

# ASSOCIATION OF WOMEN BUSINESS OWNERS



# NEWSLETTER



Hello,  
Spring

## **PRESIDENT'S MESSAGE** **MARCI SPITZNAGLE, UNMISTAKABLY SIMPLE** **PRESIDENT**



As we head into warmer weather, it is easy to get excited about summer, cookouts, longer days, and this April happened.

It snowed. I was ready to plant my flowers and hang baskets, but Indiana weather once again forgot to read the memo about spring. My point is, sometimes even our best laid plans and intentions, get a wrench or snow thrown in them literally. We have to adapt.

We need to be able to calmly look at our situation and see what we can do with what is presented in front of us. Owning a business is just this way. We lay out our plans and we expect things to go one way, but we know our business didn't necessarily get our memo about what we wanted. So we step back and we look at how we can adapt and be ready for any unexpected circumstances.

*Continued on page 3*



## **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](mailto:info@essentiallyaqua.com)

### **PUBLIC FACEBOOK PAGE**

Monthly meeting and event information

# MEETING INFORMATION – MAY 9, 2023



## Time Management Strategies for Business Owners

**In this hands-on session, you will learn time management strategies that will help you spend the 24 hours you have each day on the things that matter most.**

### **Beth Rashleigh, MS, ACC, CPC (Rashleigh Consulting)**

Beth Rashleigh founded Rashleigh Consulting in 2019 after working for over 20 years in Talent and Organizational Development. She has worked in healthcare (both for-profit and not-for-profit), in Corporate America and for the Federal Government. Beth has a Bachelor's Degree in Organizational Communication from Ball State University, a Master's Degree from Indiana University and a Master's Certificate in Organizational Learning from the University of Maryland. She is a Certified Professional Coach, a Master Practitioner in the Energy Leadership Index and a Certified Positive Intelligence Coach. She also holds certifications in the DISC, MBTI, EQi, StrengthsFinder and SDI assessments in addition to a variety of leadership development training programs. Her first book, *Crisis Proof Leadership*, will be published by New Degree Press in December of 2021.



### **3-MINUTE SPOTLIGHTS**

*Nancy Fassnacht (Midwest Rentals)*

*Marci Spitznagle (Unmistakably Simple)*

**REGISTRATION REQUIRED FOR MEETING: REGISTER AT [WWW.AWBO.ORG/EVENTS](http://WWW.AWBO.ORG/EVENTS)**

***Registration closes at noon on Friday, May 5***

*Speaker gift provided by  
Nancy Fassnacht*

## PRESIDENT'S MESSAGE *(continued from page 1)*

One thing I have definitely learned is to make sure I have a great sounding board. I have a group of women I know I can lean on when I have questions, I need to vent my frustrations or I just need to talk through some things. Have you taken the time to see what your sounding board looks like? Your sounding board is definitely going to help you with unexpected circumstances that you face with your business and in daily life.



# Welcome New Members!

Brittany Gerber (Gigi's Cupcakes)

## Thanks for visiting!

Meghan Bearden (Bearden Medical Legal Consulting)

Jo Cassman

Amanda Findlay (Matchbox Studio)

Nicole Gebhardt (Niche Pressworks)

Iris Goldfeder (Gas Stove Creative)

Amanda Johnson (Angels of Lafayette)

Septemberly Miller

Brandi Shaw (The Shaw Team-Indiana Realty Group)



## AWBO IS NOW SELECTING THE MAIN BENEFICIARY FOR OUR 2023 HOLIDAY FUNDRAISING AUCTION!

***Organizations who meet the following criteria are welcome to apply:***

- Organizations must be non-profit 501(c)(3) organization
- Organizations in alignment with helping women, children, or women entrepreneurs
- Organization must not promote any political party or support a potentially divisive mission
- Faith-based Organizations would be considered with the condition that they be all inclusive in their mission, and not include any specific religious doctrine that AWBO is expected to present or deliver on their behalf during the event.

**Application deadline is April 29th.**

**Applications can be downloaded at: <https://awbo.org/events>**

# 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.**

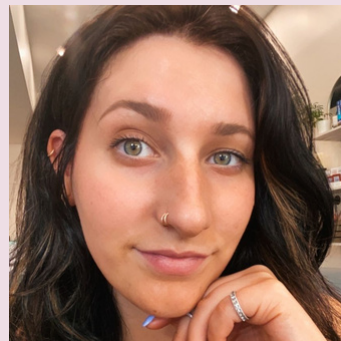
This month we are highlighting our **President Elect, Chenelle Hiatt**, owner of **Prism Premiere Events**. She is a passionate advocate for event planning and AWBO! Let her help you make your vision a reality.



Video Link: <https://tinyurl.com/47er7u9y>

Reach Chenelle at: [Chenelle@prism-premiere.com](mailto:Chenelle@prism-premiere.com) or [www.prism-premiere.com](http://www.prism-premiere.com)

We would also like to introduce to you, **Ana Crabtree, Co-VP of Membership** and co-owner of **Travel Girl**. This young, talented entrepreneur loves to help people get the most out of their vacations! Let her be your passport to the world!



Video Link: <https://tinyurl.com/2rf4xhke>

Reach Ana at: [ariana@travelgirlgroup.com](mailto:ariana@travelgirlgroup.com) or [www.travelgirlgroup.com](http://www.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](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**  
Marcy 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**  
Ashley Brost      Aurora Wilson