



Alabama Women Business Owners Embark on Exciting New Chapter With NAWBO

Washington, D.C. (February 23, 2021) — Alabama’s women business owners have embarked on an exciting new chapter...literally. The state is now home to the newest chapter of the National Association of Women Business Owners (NAWBO), the unified voice of America’s more than 11.6 million women-owned businesses representing the fastest growing segment of the economy with chapters across the U.S.

Dr. Valerie James, chief leadership, learning and efficiency officer at VisionSpot Consulting Group, LLC, is one of several NAWBO Alabama leaders integral in recruiting enough members from across the state to form a chapter. “When I moved to Alabama permanently five years ago, I realized there weren’t any resources like NAWBO for women business owners—no space to just exhale, share thoughts and collaborate,” she says.

Dr. James and her peers set out to make connections with other entrepreneurial women from cities like Mobile, Montgomery, Birmingham, Huntsville and Tuscaloosa who felt the same. Soon, they had enough members to officially form a chapter.

“In Alabama, a state known for its hospitality, we want to foster partnerships and a real sisterhood by displaying the treasures and links we have within our chapter. We are truly better together,” shares Dr. James, the chapter’s inaugural president. “By starting our journey together embracing diversity, equity and inclusion in experience, industry and culture, we build and broaden our community of successful women committed to their own *and* each other’s success.”

As part of this, the chapter is committed to delivering:

- **Connection:** Ensuring connections to other diverse women entrepreneurs.
- **Education:** Providing cutting-edge professional education on today’s most important topics.
- **Support:** Offering support through camaraderie, sisterhood and networking opportunities.

NAWBO National Chair Cristina Morales Heaney joined the members of NAWBO Alabama for a recent virtual ribbon cutting and celebration. “At NAWBO, our mission is to propel women business owners into greater economic, social and political spheres of power worldwide,” says Cristina. “We’re incredibly honored to have the women of NAWBO Alabama embracing and propelling this mission locally.”

NAWBO’s Spring Membership runs March 1-April 30. During this time, new members who join

receive \$45 off the one-time new member initiation fee. New members who join in the NextGen membership category receive \$45.00 off their membership dues. Plus, the reinstatement fee of \$25 is waived for previous NAWBO members. Learn more about the benefits of joining at www.nawbo.org/membership.

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About NAWBO

Founded in 1975, NAWBO is the unified voice of America's more than 11.6 million women-owned businesses representing the fastest growing segment of the economy. NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries. NAWBO develops programs that help navigate women entrepreneurs through the various stages of their business growth. To learn more, please visit www.nawbo.org.