



## NAWBO Insider - Spring 2019



### In this Issue

#### Business Articles

1. *How to Overcome Four Obstacles that Female Entrepreneurs Face*
2. *What Makes a Great Workplace for Women? (Hint: It's Not What You Think)*

#### President's Message

#### Spring Membership Drive

#### Upcoming Events

#### Charity-of-the-Quarter

#### A Special Event



Joining NAWBO is the best business decision you can make for yourself.

[Click here to join our sisterhood.](#)

*We are better together.*

If you sign up as a member of NAWBO San Diego between March 1st and April 30th, 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.

### Message from the President

It's the perfect time to join the National Association of Women Business Owners (NAWBO)! During March and April, NAWBO San Diego is hosting our Spring Membership Drive with bonuses for joining our local membership of women business owners with connections to 60+ chapters across the region and nation.



Join NAWBO SD between March 1st and April 30th and receive a \$25 discount off the one-time initiation fee, now only \$75. Previous members can rejoin with the initiation fee completely waived. Additionally, each new member will be entered into a raffle to win a complimentary registration (\$450 value) for WBC 2019! Joining is easy at <https://www.nawbo.org/san-diego/membership>.

We have three dynamic events coming up. Our April 17 event is Beauty of Sales Chaos - Perception Altering Training on Sales and Leadership from 10:00 am to 2:00 pm at WeWork San Diego, 600 B Street, San Diego, CA 92101. And May 15 is Disruptive Marketing: The Unconventional Path to Groundbreaking Messages from 8:00 am to 10:00 am at Plan the World/Brojure Warehouse, 1616 Newton Ave., San Diego, CA 92102. This program is a roll-up-your-sleeves approach to your marketing in a very exciting, new way. Our Community Coffee is on May 24 from 10:00 am to 11:30 am at Panera Bread, 667 San Rodolfo Dr., Solana Beach, CA 92075. So put all three dates on your calendar!

Regionally, join us for a really fun night in LA at the SheAngels Premiere on March 31. It's a documentary of last year's pitch fest 24 winners and you'll get a sneak peek at what's in store for this year's lucky six entrepreneurs looking to boost their businesses exponentially. Information at [www.sheangels.com](http://www.sheangels.com).

Then, our annual Propel Conference, April 28-30 has an all-star line-up! Choosing to Own It! will expand your mind, your business, your understanding of what's happening in Sacramento and your relationships with the company of other women entrepreneurs. You don't want to miss this! Information and registration at [www.nawbopropel.org](http://www.nawbopropel.org).

*Mindy Bortness*

Mindy Bortness  
Founder, Communication Works, Inc.

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### Upcoming Events

President, NAWBO San Diego  
President, NAWBO California  
[president@nawbosandiego.org](mailto:president@nawbosandiego.org)

**Beauty of Sales Chaos -  
Perception Altering  
Training on Sales and  
Leadership**  
Wed., April 17  
Feat. Marianne Ellis  
10:00 am - 2:00 pm  
WeWork

[Register here.](#)

**Disruptive Marketing: The  
Unconventional Path to  
Groundbreaking Messages**  
Wed., May 15  
Feat. Brojure  
8:00 - 10:00 am  
Plan the World/Brojure  
Warehouse

[Register here.](#)

**Community Coffee**  
Fri., May 24  
Coffee with Kelly Afsahi,  
Membership Director  
10:00 - 11:30 am  
Panera Bread in Solana  
Beach

[RSVP here.](#)

### Charity-of-the- Quarter



Join NAWBO San Diego's efforts to support our Charity-of-the-Quarter for April-June: [STEP](#). Their mission is to assist junior active duty enlisted members and recently discharged enlisted Veterans and their families in Southern California facing financial crisis achieve long term financial self-sufficiency through counseling, education and grants to alleviate critical near term obligations. STEP will collect baby items, basic household items, and hygiene products to distribute to our young military families throughout the year.

Please donate the following items at our events this quarter:  
Diapers (Sizes 3 - 6),  
Wipes, New/Gently Used  
Clothes and Toys,

## NAWBO California Presents PROPEL 2019



### *It's the First Law in the Nation to Require More Women Directors on Public Company Boards*

California has again shattered another glass ceiling with the passage of historic SB826, the bill requiring more qualified women on publicly-held boards.

At this year's NAWBO CA Propel Conference, you'll be able to meet the legislators such as Senator Hannah-Beth Jackson, the many NAWBO-CA women, public policy advocates and changemakers who spearheaded the success of passing SB826 on behalf of the 1.55 million women business owners in California. You'll hear the success story and the details of what this bill means to you and your business.

This is just one aspect of advocacy you can explore at Propel. You'll find a wide range of information and training designed to give you confidence in considering advocacy, commission work, and political positions.

Join us for NAWBO CA Propel 2019...three days of exciting and action-packed days in Sacramento!

To learn more and register, go to [NAWBOPropel.org](http://NAWBOPropel.org). See you there!

### A NAWBO San Diego Special Event



Want to see what happened to the food we raised during our first quarter food drive for [Feeding San Diego](#)? Please join us at Feeding San Diego where we will be involved in sorting and organizing the food thousands donate. Feeding San Diego could not distribute the massive quantities of food that they do without the help of

New/Gently Used Strollers and High Chairs, New Car Seats/Booster Chairs and Cribs, Toiletries (Toothbrush, toothpaste, deodorant, etc.), Small Appliances (Toasters, Blenders, etc.), Retail, Gas, and Grocery Gift Cards.

volunteers on a daily basis. [NAWBO San Diego](#) strives to impact our community in positive ways and this is also a great way to meet your NAWBO sisters in a more casual setting.

Come and join us by registering [here](#).

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We do back flips for you

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