



NAWBO NATIONAL & INSTITUTE PROGRAMS

National Women's Business Conference

NAWBO's annual National Women's Business Conference is the only event of its kind that brings together a diverse group of women business owners and our community of supporters from across the United States to power their dreams together. This event takes place each fall in a different U.S. city. Highlights include keynotes, breakout sessions, networking, stay and play activities, exhibit hall, awards gala and more. It kicks off with the one-day Annual Membership Meeting, followed by the two-day conference.

Advocacy Days

NAWBO's annual Advocacy Days provides women business owners with the opportunity to learn about NAWBO's core policy areas, weigh in on the issues impacting their businesses and make sure their voices are heard with key decision makers in Washington, D.C. Taking place over two days each summer, attendees hear from and meet with elected officials and their staffs as part of this experience that builds on NAWBO's advocacy roots and reputation.

Leadership Academy

NAWBO's annual Leadership Academy is held every winter for NAWBO members who are not only busy running their own businesses, but many are also in leadership positions in local NAWBO chapters. The event brings them together to advance their personal, business and chapter leadership in an intimate atmosphere where they learn from experts and from one another. A second track is for members and non-members seeking to further their professional leadership together.

Connect and Learn

NAWBO offers a variety of no-cost virtual programs throughout the year to keep our members and larger community of women business owners connected and inspired. Open to all women business owners, our Connect and Learns are held every other Tuesday and feature NAWBO Premier members sharing expertise on a variety of business-lifestyle topics. These are recorded and then accessible following the events on the NAWBO Institute.

Empower Hour

Another no-cost virtual program offered by NAWBO throughout the year is Empower Hour (formerly Community Connects). Empower is "to make someone stronger or more confident." This event held over Zoom every Wednesday is designed for attendees to empower themselves and other women entrepreneurs as they connect to develop relationships, share successes and best practices and support one another through the ups and downs of business ownership and leadership.

Open Forum

NAWBO's virtual programming line-up also includes quarterly Open Forums. This event has a different focus each time such as Diversity, Equity, Inclusion and Belonging, Certification, Membership and Advocacy. It traditionally features National committee chairs/members sharing the latest news, followed by listening and facilitating conversation with attendees.

NAWBO Huddle

Rounding out NAWBO's virtual programming is the NAWBO Huddle, a fireside chat-style program featuring a conversation between NAWBO and one of our valued sponsor partners to provide additional value to the relationship and inform and inspire our community. This event is held at different times throughout the year based on partner deliverables and availability.

Candid Conversations

As part of our commitment to Diversity, Equity, Inclusion and Belonging (DEI&B), NAWBO introduced a monthly virtual DEI&B circle-format series designed to facilitate CANDID CONVERSATIONS about the unique experiences of our members around diversity, equity, inclusion and belonging—both in NAWBO and in their businesses. DEI&B was also the main focus of several Open Forum events.

Awards

NAWBO's annual awards program honors the accomplishments and contributions of exemplary women who have led the way in the women's business community and are building a legacy for the next generation of entrepreneurs. Awards include: Woman Business Owner of the Year sponsored by Bank of America, NAWBO Member of the Year, NAWBO Rising Star Award, NAWBO Advocate of the Year Award, The Susan Hager Legacy Award, The Gillian Rudd Leadership Award and NAWBO Hall of Fame Awards.

Membership

NAWBO offers two main virtual programs to support current and prospective members throughout the year. Member Orientation is the opportunity to get to know the benefits of belonging, including events, programming and opportunities to increase visibility, as well as to meet members of NAWBO HQ's Membership team. Why NAWBO? highlights why NAWBO is the go-to premier women's organization for thousands of women business owners across the U.S. and how to harness it to power your dream.

Circle

NAWBO Institute's Circle Program is designed specifically for NAWBO Premier members who own larger businesses that exceed \$1 million in annual revenue. The program provides top-tier women business owners with a transformational blueprint that aligns all aspects of their lives to develop deeper bonds, better businesses and stronger communities. Activities include the annual exclusive Circle Retreat as well as Mastermind groups, special interest groups, Meet & Greet with Greatness events, advanced educational programs and more.

Certification

Becoming certified as a Women's Business Enterprise (WBE) or Minority Women's Business Enterprise (MWBE) gives customers confidence that they're buying from a legitimate woman-owned business. NAWBO's WBE/MWBE Certification program through the NAWBO Institute takes women business owners step-by-step through the process to certification—uniquely by certified women business owners for women business owners. Once certified, these women business owners continue to get guidance and education on how to harness the power of their certification, and network with businesses to grow their companies.

Launch Right

Through the Wells Fargo Open for Business Grant, the NAWBO Institute launched this start-up program for women who are exiting the workforce in rural regions and marginalized socioeconomic communities. Launch Right is designed to reach and positively impact under-represented women who are exploring entrepreneurship to provide them with the tools they need for a good start. It is delivered through a workshop series—available virtually and on demand to reach all parts of the country.

Established and Ready to Grow

The Established and Ready to Grow Program sponsored by AARP is for women entrepreneurs of color, aged 45+. The program seeks to propel women in early stages of business ownership to the next level through opportunities to increase industry and peer connections, increase market share and convert leads to customers, build client loyalty and retention and more. A pitch competition has also been added for active program participants with exciting prizes connected to NAWBO's National Women's Business Conference.

Accelerated Growth

The NAWBO Institute's Accelerated Growth Program sponsored by Wells Fargo is a premier suite of learning modules designed to help women business owners scale through high-level education and mentorship. This program for just 25 participants increases their market competitiveness and positions them to achieve the next stage of growth and expansion through virtual learning sessions, mentorship/mastermind groups, connection to a supplier diversity department and more.

National Day of Service

On one day each year, NAWBO and Women Presidents Organization (WPO) partner for a National Day of Service. The goal of this event is for members of both organizations to come together as women helping women in communities across the United States. For the first event in 2022, NAWBO and WPO helped Dress For Success, a nonprofit that provides professional attire for low-income women, to help support their job-search and interview process.

NextGen

NAWBO is thrilled to offer a membership category and special programming to support our next generation of women business owners. Programming includes quarterly webinars with different speakers and topics. The virtual NextGen Forum is an innovative two-day forum held after the National Women's Business Conference and designed to develop an entrepreneurial curiosity, confidence and mindset in young women through life-changing connections, education and resources.

Cultivate Education

The NAWBO Institute features a digital learning platform for women business owners of all stages and industries. It's open to members and non-members with free recordings of NAWBO virtual programming, a private social community and digital courses from our partner Cultivate Advisors like Financial Fundamentals, Rockstar Recruiting, Impactful Communication, Prescriptive Selling, Dynamic Leadership and Personal Productivity. All Cultivate courses are discounted for NAWBO members.

International

Over the years, NAWBO has deployed many delegations of leaders and members to different parts of the world as part of our commitment to contribute to a strong global community of female entrepreneurs. During Women's History Month, NAWBO also holds our HERstory in the Making virtual international summit to shine the spotlight on the rapidly growing world of female entrepreneurs, showcase diverse perspectives and learn what they are experiencing in their unique communities. Global sustainability was the focus for this event in 2022.