

ASSOCIATION OF WOMEN BUSINESS OWNERS



NEWSLETTER



Welcome ♡  
September

**PRESIDENT'S MESSAGE**

**MARCI SPITZNAGLE, UNMISTAKABLY SIMPLE  
PRESIDENT**

Dearest AWBO Members:



It has been an extreme pleasure to be your President for this past term. I have learned a lot about our organization, and especially about myself. I learned who I am as a leader, and who I am as a member. My theme for the year was **PROGRESS AND PERSPECTIVE**. My goal was to grow our organization and look at things from different perspectives. I truly feel we accomplished this. We grew and our monthly meetings are having more and more women!

I could not have done any of this without you and our amazing board. Working along these women was an honor. It was a privilege to serve along side each of them. I'm so excited to see AWBO's continued growth and expansion over the next year.

Happily,  
Marci



**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 Ariana Crabtree: [ariana@travelgirlgroup.com](mailto:ariana@travelgirlgroup.com)

**PUBLIC FACEBOOK PAGE**

Monthly meeting and event information

# LETTER FROM THE AWBO BOARD

We, the leadership of the association, are writing to share our intent to raise the annual dues for our esteemed members. After careful consideration and extensive discussions, we believe that implementing this increase will significantly benefit our members' professional development and enhance membership value within the organization. After much discussion at the August Board meeting, *the Board has voted to raise the membership fee for the 2023- 2024 AWBO year to \$125 for members, and to \$187.50 for associate members. The increase will happen October 1, 2023.*

**AWBO's vision is to develop and empower women business owners. Here are three compelling reasons why raising the annual dues will positively impact our members:**

- 1. Expanded Resources and Programs:** With the increased revenue generated from higher dues, we will be able to allocate more funds towards offering a diverse range of speakers for our monthly meetings. These additional resources will equip our members with new skills, knowledge, and insights to excel in their respective business ventures.
- 2. Improved Marketing and Outreach:** Investing in enhanced marketing efforts and outreach initiatives will help us raise awareness about the association, attracting more potential members to join our vibrant community. A larger and more diverse membership base will bring fresh perspectives and experiences to the group, enriching the overall experience for all members.
- 3. Strengthened Advocacy and Influence:** Higher annual dues will bolster our advocacy efforts on behalf of women business owners. Increased funding will enable us to engage with the community, advocate for supportive business policies, and elevate our collective voice in being women business owners.

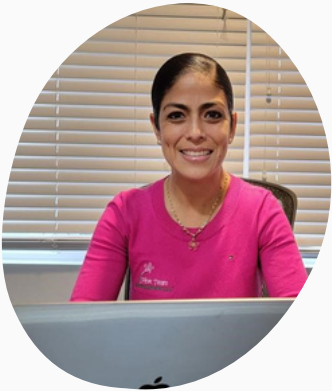
We understand the importance of maintaining transparency and accountability, which is why we assure you that all the funds raised through increased dues will be allocated thoughtfully and responsibly, with a focus on maximizing the benefits for all members.

Thank you for your continued support and dedication to the Association of Women Business Owners. Together, we can create a stronger, more dynamic organization that fosters professional growth and empowers women entrepreneurs to thrive.

# MEETING INFORMATION – SEPTEMBER 12, 2023

## How I Built a Million Dollar Business

In September, Alejandra Malo (Pink Team Cleaning) will share her story and talk about the keys to her successes in creating and operating multiple businesses.



### Alejandra Malo (Pink Team Cleaning)

Alejandra Malo was born and raised in Mexico into a family of entrepreneurs. Her Bachelors degree is in Accounting and Finance. She did her 4th year of Economic Sciences in France, is fluent in 4 languages, is an athlete and a musician.

Apart from running multiple businesses, Alejandra created a foundation to help improve the lives of orphans in Mexico. Through her university and her work experiences, she has traveled the world and found Lafayette to be her adopted home since 2010.

*Speaker Gift provided by: Stephanie Ellis (Travel Girl)*

***There will be no 3-minute Spotlights in September as we will be installing our new AWBO Board.***

**REGISTRATION REQUIRED FOR MEETING: REGISTER AT [WWW.AWBO.ORG/EVENTS](http://WWW.AWBO.ORG/EVENTS)  
Registration closes at noon on Friday, September 8**

TIME TO  
**RENEW**

***Members - be sure to check your email for your annual membership renewal invoice. Membership renewals are due by October 1, 2023.***

***Not seeing your invoice?***

***Email Ariana Crabtree ([ariana@travelgirlgroup.com](mailto:ariana@travelgirlgroup.com))  
or Crystal McFarland ([crystal1mcfarland@gmail.com](mailto:crystal1mcfarland@gmail.com)).***

PLEASE JOIN US FOR THE  
ASSOCIATION OF WOMEN BUSINESS OWNERS'

*Annual Holiday  
Fundraising Auction*

BENEFITING

*Through the Gate*

THURSDAY

07

AT 6:00 PM

DEC

THE STABLES EVENT CENTER  
7071 S 100 E  
LAFAYETTE, IN 48909

COCKTAIL ATTIRE

# Thank you for Visiting!

Carol Ben-Davies (College Bound Determination)  
Felicia Dale (Emerald Lotus Events)  
Erin Hallett (Wabash Center)  
Kathy Hyman-Anderson (Mama's Memories)  
Leah Jagers (Jagers Virtual Services)  
Amanda Johnson  
Judy Kercheval (WLF1)  
Kimberly Knochel (New Day Initiative)  
Jeanette Love (Consumable)  
Marcela Peña (Marcela's Cakes)  
Isabella Ramirez (Totally Pink)  
Hanna Steelman (Hanna Steelman Executive Coaching)



## *Introducing candidates for the 2023-2024 AWBO Board!*

President: Chenelle Hiatt  
President-Elect: Stephanie Ellis  
Treasurer: Shelly Bays  
Secretary: Samantha Kreinbring, DC

### **Vice Presidents of Membership:**

Marci Spitznagle  
Barb Meyer

### **Vice Presidents of Communication:**

Ariana Crabtree  
Kelly Russell

### **Vice Presidents of Programs:**

Joanna Retherford  
Freda Kiel

### **Vice President of Hospitality:**

Jeanna Chase  
Thometra Foster

*This slate of candidates will be voted on by the AWBO membership at the September meeting.*



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!

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# ATHENA Award

We are honored and excited to partner with the Greater Lafayette Commerce to present the Athena Award. The ATHENA Leadership Award is presented to an individual or organization who demonstrates the qualities embodied in the ATHENA Leadership Model.

The ATHENA Leadership Model is based on the Eight Principles of Enlightened Leadership and the unique way that women lead.



**Learn more about the Athena Award here: [www.tinyurl.com/GLC-athenaaward](http://www.tinyurl.com/GLC-athenaaward)**

## 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**  
Ana Crabtree