



## **PRESIDENT'S MESSAGE**

**CHENELLE HIATT**  
**PRESIDENT**

## **ARE YOU STEPPING INTO SPRING WITH NEWFOUND CONFIDENCE?**

Cara Putman taught us last month what confidence was, and how to navigate with confidence in the modern world. Hearing her speak about the "Likability Trap" really resonated with me personally, as I find it a constant struggle to find a balance between being "too warm" because I'm a woman, and "too strong" because I'm a leader (I know some of you can relate!).

My favorite takeaway of hers was finding the gift of meaningful work, and being deliberate about the work we commit our talents to. As Winter starts to concede to the warm weather of Spring, take a moment to reflect on the direction you're going this year. **Is your work meaningful to you? Is there a step you can make in your life that may make you more fulfilled?**



## **GET SOCIAL WITH AWBO!**

### **PUBLIC FACEBOOK PAGE**

Monthly meeting and event information

### **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)



# Embracing Staff Growth

## BEST PRACTICES FOR HIRING, ONBOARDING, PERFORMANCE MANAGEMENT, AND OFFBOARDING

**At our April meeting, we will be focusing on embracing staff growth and what this means for your business. We will share tips and best practices on hiring, onboarding, performance management, and offboarding. We look forward to sharing our experiences: the good, the bad, and the ugly so we can learn from each other.**

### **Jill Mullins** (Evolve HR Group)

Jill has more than twenty years of human resources experience in both public and private equity-backed organizations across hospitality, financial services, real estate, healthcare technology, medical collections, and life sciences. Her expertise is leading and designing start-ups and scaling up HR service delivery models and programs.

Jill is detail-oriented and highly organized with the ability to multi-task and effectively communicate across all audiences. She also has a passion for teaching and coaching others to be their best both personally and professionally.

Jill utilizes her strengths as a Developer, Winning Others Over, Communication, Positivity, and Activator to make a positive impact on her clients, peers, and community.



*Speaker Gift provided by: Susan Benedict (Design Alternatives)*

## **3-MINUTE SPOTLIGHT**



*Voltissa Vasili (V's Delicacies)  
Iris Goldfederer (Gas Stove Creative)*

**REGISTRATION REQUIRED FOR MEETING:**

**REGISTER AT  
[WWW.AWBO.ORG/EVENTS](http://WWW.AWBO.ORG/EVENTS)  
Registration closes at noon on  
Friday, April 5.**

*Welcome New Members!*

Carol Ben-Davies (College Bound Determination)



*Thank  
you!*

*Thanks for Visiting!*

Mallory Balducci (Aquire Social Agency)

Sarah Boulac (Roots To Rise Therapy)

Jen Bushore (YWCA)

Daylene Collier (Through the Gate Ministry)

Bri Madren (Madren Financial)

Melissa McAtee (Bravely Women's Health)

Michelle McGhee (Bravely Women's Health)

Cara Putman, (Purdue University)

Abbigail Saenz

Sarah Trueb (Precision Massage Clinic)

*Are you interested in serving on our Board?*



**We are currently looking for amazing leaders in our organizations that may have an interest in serving on a future AWBO Board!**

**If this is you, complete the interest form at the link below!**

**[www.tinyurl.com/awboboard](http://www.tinyurl.com/awboboard)**

**Enjoy the  
eclipse!**



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.



A T H E N A  
I N T E R N A T I O N A L

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

## 2023-2024 AWBO BOARD OF DIRECTORS

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