZNAGLE, UNMISTAKABLY SIMPLE  
PRESIDENT**

I am just blown away. Our membership Drive in January brought 20 guests to our membership meeting. We presented Hartford House Child Advocacy Center a check for \$46,000. Our Know and Grow Series kicked off with a bang. I truly cannot think of a better way to start 2023 for AWBO.



I'm excited what this new year brings, and the momentum that we are starting with. We are going to continue to grow as an organization, but also individually for businesses. We are equipping our members with tangible takeaways for them to work on their business throughout the year. This will not only make us better, business owners, but better leaders in our community as well.



## 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 Aurora Wilson. [info@essentiallyyaqua.com](mailto:info@essentiallyyaqua.com)

### PUBLIC FACEBOOK PAGE

Monthly meeting and event information

# MEETING INFORMATION – FEBRUARY 14, 2023



## Top Three Decisions that Propelled my Business Forward

**Two amazing local women business owners will be sharing their personal/business decisions and experience that helped them build and grow their successful businesses throughout the years. You will want a front row seat!**

### **BROOKE HARDEBECK, STUDIO B**

Brooke Hardebeck is passionate about running a successful dance studio and loves to share her knowledge and experience with others. After graduating from Purdue with a degree in Communications, Brooke gained 12 years of business and marketing experience before opening her first dance studio in 2009. Since then she has opened a second studio and expanded multiple times. She currently leads a staff of 34 at Studio b which offers recreational dance, a competitive dance team and group fitness classes. Studio b has received many awards including being voted the Area's Best Dance Studio each year and being named the Small Business of the Year in 2017 by the Greater Lafayette Commerce. Brooke is an active and founding member of the Greater Lafayette Rotary Club. She is the mom of two girls ages 8 and 10 and she and her husband, Jason, just celebrated 20 years of marriage this past summer!



### **CECILIA CORCORAN, ROEING CORPORATION**

Cecilia has a Bachelor of Science degree from Miami University and is a Certified Public Accountant. She has 6 years experience in public accounting specializing in management information systems consulting. With her leadership, many clients have transformed their business by embracing technology through automation and business productivity solutions. Her business and technology acumen has been critical to Roeing providing solutions that truly transform organizations. She has been in a leadership position with Roeing since 1991 and was appointed President in 2009. As the majority shareholder, Roeing is certified as a Women Business Enterprise in the state of Indiana.



## **3-MINUTE SPOTLIGHTS**



*Voltisa Vasilli (V's Delicacies Catering)      Jessica Beck (PuroClean of Lafayette)*

**REGISTRATION REQUIRED FOR MEETING: REGISTER AT [WWW.AWBO.ORG/EVENTS](http://WWW.AWBO.ORG/EVENTS)**  
**Registration closes at noon on Friday, February 10**

*Speaker gift provided by  
Joanna Retherford*



Welcome New Members!

Laura Fearnow (Olive Ash Media)  
Christina Wright (Little Bird Lane)

# NEW MEMBER ORIENTATION

February 14, 2023

11:00am

Lafayette Country Club

Join your Vice Presidents for Membership  
for an overview of all of your  
membership benefits in AWBO!  
*We will meet directly before the February meeting.*



Thanks for visiting!

Terri Anderson (Americana Dream Co.)  
Jeanette Ash (Ash CRM Consulting)  
Michaela Blanding  
Diane Boener (Merle Norman Cosmetics)  
Brandi Downey (Raymond James)  
Kellie Dussault (Keller Williams)  
Hannah Esteban (The Charcuterie Girl)  
Patricia Gonzales (Hair by Patricia)  
Brooke Hardebeck (Studio B)  
Freda Kiel (N2 Publishing Raineybrook)

Jill Lehman  
Kelly McPhail (Kelly McPhail Photography)  
Judy Olson (Hearing Solutions of Indiana)  
Susan Parkinson (Twice as Nice)  
Sarah Roudebush (Epicure)  
Jennifer Shook (LTHC Homeless Services)  
Stephanie Sweet (Sweet Design)  
Arielle Tingle (Collaborative Care, LLC)  
Tammy Ungaro (Dream Dinners)  
Yolanda Zamot (YOZ, LLC)



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!



Check back soon for  
new networking  
opportunities from  
AWBO!

## 2022-2023 AWBO BOARD OF DIRECTORS

### **PRESIDENT**

Marci Spitznagle

### **PRESIDENT-ELECT**

Chenelle Hiatt

### **SECRETARY**

Deanna Campbell

### **TREASURER**

Shelly Bays

### **VICE PRESIDENT OF MEMBERSHIP**

Ana Crabtree

Crystal McFarland

### **VICE PRESIDENT OF HOSPITALITY**

Jeanna Chase

Samantha Kreinbring

### **VICE PRESIDENT OF PROGRAMS**

Stephanie Ellis

Joanna Rutherford

### **VICE PRESIDENT OF COMMUNICATIONS**

Aurora Wilson