



NAWBO Insider - Winter 2018



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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

Message from the President

Dear NAWBO-SD Members and Friends,

We are the unified voice of women business owners! I had the honor to visit Capitol Hill and experience a day-in-the-life of our lawmakers. I also had a chance to talk to several of our local San Diego Representatives and address issues we deal with as small business owners. As NAWBO San Diego, we love to support you in addressing your business challenges through our NAWBO sisterhood community.



What an amazing Second Annual Relationship Accelerator event we had in January! Oh, did you miss our amazing and standing-room-only "Wine, Women & Hormones" seminar from our La Vita team? Don't miss what's next:

- **Community Coffee** with our Membership Director Cynthia Trevino (March 23rd) is an excellent opportunity to learn about how to get involved with other members. Please invite your other women business owner friends!
- The biggest event of the second quarter is our State Event, **PROPEL**. (**April 22-24 in Sacramento!**) We want you all to join us at CA State Capitol and propel your businesses and professional network. This is your opportunity to connect with women across our state and this year's boutique hotel, The Citizen, is the perfect backdrop for the NEW features of PROPEL including the Happiness Reception, the PITCHFEST to large corporations, multiple Mentoring tracks. Bring your **NEXT GEN**...we are embracing 16-25 year-old women and demonstrating what entrepreneurship looks like!

Where do you want to be in your business a year from today? Let your sisters at NAWBO-SD be a part of your advisory team, your peer support system, your customer base and your vendor base. We want to get you to where you're going! And we'd love your help with our plans as well. We are looking for a Treasurer and a Marketing Intern to complete our current amazing board. Interested? Let me know!

Look forward to seeing you all actively participating at our

- Fee (\$75; normally \$100).
- Waive the \$25 reinstatement fee for any NAWBO members that rejoin.

Upcoming Events

Top 10 Strategies to Attract More of Your Ideal Clients in 2018

Date: Fri., March 9, 2018

Time: 12:00 pm - 1:30 p.m.

Location: Corporate Alliance of San Diego

Featuring: Cynthia Trevino

[REGISTER NOW](#)

Charity-of-the-Quarter

ALABASTER
— JAR PROJECT —

Alabaster Jar Project's mission is to empower women who have survived human trafficking & sexual exploitation in reclaiming their lives. Please donate the following items at our events in February, March, and April to help support survivors of human trafficking: new packages of women's underwear (all sizes), bras (all sizes), hair care products (shampoo, conditioner, styling products), diapers (sizes 1 and 2), journals, toilet paper, paper towels, bibles, devotional books, adult coloring books & art supplies, planners, and bags (shopping plastic, paper or reusable).

events in 2018!



Gulsum Rustemoglu
President
NAWBO San Diego



NAWBO California Propel *The Business Conference of Small Change for Extraordinary Gains*



JUMP IN SAN DIEGO! PROPEL 2018 will ROCK: Relationships! Strategies! Surprises!

This is a PROPEL you do NOT want to miss! It's built for the WHOLE CHAPTER and we are definitely in competition with our Sisters in So Cal and WAY North!

NEW to Propel this year are a number of facilitated connection tracks - WBO to WBO who can do business together, WBO to CORPORATION in a PITCH FEST and a 1-1 sit down session, Next GEN and established WBO are just a few of the new benefits you'll experience next month! Register today because there is a limited attendance this year due to the quaint size of the beautiful, boutique Citizen Hotel. April 22-24 is around the corner!

All this plus:

- Speakers on innovation, continuous improvement and disruption.
- Ideas on business building for all levels of WBOs!
- Conversations on how to jump into a advocacy while still growing your business!
- Did we mention Surprises along the way?
- Southwest has some crazy great deals to Sacramento right now!

Small Change for Extraordinary Gain is our theme and you'll experience the challenge and support throughout all three days! Register TODAY!

[Click here for more information.](#)

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