



NAWBO Insider - Fall 2018



In this Issue

Business Articles

1. *12 Strategies for Living Intentionally in Every Area of Your Life*
2. *Clear Out What's Holding You and Your Business Back*
3. *Pitfalls of Partnerships: Start with the End in Mind*

President's Message

New Programs

NAWBO's Fall Membership Drive

Women on Boards

2018 BRAVO! Awards

Charity-of-the-Quarter

Women on Boards: Critical Steps to Becoming Paid Board Members



Wednesday, October 17
Corporate Alliance of
San Diego
4:30 - 6:30 pm

NAWBO's involvement in SB 826 that advocates for gender equality on boards, has been truly

Message from the President

What a wonderful time to be a woman entrepreneur! The economic stats are steadily improving and the buzz at the NAWBO National Business Conference in Spokane last month validates that our NAWBO Sisters from across the country are rising in revenues, employee count and business acumen.



We saw an inspiring film regarding HR50/50 where NAWBO sponsored a bill in the 1980s for women to not need a male to co-sign for a loan. NAWBO attracts women of action!



Bank of America's Karen Harrison announces the 2019 Woman Business Award Winner!



San Diego was represented by Lisa Bentson, Mindy Bortness, Janet Lienhard (Felena Hanson, Karen Harrison not pictured).

It feels like we are on the brink of our next big advancement. NAWBO CA proudly sponsored SB826 and it passed! We did it! This ensures that publicly held corporations in California will have at least one female BOD seat by the end of 2019. Stats show that BODs with at least one woman generate more revenues due to the more well-rounded perspective and idea generation. Read more about it in the Brojure that our Program Director, Summer Sepulveda created at www.nawboca-sb826.org. I think our Betsy Berkhemer-Credaire, NAWBO LA and Lori Kammerer, NAWBO Sacramento are certain to be featured in a film for NAWBO women of the future as we watch this mindset sweep other states.

I had a chance to talk with Loreen Gilbert, NAWBO OC, who sits on the President's Small Business Council. It was great to learn that President Trump donated his 2nd Quarter salary to the US Small Business Administration. The money will be used to help veterans become entrepreneurs. While NAWBO is all about women...we are also about all small businesses thriving

pivotal for moving the interests of women in business forward. Join us for Women on Boards, featuring Julia Brown and Teresa Jaques, to find out why you should consider joining a board and what you can do today!

More information and registration [here](#).

NAWBO San Diego's Signature Event



Dream. Believe. Achieve. Shine.



Friday, November 16
Cape Rey Carlsbad
11:30 am - 2:30 pm

We look forward every year to honor San Diego women business owners who have established themselves as leaders in our community.

Register for the best BRAVO! Awards yet! [Click here](#) to save your seat or participate as a sponsor.

Learn about all the opportunities we are offering at BRAVO! [here](#).

Nominate a WBO [here](#)!

Learn more about our 2017 winners [here](#).

Charity-of-the-Quarter



Join NAWBO San Diego's efforts in supporting its Charity-of-the-Quarter for October through

to continue to build our robust economy.

We are finishing 4th quarter strong in your SD Chapter - **Women on Boards** discussion on October 17th will be insightful, inspiring and timely! Don't miss your November 16th **BRAVO! Awards** featuring the esteemed Dr. Gail Naughton and our local award winners. And we're opening up your holiday party to members, sponsors and guests this year. December 5th will be a really fun year-end event! I look forward to seeing your smiling face at all three events! NAWBO SD is building toward an even more prosperous and exciting 2019!



Mindy Bortness
Founder, Communication Works, Inc.
President, NAWBO San Diego
President, NAWBO California
president@nawbosandiego.org

TWO Exciting New Programs!



Mentorship Program

NAWBO San Diego is forming a Mentorship Program starting in October. Young entrepreneurs, seeking the help and guidance of experienced business woman, will be matched up with NAWBO volunteers who want to help equip the next generation to succeed! Mentees will receive guidance and coaching on their particular issues and will be pushed to move beyond comfort zones, focusing on the total development of the mentee and her business.

Mastermind Groups

NAWBO San Diego is forming Mastermind Groups starting in October. How does a mastermind work? Interested NAWBO members will meet 1-2 times per month, via teleconference to tackle challenges and problems together. A forum to lean on each other, give advice, share connections and ask for feedback on building your business. It's very much peer-to-peer mentoring and holds you accountable to a group that wants you to succeed.

Please email membership@nawbosandiego.org if you are interested in either (or both) of these programs.

NAWBO's Fall Membership Drive Sept. 1 - Oct. 31, 2019



December - Toys for Tots. This worthy cause's objective is to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens. Please bring wrapped or unwrapped new toys to our events for the remainder of the year.

Join the leading organization for education and support of women business owners today.

Join during our membership drive and receive:

- **\$25 discount** for all NEW member initiation fee
- **\$25 reinstatement fee WAIVED** for any NAWBO members that rejoin
- **Entered into a raffle** to win a Member Spotlight on the NAWBO National homepage - 12 Spotlights will be given away!

Act Now! Join the movement at www.nawbo.org/san-diego/membership.

The NAWBO San Diego membership committee is looking for ambassadors to help out with our fall campaign. For more info, please [contact Kelly Afsahi](#).

Special Thanks To Our Corporate Partners!

For additional information about our sponsors, click on logos below.

Bank of America 

SDGE connected

A  Sempra Energy utility™



Thanks To Our In-Kind Partners!

 **Council for Supplier Diversity**

 **Hotel Site Pros**
A Division of San Diego Site Pros, Inc.

 **San Diego Site Pros, Inc.**
We do back flips for you

Connect with NAWBO San Diego!

@NAWBOSanDiego

#NAWBOSD

