

# JUNE NEWSLETTER

association of  
**awbo**  
women business owners



## PRESIDENT'S MESSAGE



### KNOWING YOUR PURPOSE CREATES STRENGTH...

In my work with both individuals and organizations, I have seen firsthand the difference between “purpose driven” and “mission driven” people and companies. Purpose driven relates to the WHY, while Mission driven reflects the HOW. Big difference, and often misunderstood. In fact, one of the passions that I bring to my work and volunteerism is to help others to identify and name their purpose so that they can move in flow with change, opportunity and lead more successfully and intentionally. And, knowing your purpose (aka WHY) is more important today than ever as our businesses and families face change, opportunities and threats at an ever-increasing pace, forcing us to make decisions at breakneck speed or get left behind. Strengthening our decision-making muscles is imperative for both short- and long-term success and promoting peace and joy in our daily lives and businesses, and understanding your (and your organizations) purpose strengthens decision making.

I contend that when you are very clear on your why or purpose, it makes it much easier to make decisions, whether that be in business or your personal life. When we know our purpose, we can then measure opportunities, threats, and even daily decisions against these three questions:

1. IS THIS IN ALIGNMENT WITH MY PURPOSE?
2. WILL THIS ELEVATE MY PURPOSE?
3. IS THIS A THREAT TO MY PURPOSE?

Your answer to these three questions gives you clarity to understand the speed at which a decision needs to be made, if it will move you toward or away from your purpose, or if you need to move quickly to protect from threat or seize an opportunity. When you clearly understand and can articulate your WHY/Purpose...decision making becomes a process that is faster, more agile, and strengthens confidence, both in your own mind and heart as well as your internal and external publics.

*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.

# JUNE MEETING INFORMATION

HOW RESILIENT  
ARE YOU?

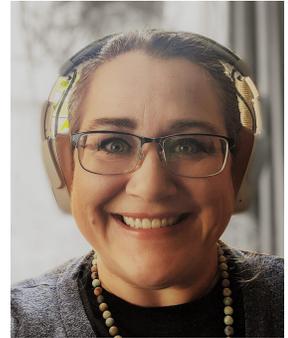


BRILLIANT & RESILIENT:  
MODERN SOLUTIONS FOR TODAY'S LEADERS

“There cannot be a stressful crisis next week. My schedule is already full.” Henry Kissinger was on to something! Resilience is like a muscle, and as leaders we've never needed that strength more! Chief Happiness Officer Sarah Ratekin will explore the specific individual and organizational challenges that currently stand between us and our ability to bounce back from tough situations. She'll share some of the science around resilience, the myth of the "Work-Life Balance", and offer easy, immediate ways to boost your resilience today!

## ABOUT SARAH

By day Sarah Ratekin is the Chief Happiness Officer at a global corporation. She is also the owner of Happiness Is Courage Inc. where she channels her passion for creating incredible employee experiences to help clients solve difficult engagement challenges. She leverages her skills in translating the science of happiness and well-being into actionable plans, for radically positive results. Sarah is an enthusiastic positivity activist who believes we can change the world for the better by being positive, grateful and kind.



## THREE-MINUTE SPOTLIGHT SPEAKERS

Nancy Lam (Better Life Chiropractic)

Jennifer Bono (LiveRight, LLC)

*Thank you to Stephanie Ellis (Travel Girl) for providing a gift for this month's speaker!*

## IMPORTANT MEETING REGISTRATION INFORMATION:

### 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, June 5

### 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



## AWBO SUMMER SOCIAL

### GET READY FOR A NIGHT OF LAUGHS AT THE AWBO SUMMER SOCIAL!

Join us on **August 18th** at the Lafayette Country Club for an evening of social gathering and hilarious entertainment from One Size Fits All Improv group. This team of local talent puts funny where their mouth is, entertaining on the fly with audience suggestions as inspiration. You may even learn a few new skills to apply to your business too. Tickets are \$40, this includes a meal and entertainment ([www.awbo.org/events](http://www.awbo.org/events)). A cash bar will be available. All adults are welcome to attend (women and men) - so bring your co-workers, friends, spouse, business clients, etc.! Doors open at 5:00!



## BOARD MEMBER SPOTLIGHT

### SHIRLEY PENCE, TREASURER



#### **BUSINESS** (when opened):

Stanley Steemer (42 years)

#### **FAMILY:**

I have three adult children, 2 daughters and 1 son, 4 grandsons and one granddaughter. I have had dogs, but not for a number of years. I love everyone else's pets because they provide a lot of Stanley Steemer work!

#### **TV SHOW I NEVER MISS:**

One of my favorite shows is "The Profit" where Marcus Lemonis tries to help businesses with either their product, process, or people.

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

My first job as a senior in high school was dinner service and clean up at our local hospital.

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

My current one is "Welcoming the Stranger: Justice, Compassion, & Truth in the Immigration Debate". I find that the current "news bites" mentality causes me to need deeper insight into polarizing issues.

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

It has always been to fly! So much more to see and do!

## AWBO HOLIDAY AUCTION VOLUNTEERS NEEDED

Can you hear sleigh bells ringing??? Well, maybe not yet. But we are looking for some cheery elves to join our standing committee for the 2020 AWBO Holiday Auction. We are hoping to start work earlier this year to plan the best auction yet!

We are looking for members to help by reaching out to companies for donations, logistics, and marketing. If you are interested in participating in this committee please contact Jenna Isch ([jisch@farmersagent.com](mailto:jisch@farmersagent.com)).



## AWBO 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)

ASSOCIATION OF

**awbo**

WOMEN BUSINESS OWNERS

**CONNECT**



*ARE YOU A WOMAN*



**SUPPORT**



**GROW**

*BUSINESS OWNER?*



**INSPIRE**

**JOIN US** for lunch on 2nd Tuesdays of the month @ the  
Lafayette Country Club 11:30-1:00

**WWW.AWBO.ORG** pre-registration required,  
\$5 meeting only, \$16 meeting and lunch

*MISSION: Association of Women Business Owners is a supportive network of women business owners dedicated to providing relationship building, mentoring, encouragement and resources*

## WHY AWBO?



### SUPPORT.

- \*Mentoring Program
- \*MatchBOX Co-working Studio Partnership & Discount



### CONNECT.

- \*Book Club
- \*Business Showcase
- \*Woman to Woman Coffees



### GROW

- \*Monthly Professional Development Programs
- \*Round Table Discussions
- \*Leadership Opportunities



### INSPIRE

- \*Encouragement from like minded women
- \*Cary Home for Girls
- \*Holiday Auction
- \*Habitat for Humanity

WHAT WOMEN ARE SAYING! ” .....I have been so impressed with some of the changes that have been incorporated into AWBO. The programs being offered are presented by top notch presenters that pertain to business, personal growth, marketing and networking. These programs are insightful and valuable both personally and for my business. I also respect that our AWBO members realize the importance of giving back to our community... I am so glad that I decided to reconnect with AWBO and join my fellow business owners in learning, networking and giving back with the very best. ”

Janie Peters, ART of Framing, Inc.



Follow us on FaceBook @AWBOLafayette

## EVENTS & ANNOUNCEMENTS:



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!

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))



## 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