



# NAWBO Insider - Winter 2019



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#### Charity-of-the-Quarter



Join NAWBO San Diego's efforts in supporting its Charity-of-the-Quarter for January through March - **Feeding San Diego!** FSD is the leading hunger relief organization in the county, providing 26 million meals with dignity to San Diego residents facing hunger last year. Please support this inspiring organization by donating the following foods at our events this quarter: Peanut butter, Canned tuna, Canned chicken white meat, Canned fruits in natural

## Message from the President

### Happy 2019 to you!

I can barely contain my excitement for this year! NAWBO Sisters are making things happen in San Diego, California and nationally and we want to be sure you're part of the action. Many of us had our most successful year ever in 2018 - breaking revenue records, hiring new talent (in a tough market because they're in such demand) and taking action in raising awareness of qualified women to be on boards! SB826 successfully passed in our state and other NAWBO chapters are engaged in following suit.



You can make 2019 your best next year! And NAWBO would love to support you! Here are two levels of commitment I encourage you to participate in to boost your business in 2019:

- **She Angels PitchFest!** This fun, dynamic event and web series will change the lives of women entrepreneurs who need a financial and expert coaching boost! March 2019 event! Our own Alisa Marie Beyer is a Mentor! [Apply to be a participant today!](#)
- **Propel 2019 - Choosing to Own It!** That's what you do! Join 150 of your soon-to-be closest women entrepreneurial friends from across the state in a 3-day event in April filled with business building, leadership, advocacy and more. [Click here for more information and registration!](#)

Sign up for these two events today and you'll be well on your way to a record-breaking 2019 for you!

**Mindy Bortness**  
Founder, Communication Works, Inc.  
President, NAWBO San Diego  
President, NAWBO California  
[president@nawbosandiego.org](mailto:president@nawbosandiego.org)

## Mentorship Program & Mastermind Groups



juices, and Canned soup (chicken, tomato or vegetable).

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## Upcoming Events



### #SheInspires Network with NAWBO: Human Resources Pitfalls and Lessons Learned

Wed., February 20  
Feat. Dr. Kristen Kahle  
5:00 - 7:00 pm  
Koi Zen Cellars

*[Register here.](#)*

### NAWBO-SD Members & Corporate Partners Appreciation Dinner

Wed., March 20  
5:30 pm - 7:30 pm  
Seasons 52 - Westfield  
UTC

*[Registration coming soon.](#)*

### 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.](#)*

## MENTORSHIP PROGRAM

Entrepreneurs, seeking the help and guidance of experienced business women, will be matched up with NAWBO volunteers who want to help equip others 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.

- Mentors will volunteer 2 hours per month for "virtual" or in person meetings with the mentee. The commitment is no less than 6 months, but preferably 1 year.
- Mentees will be asked to create a list of goals and any questions prior to the first meeting.
- Mentees will be expected to complete assignments between meetings and come prepared to each meeting to update the mentor for accountability purposes.
- Mentors and Mentees will be matched based on detailed criteria and interviews.

## MASTERMIND GROUPS

We currently have 1 group formed and are in need of 3 members to complete it. Our next meeting is on Feb. 19 at noon.

How does a mastermind work? Interested NAWBO members will meet 1-2 times per month, via teleconference to tackle challenges and problems together. This is 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.

- 5-6 members will be surveyed, interviewed and matched to a cohesive group, representing varying levels of revenue and years in business.
- The minimum commitment is 6 months, 1 yr commitment is desired.
- You will report on revenue goals, sales forecasts and your financial health each month.
- The format of the meeting will be to bring your "ask." These are business issues that you need feedback from the group. It will be in a round robin style where each member will share experiences, advice, and offer help, if they can. At the next scheduled meeting, you will report back to the group on the outcome.

These programs are intended to be a "safe space" where you can share as much or as little, remaining confident that all members have your back and everything will remain confidential.

We see these programs as an excellent benefit to attract new members who want more out of their membership. Any and all feedback is welcome to help shape these new programs!

If you are interested in being in a Mastermind group or being a mentor or a mentee, [please email Janis Stevens](#) and we will send you the questionnaire to fill out to get started. For any of you who know women business owners, outside of NAWBO, that are looking for a Mastermind Group, we've opened up the registration to non members for a nominal \$120/yr fee, just \$10/month. Please forward this link to women you feel would benefit: [www.eventbrite.com](http://www.eventbrite.com).

*Please email [programs@nawbosandiego.org](mailto:programs@nawbosandiego.org) with any questions.*

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