



Board and Foundation Meeting Minutes
9:00 AM - 10:30 AM
Thursday, October 13, 2016
Charles Ryan Associates 1900 E Franklin Street

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

Attendance: Caryn Foster Durham, Robin Hogge

Called in: Pam Gavin, Zee Worstell, Katie Schexnayder, Deana Oseguera, Lauren Cox Sweeney

Absent: Lee Brazzell, Deanna Hathaway, Kathy Dolan, Michelle Fowler, Carla Bailey, Liz Funke, Danielle Gilbert, Kimberly Letteer, Janine Randazzo

Call to Order Caryn Foster Durham
Meeting called to order at 9:05AM

Approval of Minutes
Board not finding minutes on email announcements.
➤ Robin to look at other ways to send minutes

President's Report Caryn Foster Durham
Caryn reviewed financials
Chapter Checking \$8,699
Foundation Checking \$2,376
Foundation Money Market \$13,680

Foundation – Sponsorship for WE is down from last year this time.
As of September 30, 2015 we had \$5,300. This year as of same time we have \$1,750.
Chapter Monthly meeting income is up over same period last year. As of September 30, 2015 we had \$2,345 and \$326 in sponsorship. This year we have \$3781 of which 1,950 is Easy Pass and \$3,925 in sponsorship.



NAWBO
RICHMOND & SOUTHEAST VA
National Association of Women Business Owners

Committee Updates

Marketing/PR

Lauren Cox Sweeney

Social Media posts ongoing, Event pictures are posted right after the events. We are working on the November event and will start sending out posts early next week.

Executive Masterminds

Caryn Foster Durham

We have two people signed up, we need one more to have a full class, two would be nice.

- Lauren to send another social media.

Membership

Kimberly Letteer and Janine Randazzo

Janine has contacted and welcomed all the new members that were on the monthly report. She asked them if they had any questions and if they wanted a meeting or introduction to the chapter. So far, no one has requested this. Janine sent Lunch registrations to the committee members and asked them to seek out guests that will be at the meeting and engage them. Janine also contacted national for clarification on retired and student members and there is a special membership category for them that we will hopefully get on our website. Non profits do pay a higher fee than regular members. over the next month she will start reaching out to members who have not renewed reminding them to do so.

Kim has reached out to all of the guests who attended the open house to extend a personal invitation to join our chapter. There were 6 guests and 1 has joined to date. Since we are in the middle of a membership drive, I would love to take a minute during the next program to ask everyone to pull out their phone and write down the names of 3 women they think would benefit from a NAWBO membership.

Programs

Deana Oseguera

Deana reported great comments about the October event. Biggest surprise is that attendance was not greater. Everyone loved the event, venue was beautiful. Caryn said moving the meeting around may be creating some problems. Don't get discouraged, people are used to not going downtown. We are listening and we are working on events for next year.

November Program: We have a draft agenda. Deana will send a final draft this week. EVB title sponsor for the 2nd Annual NAWBO Women's Business Forum. We will be inviting Joy Lutes from Nawbo National and what the new president means for us as women business owners. 2 panels

Contracting Panel: Lee Brazzell will moderate. What it means to be swam certified. A lot of women get certified but need to be small. Dominion has a very robust supplier diversity



program and what to expect when you enter that channel. Caryn has reached out to SWAM to find a women business owner who can provide her perspective.

Access to Capital: Sarah Williams will moderate

EVB: Caryn asked that Robin and Lauren connect with Michelle Simons to discuss November event marketing efforts.

- Robin will ask Michelle to join in on the Marketing conference call scheduled in October.

➤

Caryn prior to the break, WE will be spotlighted and we are going show Susie Fife's video, No Small Thing. Caryn asked Zee if we could show her video, Zee suggested giving Susie the kudos and keep the spotlight on her as this year's winner. Caryn asked Zee if she would introduce Susie.

Zee asked if EVB would have a problem with Capital One Spark on the Access to Capital panel. Caryn has spoken with Beth Bettley and she is very excited about having other banks involved.

December Luncheon: Polly White will be the guest speaker; Creating your personal brand.

Public Policy

Caryn Durham Foster

Nathalia getting ready to have her baby, she will be out thru end of November. Caryn attended the WIPP meeting last week. She reported she did dual duty for NAWBO and CRA. She will pass along report on government contracting, members need to know what the options are, Report "Do Not Enter", 12 of the largest government contracts and based a report on their findings. Of the 12 contracts only 2 had women, which out performed all of the other segments. Lots of work to be done as these are billion dollar contracts. Caryn suggested sending summary through social media or linking to News on the website

- Caryn to distribute Do Not Enter report to board
- Possibly post report on the Nawbo website

New & Old Business:

Caryn has gained access to the 1 page business plan. Basically, we did not receive our gold star from national because we need to add our tactics. We have completed many of the tactics they just need to be in writing and submitted to National. Caryn is going to fix some of the structural and grammatical errors and we will use this as a check point as we go forward. It will be a good roadmap to measure our success over the next year.



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Close & Adjourn

Meeting adjourned 9:40AM

Caryn Foster Durham

Upcoming Dates

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|---------------------------------|--------------------------------------|
| ➤ Next BOD Meeting | November 10 at CRA |
| ➤ Next BOD & Foundation Meeting | December 6 at CRA |
| ➤ Next NAWBO Event | November 8 at University of Richmond |

Conference Call ID

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