



CELEBRATE 2022



NAWBO
CLEVELAND

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Chapter of the Year



2020-2021
2021-2022



PRESIDENT'S LETTER

We rolled into 2022 on a high note having recently received the Chapter of the Year award and we ended on a very high note having received it for the second year in a row! Every one of you plays a role in that award, congratulations NAWBO Cleveland for standing out amongst all our peer chapters across the country.

NAWBO Cleveland has been blessed to have so many great leaders lead our chapter for almost 45 years! I do believe that we have had the right leaders step up at the right times over our history. I encourage you to get to know a bit about our history as it is rich with stories of success, challenge, persistence, support, collaboration, and grit. I am thankful for all those that have given so much of their time, talent, and treasure to bring us to this point.

We entered the past few very difficult years under the leadership of Lisa Crilley Mallis and if you know Lisa you know that she helped us shift in an organized fashion on a dime into the pandemic. Barbara Daniel led us through two very difficult years with a calming nature as we worked together to support one another across the Zoom platform. As we entered 2022, external waters were a little murky and uncertain. Virtual or in-person? The consistent answer was, YES. We were getting and feeling mixed messages but what it boiled down to was we were all looking for virtual when it made sense and in-person when that made sense.

We continue to look for ways to take advantage of technology while also providing the very needed and desired human connection we thrive on as women business owners. We are facing the challenges of increased costs and winning as seen by our recent sold-out events in the last quarter of the calendar year.

We will continue to focus on attracting, engaging, and retaining a diverse membership in all aspects of diversity.

One thing we consistently hear is how welcomed people feel when they join our big and small events. Thank you to each and every one of you for providing that arena for all women business owners.

On behalf of the amazing board, congratulations on a fabulous 2022 and let's continue to rise up together in 2023!

Love,
Janet


MISSION


NAWBO Cleveland propels women entrepreneurs into economic, social, and political spheres of power.

We prepare and equip Northeast Ohio Women Business Owners for leadership and business building through programs, training, and education.


VISION


By June of 2027, the Northeast Ohio NAWBO Chapter has over 200 engaged members with a wide variety of diversity of size and type of business, ethnicities, ages, and tenure of membership throughout the Northeast Ohio geography. Our member onboarding is engaging, consistent, and systematized so that all members know the benefits and how to take advantage of them and 100% of the member's profiles are complete and up to date. Our member engagement process and system continue to serve as an example for other chapters nationally. Our diversified programming is attractive to our wide variety of categories of members and attendance has increased by 50%. Our Board of Directors and committees work together to assure that we are providing the most effective leadership, education, and information for our members to grow their businesses. We are financially thriving through sponsorships, in-kind donors and financial management allowing scholarships for national conferences to be provided. Our membership is well versed in the NAWBO National Advocacy agenda and participates nationally and locally in making a difference in issues that impact women business owners.

PAST BOARD LEADERSHIP

January - June 2022

PRESIDENT

Barbara Daniel

PRESIDENT-ELECT

Janet Kendall White

IMMEDIATE PAST PRESIDENT

Lisa Crilley Mallis

DIRECTOR OF PROGRAMMING

Erika Apelis

DIRECTOR OF MARKETING

Diane Helbig

DIRECTOR OF MEMBER ENGAGEMENT AND OUTREACH

Deby Lexow

DIRECTOR OF MEMBER ATTRACTION

Katie O'Toole Smith

DIRECTOR OF CORPORATE PARTNERS

Terese McGroarty

DIRECTOR – AT – LARGE

Mary Molnar

TREASURER

Jamie Peltz

SERGEANT AT ARMS

Bonnie Fraser

ADMINISTRATOR

Heidi Langer

CURRENT BOARD LEADERSHIP
July 2022



PRESIDENT
Janet Kendall White



PRESIDENT-ELECT
Diane Helbig



IMMEDIATE PAST PRESIDENT
Barbara Daniel



DIRECTOR OF PROGRAMMING
Kate Toma



DIRECTOR OF MARKETING
Heather Taylor



**DIRECTOR OF MEMBER
ENGAGEMENT AND OUTREACH**
Mary Molnar



**DIRECTOR OF
MEMBER ATTRACTION**
Katie O'Toole Smith



DIRECTOR OF ADVOCACY
Bevan Evans



DIRECTOR – AT – LARGE
Connie Costanzo



TREASURER
Jamie Peltz



SERGEANT AT ARMS
Bonnie Fraser



ADMINISTRATOR
Heidi Langer

COMMITTEE AND BOARD HIGHLIGHTS

COMMENTS FROM OUR PRESIDENT-ELECT

Diane Helbig

I've learned a lot in my short time as President-Elect. There are a lot of moving parts in the chapter, all of which need attention. Having the right people in the right positions really improves the operation of the chapter. Moreover, there is a new energy and enthusiasm in our chapter that I haven't seen for a while. Our new members are engaging, our seasoned members are getting more involved, and we are more a part of National than ever. It is evident how strong our chapter is by the participation of our members and the amazing feat of winning Chapter of the Year two years in a row.

DIVERSITY, EQUITY, INCLUSION, AND BELONGING COMMITTEE

Barbara Daniel, Chair

We know that **Diversity** is a FACT. **Equity** is a CHOICE. **Inclusion** is an ACTION. **Belonging** is an OUTCOME. The NAWBO Cleveland Chapter is going to focus on **Inclusion & Belonging** & on the Action & the Outcome! This is important because we need the engagement and empowerment of **ALL** women. We want to promote & sustain a sense of belonging. Inclusion values & respects **ALL** women regardless of age, race, ethnicity, beliefs, type of business, disability or gender identity. We have met with the Hispanic Chamber of Commerce and Plexus (LGBTQ Organization) in order to collaborate and inform their women business owner members about NAWBO. These collaborations will help diversify and increase our membership. We will be attending scheduled meetings with the opportunity to talk about NAWBO. Cleveland had 39 women complete the NAWBO National DEIB survey! We will be receiving the data from the survey and will be sharing it with our members.

Committee: Barbara Daniel, Pat Bennett, Barbara Barrett, Liz Hersch, Suzanne Smaltz

ADVOCACY COMMITTEE

Since July 1, we have created an Advocacy Committee our slogan is "If we don't tell our stories, no one will hear" and our goal for this year is to get our members engaged with their elected representatives at any level. We are currently working on creating a program that will help our members make the initial connection with their elected representatives. We also developed and scheduled a bi-monthly session for our members to better understand advocacy and NAWBO's history of advocacy and share updates. We encourage all of you to attend, it is a virtual session at noon on the third Monday of the month.

Committee: Bevan Evans, Rachel Kabb-Effron, Pat Bennett, Rose Clow Malkin, Rose Leininger

MEMBERSHIP ATTRACTION

We started the year with 126 and ended with 145. Our rally in March of 2022 had a record 100 attendees of both guests and members. Since July, we have been providing monthly sessions, Maximize Your Membership to help onboard members and 35 members have taken advantage of the session and information. We encourage you to attend one if you have not. This fall's member drive went well with much of our efforts being one on one outreach and Java with Janet. We look forward to our upcoming member rally in 2023!

Committee: Katie O'Toole Smith, Rose Corrick, Shauna Kaminsky, Stephanie Markovic, Laverne Wilson, Connie Costanzo, Amber Chapman

MEMBER ENGAGEMENT AND OUTREACH

Our goal is to contact 25% of our members every month. We've met or exceeded that goal every month in 2022. We have a committed, positive, and energetic committee of seven who have the privilege of getting to know our members on a personal basis. We call, email, and link in to connect with you and have no agenda other than to make sure our members feel welcomed and engaged and are getting the most out of their membership! Please respond to our efforts because we are better together. If you have questions, compliments, or concerns we want to hear them. We may not have the answers, but we'll find them. We share what we learn from our conversations with our Board of Directors and with NAWBO National. NAWBO Cleveland has a great retention rate and that retention rate along with all our other efforts has assisted us in being awarded the chapter of the year.

Committee: Mary Molnar, Barbara Cottrell, Connie Costanzo, Rita Camardo, Lori Kaplan, Terese McGroarty, Judi Bolinger, Amber Chapman

MARKETING

NAWBO Cleveland's Marketing Committee has created and implemented a solid social media plan and posts are scheduled ahead of time each month. We are laser-focused on including information on our events, Member and Corporate Partner Spotlights, our Advocacy and DEIB efforts as well as pertinent information from HQ in our content.

Committee: Heather Taylor, Heidi Langer, Susan Lesko, Pat Altvater, Diane Martin, Megan Apple, Amber Chapman

PROGRAMMING

Since July 2022, NAWBO Cleveland has seen a marked increase in attendance at our events including our monthly NAWBO Networking Breakfasts, our Maximizing Your Membership event, our Fall Fest High Tea, and our Mix, Mingle, and Jingle Holiday Party. We had 42 members, and 14 guests attend an event in the month of October (a significant increase over last October), 34 members and 4 guests attend an event in the month of November, and an incredible 65 members and 10 guests attend an event in the month of December. The diversity of programming offerings and timely marketing of events has helped increase our numbers.

Committee: Kate Toma, Sue Stabe, Heidi Szeltner, Sandra Wentz, Pat Altvater

COMMENTS FROM OUR DIRECTOR-AT-LARGE

Connie Costanzo

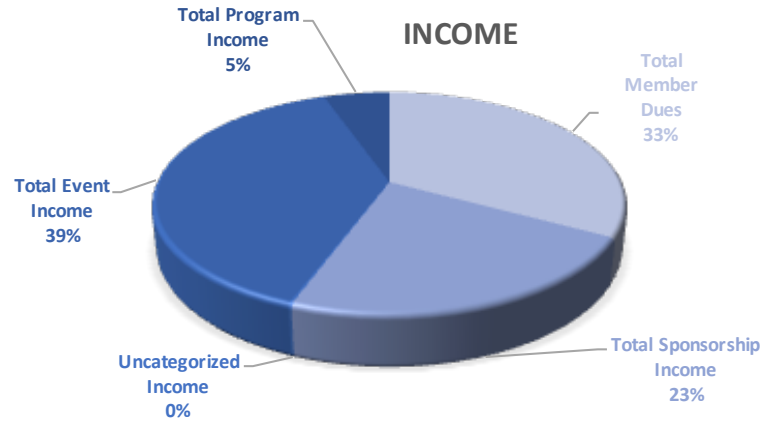
This year has been a great year of learning for me. I have learned that communication is key and with so many in our membership (board members included), for us to be on the same page is sometimes difficult. I think it's something we are all working on, and will improve as we go.

I have been focused on assisting Katie O'Toole Smith with member attraction and to that end, am co-chairing the new member rally for the spring of 2023 with Stephanie Markovic. We have systems in place and goals each month and know exactly what is expected, and we've been meeting each month to push forward on it.

NAWBO Cleveland remains in good fiscal health despite aggressive price increases for venues, food, etc.

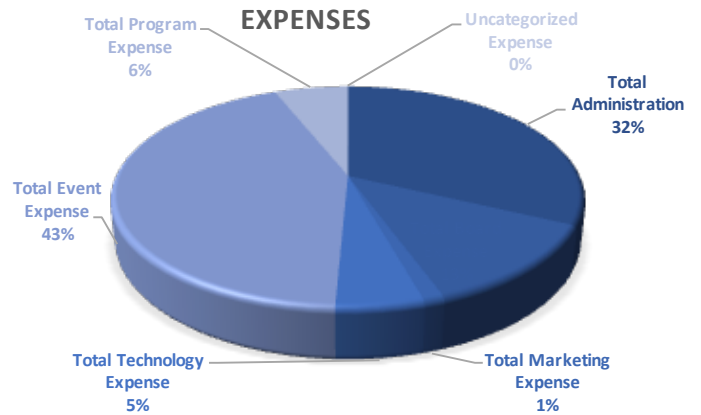
INCOME

Total Member Dues	\$17,508.00
Total Sponsorship Income	\$12,141.32
Total Operating Income	\$29,749.32
Total Event Income	\$20,646.29
Total Program Income	\$2,880.41
Total Program & Event Income.....	\$23,526.70
Uncategorized Income.....	\$100.00
TOTAL INCOME	\$53,276.02



EXPENSES

Total Administration	\$13,743.76
Total Board Expense	\$5,296.64
Total Marketing Expense	\$516.76
Total Technology Expense.....	\$2,181.66
Total Operating Expenses	\$21,738.82
Total Event Expense.....	\$18,523.74
Total Program Expense	\$2,573.65
Total Program & Event Expenses.....	\$21,097.39
Uncategorized Expense	\$24.95
TOTAL EXPENSES.....	\$42,861.16



Net Operating Income **\$10,414.86**

Total Other Income.....	\$2.25
Total Other Expense	\$0.00
Net Other Income.....	\$2.25

NET INCOME **\$10,417.11**

 **2022 AT A GLANCE** 



February Leadership Academy
Tempe, Arizona



Membership Rally
Edgewater Yacht Club



Membership Rally
Edgewater Yacht Club



May Mayor's Leadership Panel
Indiana Wesleyan University



Membership Rally
Edgewater Yacht Club



May Mayor's Leadership Panel
Indiana Wesleyan University

 **2022 AT A GLANCE** 

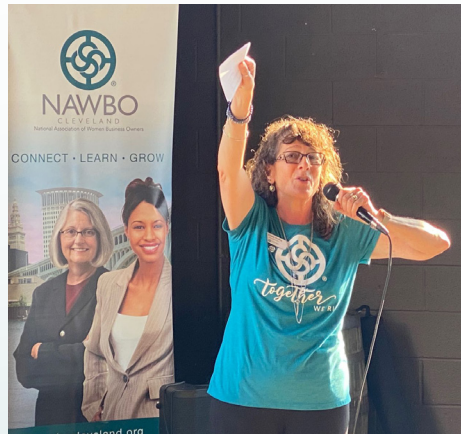


June Advocacy Days
Washington, DC



June Annual Dinner
Woodside

June Board Retreat
Eddies Creekside



August Soiree
Wild Eagle Saloon

2022 AT A GLANCE



Women's Business Conference (WBC)
Louisville, Kentucky



Fall High Tea
Miss Hickory's Farm

Holiday Party
Burntwood Tavern



WBOF Donation to NAWBO Cleveland
presented by Marguerite Harkness

Chapter of the Year



2020-2021
2021-2022

PARTNERS/CONTRIBUTIONS

The following Corporate Partners have been vital to the fiscal health of the chapter.



Our In-Kind Donors by providing products and services add approximately \$20,000 value to the chapter that would otherwise come out of our operating expenses.



Report design and printing courtesy of

