

# February Newsletter



association of  
**awbo**  
women business owners

## PRESIDENT'S MESSAGE



February is the “Month of Love” with Valentine’s Day smack dab in the middle. Yes, some of us have a husband, significant other, kids or grandkids that we focus on for this holiday, however, I want to encourage all of us to spend some time loving on or celebrating our love of self and our businesses! Which brings up the question...are you still in love with your business? If you are...great! Maybe you can focus this month on celebrating your business with others. Run a special promotion or just shout it out on social media. Let the world know you love your business and **WHY!** If not, maybe this month would be a great time to focus on how you can fall back in love with your business!

You remember...the days when you were roaring to get up each day and dive into your work, make connections, build relationships and conquer the world! I haven’t met many entrepreneurs who didn’t have seasons where they weren’t in love with their business...either because of burn-out, lack of growth, or the stress of worrying about or dealing with people (employees, team members, clients, etc.).

There’s nothing inherently wrong with that...we are human after all...where it can get tricky is when we don’t recognize it and take some action to dig into the cause of the “falling out of love”. It may be as simple as we aren’t taking good care of ourselves physically...you know...lack of sleep, lack of self-care, putting ourselves last...so both our body and our minds are running on empty!

I don’t know about you, but when I allow that you happen...there isn’t a lot of “love” for much of anything in my life! So, take so time to either **CELEBRATE** your business, or some time to **FALL BACK IN LOVE** with your business this month...and “spread the love” everywhere you go!

*Shelly Bays*  
**AWBO President**  
**EDGE Development Group**



## CONNECT WITH AWBO ONLINE!



### Member's Only Facebook Group

Promote your business to other members and get information for members only.



### Public Facebook Page

Monthly meeting information and event listing.

## FEBRUARY MEETING INFORMATION

### KNOW AND GROW SERIES:

#### Grow Your Network...Get Out of Your Comfort Zone



#### The AWBO **KNOW AND GROW SERIES** returns for 2020!

We begin with "Grow Your Network...Get Out of Your Comfort Zone" Have you set bold sales goals for 2020? Have you evaluated your current network and networking activities for 2020? Are they sufficient to provide the number of leads you will need to meet those goals? Are there opportunities you are overlooking? We hope to help you answer these questions in February as Jenna Isch leads us in a lively and audience engaged discussion of networking.

Her presentation will lay the ground work for business and professional development by inspiring and challenging you to stretching your comfort zone.

### ABOUT JENNA

Jenna Isch is the owner of Isch Insurance Services, a Farmers Insurance and Financial Services agency. She has worked in the insurance field for 10 years and has made networking and relationship building a key component of her business. With Farmers Insurance, Jenna has qualified for a number of achievement clubs, and her agency is consistently in the top 10% of the company. Jenna has been involved in AWBO for the past 9 years, as a member and has served various board positions (currently President Elect). She has also been a member of the Greater Lafayette Commerce, serving on the Small Business committee, and a part of Leadership Lafayette Class 49. Jenna has a media arts and public relations degree from Butler University. Before to Farmers, Jenna work in broadcast television as a reporter and producer. This is where her love of meeting new people and asking questions developed. Jenna moved to Lafayette in 2007 to produce the 6 and 11 o'clock news at WLFI. That is until she took a practice job interview which turned into a new opportunity and Jenna decided to step out of her comfort zone and into business ownership.



*Thank you to Jennifer Thompson (Schug Awards & Gifts) for providing a gift for this month's speaker!*

### 3-MINUTE SPOTLIGHTS

Flo Nydegger (New Life)

Tammy Foley (Coldwell Banker Shook)

### IMPORTANT MEETING REGISTRATION INFORMATION:

The cost to attend an AWBO meeting is \$5. An optional lunch buffet is available at our monthly meetings for \$16 (meeting cost included). The buffet will include chicken dish, 2 vegetables, salad, dessert, and beverage. **REGISTRATION IS REQUIRED FOR ALL MEETING ATTENDEES.**

#### TO REGISTER AND PAY FOR THE MEETING:

- Go to [www.awbo.org/events](http://www.awbo.org/events)
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, February 7

#### IMPORTANT NOTES:

We are NOT able to accept payment on the date of the event. In the event that you make a purchase and are unable to attend, we are not able to offer refunds.

11:15am - Lunch Buffet opens  
11:45am - Meeting begins  
1:00pm - Meeting adjourns

## MEMBER TESTIMONIAL

### SARAH HARMON (Rubia Flower Market)



When I became the owner of Rubia Flower Market five years ago, I didn't hesitate to continue our AWBO membership! Over the years I have watched the programming develop and become more and more valuable. AWBO provides both community and education for our leading local entrepreneurs. I love wrapping up each year with AWBO's holiday benefit, it is a true reflection of this group's giving mentality-- more successful this year than ever for Cary Home!

*thank you*

AWBO would like to thank Jennifer Thompson for her service on the Board and wish you the best in your new venture! Please welcome Joanna Retherford as our new VP of Programs.

## DID YOU MISS THE JANUARY MEETING?

If you missed the January meeting, you missed some great information on productive meetings! Our speaker, Emily Carter, has shared her notes with us on her website: [www.changeagent.studio/blog](http://www.changeagent.studio/blog)

## BOARD MEMBER SPOTLIGHT

### DEB PLUE, VP OF PROGRAMS



**BUSINESS (when opened):**

Shepherd Insurance (17 years)

**FAMILY:**

Jerry and I will celebrate 40 years of marriage on February 29, 2020. We have a son and a daughter and 8 grandchildren.

**TV SHOW I NEVER MISS:**

The Last Alaskans

**WHAT JOB DID YOU HAVE IN HIGH SCHOOL?**

Soda Jerk at Howard Johnsons Restaurant

**WHAT BOOK HAVE YOU READ THAT HAS INFLUENCED YOU (PERSONALLY OR PROFESSIONALLY), AND WHY?**

Intentional Living by John Maxwell. It inspired me to explore and develop my hidden talents

**IF YOU HAD A SUPERPOWER, WHAT WOULD IT BE?**

Time traveler

## WELCOME NEW MEMBERS

Julia Leahy (Carroll County Chamber of Commerce)  
Karen Bernier (Follow the Child Montessori)  
Olga Berezhnaya (Violin Olga Events)  
Stephanie Ellis (Tr4vel Girl LLC)

## MEMBERS-ONLY GROUP!



Be sure you are in the AWBO Members-Only Facebook Group! Not in the group? Contact Debbie: [sweetrevolutionbakeshop@gmail.com](mailto:sweetrevolutionbakeshop@gmail.com)

## GUESTS AT JANUARY MEETING

Jenn Bono	Rebecca Humphrey
Nadra Bechler	Rebecca Jones
Diane Catania	Nancy Lam
Ariana Crabtree	Morgan McKnight
Paula Davis	Christy Robertson
Monica Doerr	Angie Verissimo
Elizabeth Dunlap	Kara Webb

*Thanks for coming!*



**CERTIFIED GROWTH:**

# **XBE DIVERSE BUSINESS CERTIFICATION**

**PURDUE**  
UNIVERSITY®

Supplier Diversity

## **INFORM**

local diverse  
businesses of  
MBE/WBE/IVOSB  
Certification

## **PROVIDE**

an overview  
of the process  
and benefits of  
IDOA certification

## **ENCOURAGE**

attendees to  
become certified  
with the State of  
Indiana

**Are you satisfied with the growth of your business?**

**Are you looking for new opportunities to build  
your business?**

Minority, women and veteran-owned businesses are invited to join Purdue's Office of Supplier Diversity, Greater Lafayette Commerce and the Indiana Department of Administration (IDOA) for a comprehensive workshop on state diverse business certification and learn how this designation can open new doors.

## **EVENT PRESENTER**



Indiana Department of Administration  
Division of Supplier Diversity

## **EVENT SPONSORS**



## **CONTACT US**

For more information about this event,  
email [supplierdiversity@purdue.edu](mailto:supplierdiversity@purdue.edu).

## **JOIN US**

9-11 a.m.

Thursday, February 13, 2020

Greater Lafayette Commerce Office  
337 Columbia Street  
Lafayette, IN

## **REGISTER TODAY**

<http://www.greaterlafayettecommerce.com/events/calendar>



## EVENTS & ANNOUNCEMENTS:



As an AWBO Member, your set-up fee (\$99) for any membership at MatchBOX Co-working studio is waived! 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).

Create connections with other  
AWBO members!

**WOMAN  
TO  
WOMAN**



Sign up at the monthly meeting!

A - Achievement you are most proud of?  
W - Wish list, what is one of your big dream items?  
B - Business advice, what is the best advice you have ever received?  
O - Organizations you are involved in?



**GROW**  
with AWBO

A 3-month mentoring program to help you  
GROW your greatest investment - YOU!

Be matched with an AWBO  
mentor and explore the following:

- G - Gifts, Goals, Growth
- R - Reading, Resources, Reward
- O - Objective, Obstacles, Outcomes
- W - Why, When, What's Next

Contact Deb Plue to sign up as  
a mentor or a mentee!  
([DPlue@shepherdins.com](mailto:DPlue@shepherdins.com))

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## 2019-2020 AWBO BOARD:

**President:**  
Shelly Bays

**President-Elect:**  
Jenna Isch

**Secretary:**  
Tammy Foley

**Treasurer:**  
Shirley Pence

**VP Membership:**  
Amanda Snider  
Jill Walker

**VP Communications:**  
Debbie McGregor

**VP Hospitality:**  
Jennifer Betourne  
Karissa Mooney

**VP Programs:**  
Deb Plue  
Joanna Retherford