



NAWBO Insider - End of Summer 2016



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What's New?

Welcome New Members!



The following women business owners have joined NAWBO San Diego since the publication of our last newsletter:

- ~ **Martha Betancourt**
Storm General Builders Inc.
- ~ **Andrea Christian**
Northwestern Mutual
- ~ **Didi Discar**
Carling Communications, Inc
- ~ **Anita Tassviri**
McKinney Advisory Group
- ~ **Carol Pankiw Tyner**
International Arrivals, LLC

Message from the President

NAWBO Members and Friends,

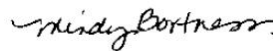
We're headed into Fall with so much excitement in our local chapter. Advocacy Director Cynthia Trevino's article in this newsletter lets you know where and how NAWBO gets involved in the political scene as it benefits women and small business. Marketing Director Alex Linyard's creation of our NAWBO-San Diego app is starting to catch on at other chapters across the country. Have you downloaded it yet? Members supporting members is HUGE at NAWBO.



I'm looking forward to seeing our NAWBO sisters at the national conference in Columbus, Ohio where our Woman Business Owner of the Year, Didi Discar, is one of the three national finalists for National Woman Business Owner! San Diego WBOs rock!

And right now our Program Chair, Nichole Mayer-Bodycott, is setting up a cool Network with NAWBO Happy Hour at the beautiful Seasons 52 downtown. It's slated for September 27 and we hope to see you there!

We are a mighty sisterhood and we want to support your personal and professional growth. Please reach out to me or any board member to let us know how we can help!



Mindy Bortness
President
NAWBO San Diego
(858) 395-7814

NAWBO San Diego Buzz



~ Linda Strand
Independent Energy Solutions,
Inc.
~ Jasmin Zunzunia
J To Z Style

2016 Upcoming Events



Network with NAWBO
Date: Tues., Sept. 27, 2016
Time: 5:30 pm - 7:30 pm
Location: Seasons 52
[Click here to register.](#)

Afternoon with NAWBO
*3 Critical Mistakes Women
Entrepreneurs Make When
Marketing Today (And How
to Fix Them)*
Date: Wed., Oct. 19, 2016
Time: 4:30 pm - 6:30 pm
Location: Corporate Alliance of
San Diego
[Click here to register.](#)

Seminar Series
Topic coming soon...
Date: Fri., Nov. 4, 2016
Time: 12:00 pm - 1:30 pm
Location: Corporate Alliance of
San Diego
Stay tuned for more details.

**Sponsors & Members
Appreciation Event**
Date: Wed., Dec. 7, 2016
Time: 5:00 pm - 8:30 p.m.
Location: San Diego Yacht Club
Registration will open soon.

What's New?



Our website!
We are very excited to
announce that NAWBO San
Diego's brand new website is
[https://www.nawbo.org/san-
diego](https://www.nawbo.org/san-diego)
We are still in the process of
migrating all of our content so
please be sure to check back
regularly for updates.



Congratulations to our very own Didi Discar of Carling Communications!

Didi is our 2016 Woman Business Owner of
the Year and is **one of three finalists** for
the *NAWBO National Business Woman of the
Year Award*. We are so proud of this rock-
star!

Our president, Mindy Bortness has
been recruited as Vice President of
NAWBO CA!

Mindy joins past president, *Tamara
Badkerhanian-Ganey*, who currently
serves as Director of Public Policy.
Way to go, Mindy!



Relationship Accelerator Academy Update



Our previously scheduled first-annual Relationship Accelerator
Academy has been postponed to **Tuesday, January 31, 2017**.
Please join us along with Corporate Alliance at Cape Rey
Carlsbad to change the way you build relationships from the
inside out. [Click here for more details.](#) *Registration will open
very soon.*

myCONNECTEDapp



myCONNECTEDapp

NAWBO San Diego's first ever mobile app is here!
myCONNECTEDapp allows NAWBO members to:

- Stay updated with all the latest news, events, and social media posts
- Easily share business referrals using the searchable directory of members - includes professional details such as industry category, title and company name
- Find upcoming events with the searchable calendar of scheduled activities
- And so much more!

*Sponsored by SDG&E and brought to you by Alexandra Linyard
& 1218 App Team.*

Download the app today in the [APP STORE](#) or [GOOGLE PLAY](#).

Fall Membership Drive



If you sign up as a member of NAWBO between Sept. 1 - Oct. 31, you will receive:

- \$25 Discount for all NEW member Initiation Fee (\$75 normally \$100)
- Waive the \$25 reinstatement fee for any NAWBO members that rejoin

[Click here to join our sisterhood. We are better together.](#)

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