

AWBO MONTHLY

Newsletter of the Association of Women Business Owners



PRESIDENT'S MESSAGE

THINK OF
HOW WE, AS
EMPOWERED
WOMEN, CAN
EMPOWER
OTHER
WOMEN



**KARISSA MOONEY, EDWARD JONES
PRESIDENT**

Hi Everyone! First, I want to say thank you so much for allowing me to serve you in this role. Thank you to our incoming board for your willingness to help serve and lead this next year! And, a special thank you to our former board members for getting us to where we are today.

For this next year I challenge you to focus on the word “Empower”. Empower can take on so many meanings from empowering ourselves to empowering others. Perhaps you might empower your

clients, friends, or family. Think of how we as empowered women can empower other women. Self empowerment might mean to you gaining more knowledge or raising your business acumen. However you choose to view the word “Empower” I hope you will use it to benefit you and in turn benefit others.

Here’s to a wonderful 2021-2022 AWBO year!



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 Megan Cabral at megan@megancabral.com

PUBLIC FACEBOOK PAGE

Monthly meeting and event information



CHOOSING CONNECTION THROUGH COURAGE: STOPPING THE HUSTLE FOR OUR WORTH

"Owning our story and loving ourselves through that process is the bravest thing that we'll ever do." - Brenè Brown.

If deep down we believe that we're not enough, we'll do anything we can to prop up our self-esteem and avoid the pain that comes from our limiting beliefs. As women, we are more likely to hustle for worthiness on the outside of our story, rather than claim worthiness inside our story. We crave connection, and yet our desire to create it often does the opposite. Who we are and what we believe becomes secondary to who do you want me to be? and what do you want me to believe? During this interactive session, we will look at the most common ways that women hustle, discover the limiting beliefs behind it, and learn how to let go of the need to hustle so you can begin to connect with your authenticity, create connection with others, and choose to empower yourself through the courage of vulnerability.



Simona Reising is an experienced executive with an extensive background in nonprofits and a seasoned facilitator for professionals and teams. Recognized for her performance in team development, she has experience in multiple industries, including mental health, human resources, social services, and government organizations. Leading with a values-driven approach, Simona is passionate about empowering brave teams and building courageous cultures, and uses a people-first approach to leadership development. Her work to transform workplaces and the people in them is to bridge self-awareness with authenticity so that each of us can show up as wholehearted people. This approach guides her work in leadership development and team collaboration to allow innovation to thrive. Simona is a Licensed Clinical Social Worker (LCSW), a Certified Daring Way™ Facilitator (CDWF), and a Certified Resilience Coach.

Speaker gift provided by Melanie Nemacheck (HealthbyMe!)

3-Minute Spotlight Speakers:

Deanna Campbell, Always NutritionWorks

Alicia Dunbar, Retail Therapy



Welcome New Members!

Julie Martin (Primerica)
Kelly VanDame (Fearless Fitness Bootcamp)
Jennell Uerkwitz (The Polish Principal)

Thank You for Visiting!

Jodi Bondy (Hoosier Photo Organizer)
Farren Felus (Leadership Lafayette)
Amber Fields-Hatten (Junior Achievement)
Kristina Lesley (Hartford House)
Barb Meyer (Independent Cabi Stylist)
Betty Tonsing (Taking the Next Level)



THERE IS NO
"RIGHT TIME".
THERE IS JUST
TIME AND
WHAT YOU
CHOOSE TO
DO WITH IT.

UNKNOWN



Grow with Google

Selling Online Using E-Commerce Tools

OCTOBER 12 | 2 PM

FREE PRESENTATION

Learn how to sell your products online. We'll walk through listing your products for free with Google My Business and Merchant Center. And we'll show you one way to sell on your website, using an E-Commerce store built with Shopify. Plus, learn about more helpful tools to stand out online, such as Local Opportunity Finder and Grow My Store.

**JOIN VIRTUALLY
OR AT
GREATER LAFAYETTE COMMERCE**

**REGISTER BY
OCTOBER 8**

Register at - bit.ly/growwithgoogle1012

In this 60-minute webinar, Google will:

- **Discuss the Products tab in Google My Business**
- **Introduce Google Merchant Center and the basics of creating a free account and a product feed**
- **Show you set up an E-Commerce website using Shopify**



Program Sponsored by:





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?

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).

2021-2022 AWBO BOARD OF DIRECTORS

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