

ASSOCIATION OF WOMEN BUSINESS OWNERS



NEWSLETTER



Happy
St. Patrick's
Day

PRESIDENT'S MESSAGE

**MARCI SPITZNAGLE, UNMISTAKABLY SIMPLE
PRESIDENT**

In February, your AWBO Board members approved 10 new member applications, and we had 65 women register for our February membership meeting.



Talk about progress! In a month, AWBO has had growth that is over 10% and we are only going to grow more this year.

Our Know and Grow Series had its second installment and we were able to hear from two exceptionally seasoned and local women business owners. Brooke Hardebeck and Cecilia Corcoran were able to tell their stories and share how they have had success with their businesses. They shared what worked and what didn't work for them. One take away I had, they made sure they have the right people in place and hired people who are capable. This allows them to focus on other important parts of their companies.

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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 Aurora Wilson. info@essentiallyaqua.com

PUBLIC FACEBOOK PAGE

Monthly meeting and event information

MEETING INFORMATION – MARCH 14, 2023



Sales Outside of Social Media: Building Relationships

What's the first word that comes to your mind when you see or hear the word sales?

Like most things, we have an emotional reaction to the word sales. Some might find it exhilarating, and others might find it creepy and ick. Let's look at our current mindset and beliefs about sales and see sales as serving. We'll look at our brain's hardwiring to thrive, how to meet our own needs to thrive, and how to meet our customer's needs to thrive through serving. This practical workshop will help you to write the opening lines of your company story to guide you in who you serve (your potential customers, where to find them, and how to introduce yourself so that people want to introduce you to your potential customers.

Rebecca Fleetwood-Hession (WE Thrive)

As a female executive and mother, Rebecca often speaks to women about their key roles in business and the community. Rebecca has nearly two decades of experience working in leadership, team building, consultative selling, transforming HR and training professionals to become business consultants. Effective, and highly recommended, Rebecca connects well with both the executive team and front line employees. She brings this drive and expertise to passionately advocate for individuals with ADD/ADHD. From the belief that the ADD/ADHD relationship is "Not Wrong, Just Different", she has given perspective and hope to hundreds of others. Rebecca's TEDx talk: ADD as our Innovators, has over 70,000 views to date.



3-MINUTE SPOTLIGHTS



Aurora Wilson (Essentially Aqua)

Stephanie Ellis (Travel Girl)

REGISTRATION REQUIRED FOR MEETING: REGISTER AT WWW.AWBO.ORG/EVENTS

Registration closes at noon on Friday, March 10

*Speaker gift provided by
Aurora Wilson*

PRESIDENT'S MESSAGE (continued from Page 1)

As we look forward to spring this month, stop and take a pause to see what you need to do for yourself and your business. I like to go through and see if I am on the right track to meet goals I have set for myself at the beginning of the year and also do a little spring cleaning too. This means my workspace, my emails, and my work bag.



Welcome New Members!

Jeanette Ash (Ash CRM Consulting)
Diane Boener (Merle Norman Cosmetics and Boutique)
Lora Davis (Golden Gate Consulting)
Kellie Dussault (Keller Williams)
Reagan Geswein (The Robinson-Geswein Team)
Brooke Hardebeck (Studio B)
Freda Kiel (Stroll Raineybrook)
Gabrielle Meyer (GM Bookkeeping Solutions)
Sarah Roudebush (Epicure)
Jennifer Shook (LTHC Homeless Services)



Thanks for visiting!

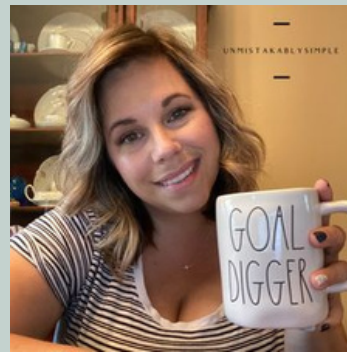
Thank
you!

Cecilia Corcoran
Stephanie Elliott (Elliott Environmental Services)
Pamela Gardner (Pamela Tracy Speaks)
Ingrid Rounds Hardy (Kingdom Tech Solutions)
Elizabeth Harwood (YWCA)
Laura Korty (Travel Agency)
Kristina Lesley (Heartford House)
Cathy Russell (Russell Group)
Norma Saenz (Jadas Language Services)
Stevie Sweef
Ying Sun (Boostingbyte, Inc.)

Meet Your Board Members

We are very excited to introduce our Board Members to you over the next several months! Learn who they are, what they do, and maybe make a new friend.

We are kicking off this series with our **President** of AWBO, **Marci Spitznagle**. She owns and operates **Unmistakably Simple**. She is a force for AWBO and is highly motivated!



Video Link: <https://tinyurl.com/332tddjt>

Email Marci: sxq_uj@carewithfood.com



Stephanie Ellis is one of our **Vice Presidents of Programs**.

She owns and operates **Travel Girl**. This woman is a lifelong lover of learning and it shows in her dedication to plan perfect vacations!

Video Link: <https://tinyurl.com/yc668vww>

Email Stephanie: stephanie@travelgirlgroup.com

*You can also find the videos on our Facebook Page!
Hop on there and let us know what you think.
But, more importantly, we hope you say hey to your Board Members!*



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!



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

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VICE PRESIDENT OF HOSPITALITY

Jeanna Chase Samantha Kreinbring

VICE PRESIDENT OF PROGRAMS

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Ashley Brost Aurora Wilson