

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

BY JENNA ISCH, AWBO PRESIDENT

I remember my first mentor experience; I was 19 and doing my first summer college internship. My supervisor for this internship took me to a woman's desk and said, "Jenna meet Suzy, she will be your mentor." I probably stood there like a deer in headlights not knowing what to do or say next. And sadly, that interaction was the only interaction I had with my "mentor" all summer. Thinking back, it was really weird. Suzy didn't work in the same department, or even on the same floor that I was working on. I think she was only my mentor because she was another woman at the business, and probably said she was willing to mentor others. We had no real opportunity to interact and this pairing was unnatural for both of us.

As time has gone by, thankfully, I have had the opportunity to develop other mentors in my career, that happened much more organically. It usually started with someone offering to be a resource if I need help, and me taking the initiative to actually ask for help. From there, a mutual respect, trust and friendship formed. However, it can be challenging to develop that connection to find a mentor and ask for help... or even to step up and offer to be a mentor to others. To open up that vulnerability can be hard on both sides of the relationship.



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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 Tamzin at mainstreetbookslafayette@gmail.com

PUBLIC FACEBOOK PAGE
Monthly meeting and event information



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Mentorship is one of the biggest things our members say they are looking for when joining AWBO. One way AWBO is working to help develop mentor relationships is our new AWBO Allies, peer advisory program. If you were at our July membership meeting you heard the news about the AWBO Allies program launching, but it is worth repeating. This program, developed for AWBO members, will serve as an accountability, mastermind and sounding board for small groups of members. The goal is to harness the power of the group to overcome challenges, brainstorm new ideas and capitalize on opportunities in your business and help others do the same.

This program is open to all AWBO members and I encourage those interested to reach out to any board member on how you can be a part of this program. Hopefully our members will be on their way to building more organic, peer to peer, mentor relationships.



AWBO will have a booth at the upcoming GLC Business Expo. The event is **September 15th** at the Tippecanoe County Fairgrounds.

For our booth we are putting together a basket of items donated by our AWBO members, as another way to promote your business in the community.

If you have products, gift cards/coupons, marketing items etc... that you want in the basket please bring those items to the August membership meeting.

The GLC business expo is free and open to the community, so check it out.

Welcome to our New Members!

Chenelle Hiatt (Prism Parties)

Thank you for Visiting!

Bella Lieske (Through the Gate Ministry)

Monica Doerr (Doerr Law Office)

AWBO
allies
PEER ADVISORY GROUPS

As a part of your AWBO membership, the new AWBO Allies Peer Advisory Groups are designed to help you to build your business faster, by allowing you to create new connections and develop relationships with other AWBO members.

Contact Shelly Bays for more details (shelly@shellybays.com).

Sign up deadline is August 15, 2021



MEETING INFORMATION - TUESDAY, AUGUST 10, 2021

MY ENTREPRENEURIAL JOURNEY

In August, we welcome Brittany Whitenack, Founder & CEO of Antique Candle Co. to share her journey in taking her business from idea to flourishing.



Brittany started Antique Candle Co.™ with an idea, business plan, and \$200 worth of candle making supplies. 7 years later Antique Candle Co.™ employs 60+ candle makers, shipping peeps, and marketing gurus while generating more than \$9 million dollars in sales annually.

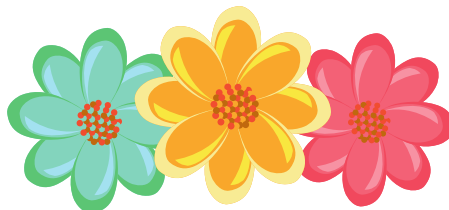
Brittany says, "The Co. in Antique Candle Co.™ stands for COMMUNITY, and all the important values that word encompasses. Co. also stands for COMPANY, which accurately reflects our company of innovative and inspiring candle makers. Our team proudly curates farmhouse-inspired, quality candles—hand poured in Lafayette, Indiana!"

She also shares that, "Our greater mission is to share the love of Christ with all our candle friends. We believe He is the true light and we do everything for His glory. Antique Candle Co.™ proudly supports faithful missionaries in this cause."

THANK YOU TO DEBBIE MACGREGOR (Sweet Revolution Bake Shop) FOR PROVIDING A GIFT FOR THIS MONTH'S SPEAKER!

3-MINUTE SPOTLIGHTS

Dr. Nancy Lam (Better Life Chiropractic)
Deb Plue (Shepherd Insurance)



**THE TRUE
ENTREPRENEUR
IS A DOER,
NOT A
DREAMER.**



Nolan Bushnell

**MEETING REGISTRATION INFORMATION
TO REGISTER AND PAY FOR THE
MEETING:**

- Go to www.awbo.org/events
- Select appropriate option and follow the on-screen instructions to pay
- Registration closes at noon on Friday, August 6.

IMPORTANT NOTES:

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

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



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!

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?