

Welcome
NAWN Members

Annual Meeting & Mixer
October 26, 2011

President's Report

Christy Arenschiold

- NAWN's Endowment Fund
- Established in 2003 with \$10,000
- Funds local initiatives only
- In 2011, NAWN funded:
 - Two \$2,000 Scholarships
 - \$2,500 to Safety Town
 - \$1,500 to NA Community Garden
 - \$7,000 for the next 4 years to The Author Series, NAWN is a leader in this collaboration.

Vice President's Report

Laura Whitaker

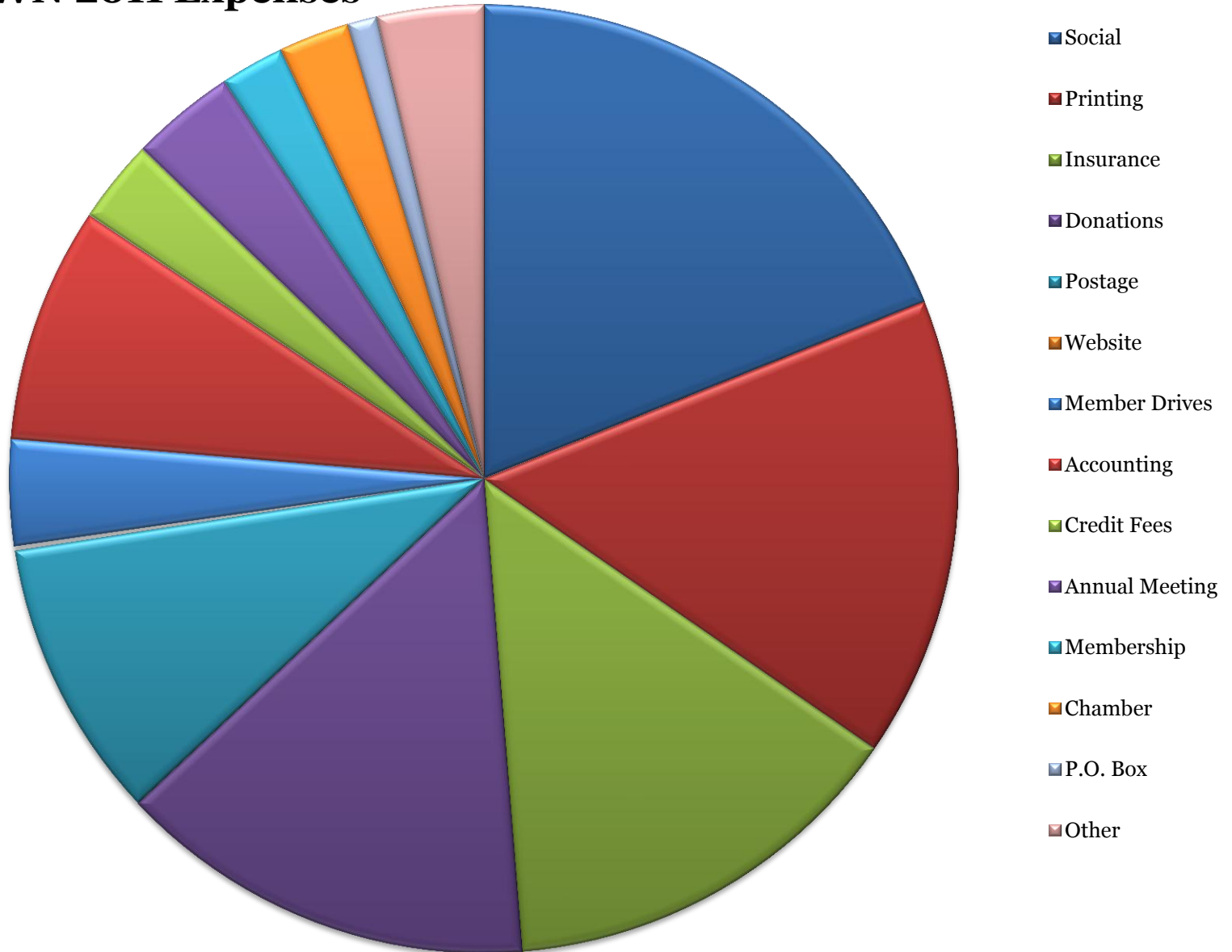
Changes to NAWN's Events Schedule:

- Traditionally, Fashion Show in March, ENA in August
- August conflicts spurred ENA date change
 - Pelotonia, Fall Fest, Booster's event
 - Venues were booked
- ENA moved to Saturday, March 3, 2012 at Winding Hollow
- Fashion Show will be November 2012
- Should improve both events
 - No other local events in March
 - “Freshness” to Fashion Show with addition of holiday shopping and fashions

Treasurer's Report

Lisa Bednar

NAWN 2011 Expenses



Secretary's Report

Martha Chaddock

- The New Albany Women's Network's Community Service Scholarships
- NAWN awarded two \$2,000 scholarships.
- 2010 recipients:
 - Abigail Mackey, The Ohio State University
 - Megan Carter, Smith College

Fashion Show

Stephanie Demers, Tara Ellenberg, Dee Kates, Laraine Martin

- 12th Annual Fashion Show
 - Amethyst, Inc. beneficiary
- Event raised \$20,636
- Marketplace included 15 Columbus-area vendors and raised \$1,950
- \$8,278 from silent auction
- Fashion show featured local teachers, women and children from the community
 - Clothing from 17 Columbus-area stores

Check Presentation



ENA

Lisa Carson & Davonne Beh

- 12th Annual “An Evening in New Albany”
- Saturday, March 3, 2012
- Winding Hollow
- Beneficiaries:
 - Flying Horse Farms
 - NAWN’s Endowment Fund

Social

Nabi Zimmerman and Jan Lira 2011 Highlights

- Ladies Nights
 - Fondue Social
 - Cinco de Mayo Social
- Family/Couples Events
 - Family Pool Social at the Links
 - Movie Night at Arena Grand
- Daytime Events
 - Hat Brunch
 - Healthy Ideas Dinner Presentation, Giant Eagle Market District

Upcoming Social Events

Accessory Swap Social

- November 3rd at 7 p.m.
- Receive tickets for accessory items you bring that are stain-free, gently-used, and in good working conditions (no more than 10 items please)
- Use your tickets to purchase “new” items and go home with fabulous new accessories
- Appetizers and drinks provided

Cookie Exchange

- December 8th at 7 p.m.
- Bring 3 dozen cookies to share
- Select 3 dozen cookies of your choice to take home
- Drinks and appetizers provided

Charitable Projects

Michelle Murphy

- Most successful Holiday giving program ever and are looking to repeat it
 - Assisting New Albany families through the schools
 - This year will be announced in November e-news
- Two additional successful projects
 - Early spring, collected and donated items to summer camp funded by the Fashion Show, proceeds given to Amethyst, Inc.
 - Summer, money and gift cards collected to assist with back to school needs right here in New Albany.

Empowering Women Series

Sarah Ryan and Lorrie Durik

- Quarterly Meetings
- Topics determined by member input
- Educational component
- Our 4 events this year were
 - Cooking Demo with Edible Columbus
 - Mobile Mammography Day
 - Walking Food Tour of Short North
 - Cooking demo at Bleu and Fig (rsvp now!)

Communications – Gina Martin

Enews – Sara Kate Hill

- In the last 12 months, we have sent 55 emails to our membership, comprised of 12 monthly newsletters (E-News) and 43 other adhoc announcements and event reminders.

In the last 3 months, we have had an average open rate of 45.2% and since the beginning of using constant contact, we have had an average open rate of 46.7%.

The email with the highest open rate was the April Enews sent on April 6, 2011 with an open rate of 60%

Communications

Website – Suzanne Fife

- Website was kept very up to date this year
- Also have a NAWN page on Facebook with 87 “likes”
- Board will be voting on a website makeover at next Board Meeting

Communications

Public Relations – Molly Cooper

- Monthly submissions are sent to 16 media outlets
- Press Releases are sent before and after each event
- NAWN highlights and accomplishments are distributed to media outlets

Communications

Distribution – Lisa Orsinelli

- Quarterly Social Mailings
- Fashion Show Invites
- Directories
- ENA Date Change info

Communications

Advertising – Laura Whitaker

- Ads in NAWN Member Business Directory
 - Located in 2011 Member Directory
 - Advertises businesses to over 250 NAWN members
 - \$25 for 4 lines of text
 - 24 advertisements sold
 - Thank you to participating businesses, without whom the directory would not be possible.

Membership

Sharon Dunn

- Current number of members including growth for 2011
- Breakfast Clubs and New Member Socials
- Swans, Playgroups, Book Groups, Neighborhood Outreach, Volunteer Coordinator, Business Connections

SWANS

Molly Fanning

- SWANS meets monthly to explore Columbus usually ending with lunch at local restaurants. It is a playgroup for grownups!
- In 2011, SWANS had lunch at Lai Lai, attended the ballet, had an Oscar party, toured the Ohio Judicial Center one month and the Decorator Show House the next, visited both Schnormeier Gardens and Malabar Farms, and tasted wine at Wyandotte Winery and tea at Mozart's!
- We have 2 events remaining in 2011.
 - Nov 10th is a spa day at Kenneth's.
 - December, we will have our annual holiday coffee and 2012 planning meeting.

Playgroups

Kristin Hamrick

- Meet on Wednesdays for Starbucks and Storytime
- Other activities this year:
 - Picnics, zoo trips, apple picking, pumpkin patch, Polaris playtime, COSI, movie afternoon
- Ages are 4 and under.
- Compiled a babysitter list and held a Meet and Greet

Book Groups

Michelle Oldenquist

- NAWN has three active book clubs.
 - There is 1 daytime club.
 - There are 2 evening clubs.

Neighborhood Outreach

Krystal Sharrock

- NAWN provided 39 meals for 7 families
 - Provided support during illness, cancer, death and joyful new babies
 - This service is a huge support for families during life changing events
- A huge thank you to everyone who participated. Email outreach@nawn.org to get the codes for a current care calendar we are supporting.

Volunteers

Sheryl Landers

- NAWN's major volunteer efforts support the McCoy
 - The Gala in May
 - New Albany Symphony events
 - Other McCoy programming
- NAWN was also represented at other community events such as The New Albany Classic and Grand Prix, The New Albany Walking Classic and Lifetown.
- One special day took place a few weeks ago- NAWN sent a crew to the most recent Habitat for Humanity build site.

NAWN can install baseboards!



NAWN's Annual Meeting & Mixer 2011

Business Connections

Katharine Elliot

- Had 4 great informational speakers present to the group
 - Chamber of Commerce presentation
 - Using virtual assistants to increase efficiency
 - Techniques for effective cold calling
 - Legal issues facing women business owners
- Other meetings were all roundtable discussions amongst the group about their businesses.
- November meeting is Tuesday, Nov. 29. Barbara Huff, CEO, New Albany Investment Management, will discuss "Women and Wealth."

Beneficiary Research

Debra Lowery

- Revised the Beneficiary Application for 2012.
- 2012 Application asks for more details about the proposed project and more evidence of alignment between mission of the applicant organization and NAWN's mission.
- Completely new this year is an information page for potential beneficiaries providing details about
 - NAWN's mission
 - our funding philosophy
 - how beneficiaries are selected
 - application review schedule
- Accepting applicants for 2012 Fashion Show beneficiary consideration. Deadline January 15. Details on website.

2011 Slate

President - Christy Arenschield
Vice President - Laura Whitaker
Secretary - Martha Chaddock
Treasurer - Lisa Bednar
Past President - Shannon Gabor
Beneficiary Research - Debra Lowery
Communications – Jennifer Glover
Social – Tara Ellenberg
Membership - Sharon Dunn
Events – Lisa Carson
Sponsorship – Heather Buchanan

Committee Chairs

- SWANs - Molly Fanning
- Business Connections - Katharine Elliott
- Book Groups - Michele Oldenquist
- Playgroups - Kristin Hamrick
- Neighborhood Outreach - Krystal Sharrock
- Charitable Projects - Michelle Murphy
- ENA - Janet Guehl & Amy Parks
- Public Relations - Molly Cooper
- Fashion Show - Keara Bingman & Cheri Lehmann
- Website - Tasha Goss
- Enews - Kate Ault-Kinhead
- Distribution - Michel Pankow
- Empowering Women (EWS) - Sarah Ryan & Sheryl Landers
- Volunteer Coordinator - Marianne Troutman
- BRC - Kate Ault Kinhead, Suzanne Fife, Shannon Gabor, (2 openings to be filled in 2012)

Adjournment

Thank you for attending!

