Greetings and let me start by wishing our members, friends and colleagues who are celebrating this Holy Month "Ramadan Kareem".

As you can see from this newsletter we had a few activities going on during last month. As we embark on the mid-year strategies and activities this month is a "Call for action" month. For our organization to strengthen we need your help and participation. I am encouraging you as members to step up and help your organization grow. Join a committee, please e-mail me with suggestions for improvement at nghareeb@aawbc.org.

Our Board of Directors voted this month on a new membership plan which provides exceptional benefits such as free entrances to specific networking events and professional development events. The new pricing structure is: Individual - $50, Student - $25 or Company/Corporate - $250.00 annually. Go online, join the organization and pay your dues.

I would like to extend my sincere thanks to the Executive Committee and our dedicated Board members for their hard work. To our members, thank you for being our supporters, as you know we are here to empower our members and encourage each other.

As one of my favorite quotes by Kahlil Gibran "Yesterday is but today's memory, tomorrow is today's dream."
Meet AAWBC Board Member: Angela Ghannam

Angela obtained her Juris Doctorate from the University of Detroit-Mercy in 2008. She went on to work at various firms in the metro Detroit area, always concentrating her experience in the areas of family law, bankruptcy and criminal law. Angela's philosophy is that her clients come first. She enjoys helping families and individuals through tough times in their lives. She tries to give back to the community by being a part of organizations such as the AAWBC, Women Lawyer's Association, Downriver Bar Association, and volunteering at the Dearborn Animal Shelter. She also co-chairs the mentorship program for AAWBC.

Angela joined the AAWBC board because she is grateful to have had strong women support her in becoming a successful professional woman. She feels blessed enough to be able to give back and support other women who are seeking professional success so that we can all succeed together. We can't grow, learn and succeed without each other. The AAWBC contributes a positive and supportive environment for women to grow and learn as professionals together and advance their interests in a collaborative setting.

Breakfast with Women Business Entrepreneurs from Saudi Arabia

On May 15, 2017 at Byblos Cafe in Redford, AAWBC hosted a breakfast for 7 female entrepreneurs from Saudi Arabia and their U.S. State Dept. interpreters. This was part of their visit to Detroit, Michigan to get exposure to women in Entrepreneurship. The Saudi women came from a diverse business backgrounds including: IT, Engineering, Food and Nutrition, and Consulting and Education. During their visit to Detroit, they visited several organizations that handle start-up businesses in order to get acquainted with the ways and means of how they operate. Additionally, they came to examine Women in Entrepreneurship here in the United States and to apply some of the programs in their home country.
This program was under the auspices of the Department of State sponsored program, Global Ties Detroit (formerly International Visitors Council of Metro-Detroit), where the host international delegates for professional and cultural exchange. AAWBC was on the list of organizations they wanted to get acquainted with and to learn about our organization and what we do to strengthen the Arab American Women Businesses.

Our AAWBC president, Nabeleh Ghareeb, provided them with information regarding AAWBC and had discussions surrounding the following six bullets:

- Our mission and history of our organization;
- Defined some of our programs i.e. networking and other Professional Development;
- Previous grants and the MENA programs;
- Importance of the Mentorship program and its strength;
- Our Scholarship programs; and
- Annual breakfast event and the type of great speakers we host each year.

Informative Workshop on Effective Social Media

On May 11, 2017 the AAWBC conducted a professional development workshop on how to effectively use social media to enhance your brand and message. For a seasoned IT professional and a social media user, I was blown away with amount of information I learned.

The two guest speakers from the Marketing and Communication team at Wayne State University, Theresa Cordon and Jen Di Sano, provided valuable statistical insight on how users interact with different online social media outlets. YouTube with over 1 billion unique subscribers, for example, is becoming more popular than TV with viewing range of 18-49 years old. It is also more viewed by male versus female. That is contrary to what the stereotype that it is only used by younger generations. While Facebook, with similar viewing age range, has over 1.9 unique users, who are predominantly females and that 75% of users spend over 20 minutes or more every day on it. Also, Twitter is one of the best social media outlets that interact with users almost in real time, as the maximum time is 18hrs, which made
how to target your customers by age and gender.

The speakers also emphasized that not all messages are created equal. Diversification in content keeps your users interested and engaged. Also, not all content has to be generated by your organization or business, it can definitely be generated by the users. User generated content takes the form of internet forms, blogs (Tumblr), photo websites (Flickr), audio in sound cloud, video games inspired by fan fiction, and advertising in the form of collaboration between brands. Of course, it goes without saying, there are always the rules of engagement. Some of these rules addressed the appropriate engagement frequency and response; humor goes a long way, and spelling can be overlooked, but grammar cannot! Keeping your content clean, clear and concise is the best. At the end, they covered the use of some free and paid tools that could help with social media tracking and triage. At the end of the day, planning is king!

The best part of the presentation was when two ladies provided an example of a social media plan. They demonstrated a weekly planner that tabulated the social media outlet, date, format (video, user content, blog, event marketing, etc.), and who from the team was assigned to complete it. Our takeaway is that there is a social medial outlet for every aspect of communication that will enhance your brand with your customers and users. Watch for more professional development workshops from the AAWBC.

See you at the next workshop!

AAWBC Upcoming Events

Golf Outing 2017
August 11, 2017
12:00PM - 7:00PM
Shenandoah Country Club
5600 Walnut Rd.,
West Bloomfield, MI 48323

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