

APRIL 2023

ASSOCIATION OF WOMEN BUSINESS OWNERS



NEWSLETTER



PRESIDENT'S MESSAGE

MARCI SPITZNAGLE, UNMISTAKABLY SIMPLE PRESIDENT

Is anyone else still energized from our last membership meeting? When I was challenged to describe my business without telling someone what I actually do, my creative process took off from there.



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@essentiallyyaqua.com

PUBLIC FACEBOOK PAGE

Monthly meeting and event information

Being challenged to take an extremely different approach on how we tell our customers about our business can be daunting. Sometimes it can feel like a betrayal to the brand that you have worked so hard to build up. But sitting around the table with our amazing group of women, I felt empowered and encouraged to continue to take steps to grow what I have started. I truly hope that our organization is doing the same for you.

It may not be on a level that someone else is experiencing, but it is on a level that is impactful to YOU and YOUR business. As we continue to build upon our businesses, and grow professionally, take the time to appreciate what you have built. Take the time to celebrate those small victories.

MEETING INFORMATION – MARCH 14, 2023



Finding Your Yellow Brick Road

Join AWBO in April for a creative exercise in strategy building. You'll discover how to create a compelling roadmap from where you are to the business you'd love in the next 3-5 years.

Nicole Gebhardt (Niche Pressworks)

Nicole Gebhardt is the Founder and Chief Storyteller at Niche Pressworks (www.nichepressworks.com), a full-service publishing agency that works exclusively with mission-driven business leaders. She and her mighty team have helped over 200 speakers, coaches, consultants and influencers expand their influence and grow their business through strategic planning and publishing.



As the Founder and Chief Storyteller at Niche Pressworks, my superpower is helping business leaders plan, write, publish and promote the right book for their goals.

For over 28 years I have built a career helping leaders define their brand, expand their influence, and change the world through marketing and communications strategy. I've done that through direct response marketing, social media, email, events, PR, and more. My favorite...and my full-time central focus now is a strategically-planned and intentionally-crafted book.

I love helping mission-driven leaders create compelling and effective messages that inspire people to action. I work with speakers, coaches, consultants, niche experts, organizational and business leaders...awesome people with a passion for their area of expertise and a deep desire to change lives by sharing their skills with others.



3-MINUTE SPOTLIGHTS



Erica Mitchel (Erica Mitchel Notary)

Stephanie McKinley (Raeco Realty)

REGISTRATION REQUIRED FOR MEETING: REGISTER AT WWW.AWBO.ORG/EVENTS
Registration closes at noon on Friday, April 7

*Speaker gift provided by
Marci Spitznagle*



Welcome New Members!

Kristina Lesley (Heartford House)
Cathy Russell (The Russell Company)
Norma Saena (Judas Language Services)
Stevie Sweet (Sweet Designs)

Thanks for visiting!

Debbie Anderson (Victorian House Scones)
Rebekah Ferney (Pineapple Estates)
Jessica Fishers (Puroclean)
Jasmine Fullove (The Academy Volleyball Club)
Ingrid Rounds Hardy (Kingdom Tech Agency)
Elizabeth Harwood (YWCA)
Rebecca Fleetwood Hession (We Thrive)
Anna McKean (The Academy Volleyball Club)
Madison Walker (Made X Madison)



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 **Treasurer, Shelly Bays**. Shelly is a force of nature that believes in the good in every person she meets! Let her help you become a better you.



Video Link: <https://tinyurl.com/m5a2zthu>

Email Shelly: shelly@shellybays.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!*



HEADSHOT EVENT

AWBO is partnering with Christine Petkov Photographer for an exclusive headshot event only for Current AWBO members!

We have twenty-four, 10 minute slots available!

April 19th 11am-3pm

\$16 per person

8 N. 3rd Street, Ste.402 Lafayette, IN 47901

Register at

AWBO.ORG/EVENTS

Once you complete your registration and pay online, you will receive a Registration Confirmation email with a link to select an available time slot, and tips for making your new headshots amazing!

**A REMINDER EMAIL WILL BE SENT PRIOR TO THE DAY OF THE EVENT,
BUT DON'T FORGET TO PUT YOUR SELECTED TIME IN YOUR CALENDAR!**



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.



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

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