

March Newsletter



PRESIDENT'S MESSAGE



Spring is on the way, and I'm excited for two reasons. First, I'm tired of being cold! Second, it means the Farmer's Market season is coming! We started the bakery in 2015 selling at the Farmer's Markets. It was a wonderful way to test the market, meet people, and see if we had something that would grow into a bigger business without a huge expense. We learned a lot during that time, including who our clientele were and what they loved to eat. As business owners, we are constantly growing and getting new ideas, learning how to do things better. This is one thing I love about AWBO, every month there are wonderful speakers to help me grow and members to fellowship and share ideas with. Because of that, I think you will be excited about the next three months!

We will be having three workshops with content and materials that all tie in together. We're calling it the

KNOW AND GROW SERIES

In March we will have **KNOW YOURSELF, GROW YOURSELF**, presented by Shelly Bays. She will share how understanding our DISC profile can help us to effectively communicate with our clients and prospects.

In April, we will have **KNOW YOUR CLIENTS, GROW YOUR CLIENTS**, presented by Joanna Retherford. She will show us how to identify and create a vision board of our ideal clients so we can keep them in our sights.

In May, we will have **KNOW YOUR NUMBERS, GROW YOUR NUMBERS**, presented by Stacey Gaines. She will teach us how to create and manage a sales funnel to grow our business and meet our goals.

I hope that, as a member of AWBO, you have every 2nd Tuesday of the month blocked off between 11:30am-1:00pm. Put the AWBO monthly meeting on the top of your list, and come GROW with us!

"I always believed that one woman's success can only help another woman's success."

(Gloria Vanderbilt)

Debbie McGregor
AWBO President

Co-Owner, Sweet Revolution Bake Shop

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.

MARCH MEETING INFORMATION

In March, April, and May AWBO will be presenting a 3-part series designed to help you KNOW and GROW yourself and your business. You won't want to miss these, so make plans now to attend all three sessions!

The graphic for the 'Know and Grow Series' features a circular logo with the letters 'D', 'i', 'C', and 'S' in the quadrants. Below it is a silhouette of a head with gears inside, representing 'Know Your Clients, Grow Your Clients'. At the bottom is an inverted triangle with the text 'Know Your Numbers, Grow Your Numbers'. The logo for the 'association of awbo women business owners' is also present, with the website 'www.awbo.org'.

KNOW YOURSELF - GROW YOURSELF

Achieving Intentional Growth as Business Owners

This month at AWBO, Shelly Bays (EDGE Development Group) demonstrates how we can achieve intentional growth as business owners by understanding our own, and our clients', personality and behavioral styles. You will learn how to:

- Quickly identify personality and behavioral styles
- Communicate more effectively with those styles
- Build and strengthen relationships...from the living room to the board room
- Leave with take-aways to help you in the office, on a team, or at home

ABOUT SHELLY

Shelly Bays has a passion for empowering women and helping them strategically hone their skills in leading others. From her stellar 17-year career with the Aflac insurance company (where she built highly effective teams) to her own firm, EDGE Development Group, Shelly brings years of leadership and training excellence to every project. Ms. Bays is an internationally certified speaker, trainer, and coach with the John Maxwell Team, and a Maxwell DiSC Method certified trainer. One of her favorite laws of leadership from John Maxwell – 'The Law of the Lid' – helps her stay on track and point others toward steps to reaching their maximum leadership abilities.



Shelly delights her clients by sharing her personal business lessons learned. It's her way to offer something extra while guiding them to engage, discover, and develop themselves and others. "I want to help people grow intentionally so they can have the life they desire," Shelly tells us.

Thank you to Deb Plue (Shepherd Insurance) for providing a gift for this month's speaker!

3-MINUTE SPOTLIGHTS

Jennifer Betourne - A Step Above Appliance Repair

Christina Devine - Devine CPA & Co.

IMPORTANT LUNCH REGISTRATION INFORMATION:

An optional lunch buffet is available at our monthly meetings for \$16. The buffet will include 1 entree, vegetable, starch, dessert, and beverage. **ADVANCE REGISTRATION IS REQUIRED IF YOU ARE PURCHASING LUNCH!**

TO REGISTER AND PAY FOR LUNCH:

- Go to www.awbo.org and click on the Events link.
- Select the Meeting + Lunch option and follow the on-screen instructions to pay
- Lunch registration closes at noon on Friday, March 8, 2019

IMPORTANT NOTES:

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

11:30am - Lunch Buffet opens

11:45am - Meeting begins

1:00pm - Meeting adjourns



Ladies Night Out
THE RUGGED XSCAPE
 March 21st, 5:30pm

Reservations are REQUIRED for this event. To RSVP, send an email to Debbie McGregor (gardenpatch5@hotmail.com) by Monday, March 18, and she will send you a PayPal invoice for the \$25 entry fee. We will finish off the evening with dessert at Sweet Revolution Bake Shop!

NEW MEMBER ORIENTATION

Make plans to attend our New Member Orientation before the monthly meeting on March 12th. We will cover the ins and outs of AWBO and put you in the best position to maximize your AWBO membership!

TUESDAY, MARCH 12

11:00am - 11:30am

Lafayette Country Club

We hope to see you there!

MEMBER TESTIMONIAL



AWBO and I met each other a couple of years ago at the GLC Business Expo. AWBO means many things to me, but the two most important are the friendships I've forged and finding a professional group for women business OWNERS. Every month, AWBO offers a business-related mini seminar that's worth planning into my schedule. This may come in the form of a hand-picked speaker, a roundtable, or a panel discussion ... just to name three of the ways we learn. No matter the mood I'm in when I arrive, I always leave the meeting energized and knowing I did NOT waste my valuable time.

Kathie York (Kathie York Proofreading, LLC)

BOARD MEMBER SPOTLIGHT

TAMMY FOLEY, AWBO SECRETARY

BUSINESS (when opened):

Tammy Foley, Coldwell Banker Shook (10 years)

FAMILY:

Married 41 years, 3 sons, 8 grandchildren

WHERE IS THE MOST EXCITING PLACE YOU HAVE TRAVELED TO?

Ireland in 2018

WHAT IS YOUR BIGGEST ACCOMPLISHMENT?

Being awarded the Charles H. Shook Award for outreach and service to our community.

WHAT PIECE OF ADVICE HAS BEST HELPED YOU IN YOUR BUSINESS?

When you know a client is making a bad decision, give them information from a different perspective.



WELCOME NEW MEMBERS!

DEANNA CAMPBELL (County Road Books)

ROXANN CEDARS (Roxann Cedars Shelter Ins.)

APRIL COCHRAN-SMITH (Scout)

BARBARA CRISWELL (BKC Homegoods)

JILL LYNN (Rogue Blackbird, LLC)

MARIANNE OWEN (Stuart & Branigin, LLP)

CARLA WATKINS (Two Tulips)

GUESTS AT JANUARY MEETING

Anthony Cawdron

Kaushawn Klumpe

Taletha Coles

April McCarty

Lynne Fox

Sally Siegrist

Nicole Gebhardt

Stephanie Shrock

Kim Han

Deanna Wise-Frichs

Candace Highhouse

EVENTS & ANNOUNCEMENTS:



LADIES NIGHT OUT is the 3rd Thursday of every month. On March 21, we will meet at The Rugged XEscape - bring a friend or co-worker! **Reservations are required for this one, please see the top of page 3 for more information!**



Watch the AWBO Facebook page for each month's location information!

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)



DID YOU KNOW?



As an AWBO member,

you are also a member of the Greater Lafayette Chamber of Commerce and can attend their events!

Find the events calendar at the link below!

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

2018-2019 AWBO BOARD:

President:

Debbie McGregor

President-Elect:

Shelly Bays

Secretary:

Tammy Foley

Treasurer:

Shirley Pence

VP Membership:

Linda Berryman
Flo Nydegger

VP Communications:

Lori Bauerle
Stacey Gaines

VP Hospitality:

Jennifer Betourne
Kathy Good

VP Programs:

Deb Plue
Kathie York