



Board Meeting Minutes
9:00 AM - 10:30 AM
Thursday, January 12, 2017

Conference Call ID
(712) 770-4700 Access Code: 555116 Host PIN: 1659

Local Vision: The Richmond and Southeast VA Chapter of NAWBO supports women entrepreneurs in all stages of their business life.

Mission Statement: NAWBO is an organization which works to:

- ❖ Strengthen the wealth creating capacity of our members and promote economic development
- ❖ Create innovative and effective changes in the business culture
- ❖ Build strategic alliances, coalitions, and affiliations
- ❖ Transform public policy and influence opinion

Called in: Caryn Foster Durham, Jeanine Randazzo, Michelle Fowler, Zee Worstell, Lauren Sweeney, Danielle Gilbert, Deana Oseguera, Robin Hogge

1. **Call to Order** Meeting called to order 9:01 AM by Caryn Foster Durham.
2. **Approval of Minutes:** Caryn set a motion to approve December meeting minutes. Deana Oseguera 1st, Zee Worstell 2nd. All approved.
3. **Review Scorecard** Caryn reviewed December Scorecard and asked if anyone had questions. Fundraising is a little lower than we should be at this time of year, but I'm not worried. \$10,000 in ticket sales equates to roughly 300 attendees purchasing tickets. Michelle asked if there would be any sponsor discounts. Caryn said there will not be any additional sponsor discounts for this year or next year.



4. Committee Reports

Marketing Report: Lauren Sweeney, quick update on digital survey. Twenty people took the survey, we are going to review with Caryn next week and see how to move forward from comments on the survey.

Marketing had a conference call yesterday, Beth Bettley is on board with WE Marketing. Marketing team is working on a save the date for WE.

Marketing is working on eblast for February lunch. Costs for breakfast are covered by Caryn, no rental fees or costs for the breakfast, so it should be a profitable event for Nawbo.

Membership: Janine Randazzo Caryn asked what plans are in place for the May membership event. Janine, Kim, Deana and Caryn will have a call to discuss plans for May. Caryn said she has received good feedback from new members on feeling welcome. National will give us their membership support on what Nawbo has done for them as new members. The event will be held at Hardywood.

Action Items:

Janine, Kimberly, Deana and Caryn will have a call to discuss plans for May.

Robin on lookout for national handouts/flyers for membership team.

Public Policy: Caryn discussed the Day on the Hill, the handout was fantastic, so many people wanted them we had to make more copies. It was helpful to have the sponsors for the bills, we were able to talk to legislatures about the bills they are supporting. We got a rundown on what all of the bills meant. It made a good impression to be on the front end of the general assembly instead of in the middle of the session. It was a great day. Jennifer McClellan support Nawbo yesterday.



Action Items:

Robin to post Bills document under News on the website.

Robin to send Jennifer McClellan a thank you from Nawbo. Caryn suggested Edible Arrangements.

Programs & Events: Deana Oseguera Deana reviewed December survey. Overwhelmingly great positive feedback. Lots of comments on the meals, we are trying to figure out what everyone likes to eat.

February is all set at Ball Office Products. It is Wednesday, February 15. Ball is hosting the event, free of charge and provide the coffee.

The format for February will be a give and receive at round tables and then each table assigns a facilitator and reports out. Michelle asked who will facilitate the peer to peer, Deana asked for suggestions. Marketing made the suggestion that everyone should wear red to this event since February is Heart Month, everyone agreed it was a good idea.

5. New Business

Deana thank the Marketing team for adding LinkedIn to NAWBO.

6. Adjourn: Meeting adjourned by Caryn Foster Durham at 9:35 AM

Upcoming Dates

- Next BOD Meeting has been changed to: Wednesday, February 22: Joint Board Meeting 9:00 AM - 10:30 AM Hilton Short Pump
- Next Event: February 15, 2017 8:30 AM - 10:00 AM Ball Office Products