



Welcome to Kelowna Women in Business (KWIB)

Your Complete Guide to Getting Started

Congratulations on joining Kelowna Women in Business!

You've just become part of a vibrant community of entrepreneurial and corporate professional women who are committed to empowerment, growth and meaningful connections. Since 1993, KWIB has been the premier networking organization for women in the Kelowna area, and we're thrilled to have you join our legacy of success.

This handbook will help you navigate your membership, maximize your benefits and connect with our incredible community of women who are here to support your professional and personal journey.

About KWIB

Our Mission

To cultivate a robust community that empowers dynamic and entrepreneurial women to level up through transformative education, strategic connections and intentional collaboration.

Our Vision

To be the leading business networking community in Kelowna, focused on engaging and empowering local entrepreneurial and corporate professional women.

Our Core Values

- **Connection** - Building meaningful relationships that last
- **Inclusiveness** - Welcoming women from all industries and business stages
- **Collaboration** - Working together to achieve collective success
- **Community** - Creating a supportive environment for growth
- **Professionalism** - Maintaining high standards in all our interactions

Our History

Founded in 1993 as a not-for-profit organization, KWIB has been providing a voice and community for female entrepreneurs and professionals in Kelowna and surrounding areas for over 30 years. We're run by a dedicated team of volunteer Directors who are passionate about supporting women in business.

Giving Back

KWIB believes in supporting our broader community. Over the years we have selected many local charities to support through our events and fundraising efforts. As part of our commitment to community impact and inclusiveness, KWIB continues to explore ways to give back by offering opportunities for discounted or complimentary access to students and those who may be limited by financial constraints.





Your Membership Benefits

As a KWIB member, you now have access to:

Free Events

- **September Kickoff** - Annual member-exclusive event
- **Member Appreciation** - Our way of celebrating you, our members!

Exclusive Monthly Member Get Togethers

- **Coffee & Collab** - A small-group roundtable where members can connect over coffee, exchange insights and brainstorm ideas to support each other's personal and professional growth.
- **UnWined After 5** - An evening of virtual networking in a small-group setting. Bring your favourite beverage, unwind and enjoy meaningful conversations with fellow members.
- **Business Book Club** - Grow your skills and spark new ideas through weekly discussions that inspire leadership, confidence and professional growth.
- **Member Pop-Ups** - Unique networking events hosted by KWIB members, offering a chance to showcase their businesses and connect with others. Members may bring a "plus-one" to share the experience.

Discounted Access

- Other educational workshops and seminars that may be hosted by KWIB
- Reduced ticket pricing for our annual Business Bootcamp and RISE Awards

Visibility & Marketing

- Public Profile in our online Member Directory
- Member Spotlight features in newsletters and social media (application details available below in the FAQ section)
- Member Pop-Up Events that allow you to host a casual gathering and showcase your business (hosting information available below in the FAQ section)
- Member Deals allow you to share exclusive discounts on your products or services with fellow KWIB members and help spark collaboration, connection and mutual support within our community

Community Benefits

- Enjoy exclusive discounts to community events hosted by other organizations
- Create meaningful connections with fellow business professionals
- Access to our supportive network of women in various industries

Signature Annual Events

September Kick-off

The annual Kickoff event marks the beginning of our KWIB season. Network with other members and create lasting connections.

Member Appreciation Event - Typically held in November

Our Member Appreciation Event is where we celebrate YOU, our KWIB members! Join us for a fun evening of socializing and connection.

Business Bootcamp - Typically held in February

Our signature weekend intensive workshop featuring expert speakers and tangible business advice you can implement immediately.

RISE Awards Gala - Typically held in May

Our annual RISE celebration recognizes outstanding women in business in our community. This elegant evening honours achievements and inspires continued excellence.





KWIB Mentorship Program

One of KWIB's most valuable offerings is our mentorship program, designed to foster professional growth and development through meaningful one-on-one relationships.

Becoming a Mentee

If you could benefit from the skills and support of an experienced mentor to take the next step in your business growth or professional career, our mentorship program connects you with established KWIB members who can provide guidance, insights and encouragement.

Mentee Benefits:

- Personalized guidance from experienced professionals
- Industry-specific advice and insights
- Networking opportunities through your mentor's connections
- Accountability and support for your professional goals
- Accelerated learning from someone who's been where you want to go

Become a Mentor

If you're in a position to positively support and encourage the professional growth and development of a local businesswoman, consider becoming a mentor. This is a rewarding way to give back to the KWIB community while developing your own leadership skills.

Mentor Benefits:

- Personal satisfaction from helping others succeed
- Opportunity to develop coaching and leadership skills
- Expanded network through your mentee's connections
- Recognition as a community leader and supporter

How It Works

- Complete an application outlining your goals (mentee) or expertise (mentor)
- KWIB matches mentors and mentees based on industry, experience and goals
- Commit to regular meetings and communication with your match
- Participate in program check-ins and networking events

For more information about joining the mentorship program, [visit our website](#) or contact mentorship@kwib.org.



Your First 90 Days With KWIB: A Success Roadmap

Week 1-2: Get Settled

- Complete your Member Directory profile
- Connect with KWIB on social media ([Facebook profile](#), [Facebook Private group](#), [Instagram](#) and [LinkedIn](#)).
- Review the upcoming [events calendar](#)

Month 1: Start Connecting

- Attend your first KWIB event - Coffee and Collab or UnWined are great starting points
- Introduce yourself to at least 3 new members
- Browse current Member Deals to see what's available
- Consider what Member Deals you might offer

Month 2: Get Involved

- Attend a different type of event (if you went to networking, try educational)
- Reach out to a member for a one-on-one coffee
- Consider the mentorship program - apply as mentor or mentee
- Consider contributing an article or expertise to the KWIB website
- Sponsor a KWIB event
- Volunteer for an upcoming event

Month 3: Maximize Your Investment

- [Apply for a Member Spotlight](#) feature
- Launch your first Member Deal on your member directory profile
- Consider joining a committee or inquire about a leadership opportunity
- Evaluate which events provide the most value for your goals



How to Maximize Your Membership

Be Strategic About Events

- Choose events that align with your current business goals
- Prepare an elevator pitch that's authentic and memorable
- Set a goal to meet 2-3 new people at each event
- Follow up within 48 hours of meeting someone new

Use Your Member Benefits

- Keep your directory profile updated with current information
- Regularly promote relevant Member Deals
- Share your expertise through a Member spotlight
- Take advantage of discounts to grow your business knowledge

Give Before You Receive

- Offer help and resources to fellow members
- Make introductions when you can connect two members
- Share others' successes and Member Deals
- Consider mentoring newer members

Stay Connected

- Engage with KWIB's social media content
- Attend a variety of event types throughout the year
- Participate in member-only events regularly
- Join committees to deepen your involvement
- Consider sponsoring a KWIB event
- Review our monthly newsletter to stay current with event updates and opportunities
- Event announcements are also shared on our website and social media channels



Important Contacts

Membership Questions

Email: memberships@kwib.org

General Inquiries

Email: board@kwib.org

Mentorship Questions

Email: mentorship@kwib.org

Sponsorship Opportunities:

Email: sponsorship@kwib.org

Website: www.kwib.org

Follow us on social media for updates and member features

Instagram: [@kelownawomeninbusiness](https://www.instagram.com/kelownawomeninbusiness)

Facebook: [@kelownawomeninbusiness](https://www.facebook.com/kelownawomeninbusiness) and Private member group: [Kelowna Women in Business Group](#)

LinkedIn: www.linkedin.com/company/kelowna-women-in-business

Member Directory & Profile Management

Accessing Your Profile

Create and manage your KWIB profile using your member login at:

<https://kwib.org/membership/member-login/#myaccount>

- If you need to reset your password, click “Forgot Password?” on the login page and a reset link will be emailed to you.
- If you do not receive a temporary password after using the “Forgot Password?” link, please email us at board@kwib.org so we can help you get access.

Optimizing Your Profile

- Use a professional headshot
- Write a compelling bio that includes your expertise
- List your services clearly
- Include contact information, social media links and website
- Update regularly with new achievements or services

Registering for Events

- Browse upcoming events through your Member Portal and register directly through your account.



- You can also visit the Events page on our website and register through the event link — you'll be prompted to log in to complete your registration.
- Accessibility: if you have accessibility needs for any KWIB event, please email events@kwib.org so we can support your participation.
- Photos or videos may be taken at KWIB events for community sharing and promotional purposes.
- No-Show Policy: when you register for an event, you're reserving a spot that another member may be waiting for. If you're unable to attend, please email board@kwib.org to cancel in advance so we can offer your spot to someone on the waitlist.

We truly value your participation and want you to get the most out of your membership. As a reminder, members who do not attend and do not cancel will be unable to register for future meet-ups. Please reach out anytime if your plans change, we're happy to help cancel your registration if you are unable to login.

Sharing a Member Deal

- You can create a Member Deal by adding an exclusive offer to your Member Directory profile.

Account & Billing

- Your portal is where you can find receipts, membership details and account information anytime.

Member Portal Support

- If you experience technical issues accessing your Member Portal, please email board@kwib.org for support.



Community Guidelines

Professional Standards

- Maintain confidentiality of member information and discussions
- Represent KWIB positively in all professional interactions
- Respect diverse opinions and business approaches
- Support fellow members' success

Networking Etiquette

- Come prepared with business cards and a clear introduction
- Listen actively and ask thoughtful questions
- Follow up on commitments made during networking

Frequently Asked Questions

Q: How often should I attend events?

A: We recommend attending at least one event per month to build meaningful connections and maximize your membership value.

Q: Can I bring guests to events?

A: Some events welcome guests (usually for a fee), while others are member-exclusive. Check individual event details or contact us for clarification.

Q: How do I submit a Member Deal?

A: Member Deals are promoted through our website and member communications to help you reach fellow KWIB members with exclusive offers. Post your deal through your membership profile.

Q: What makes a good Member Deal?

A: Effective Member Deals offer genuine value (typically 10-20% discount), have clear terms and align with what businesswomen need. Popular deals include professional services, business tools, wellness services and educational offerings.

Q: Can I host an event for KWIB?

A: Yes! We welcome member-hosted events like Pop-Ups. [Apply here.](#)



Q: How do I get featured in a Member Spotlight?

A: [Submit an application](#) to request a spotlight feature. We love celebrating our members!

Q: What if I want to change my membership level or have billing questions?

A: Contact board@kwib.org for any membership administration questions, including billing, membership level changes or account updates.

Q: What should I wear to KWIB events?

A: Business casual to business professional, depending on the event. Check event details for specific dress codes - networking events are typically business casual, while the RISE Gala is formal attire.

Q: Are events held virtually, in-person or hybrid?

A: Most events are in-person to maximize networking opportunities, but we do offer monthly online opportunities. Check individual event listings for format and location details.

Q: How far in advance are events announced?

A: Events are typically announced 4 - 8 weeks in advance. We recommend you register early as some events fill up quickly. Follow us on social media and read our monthly newsletter for all the latest information.

Q: I'm new to networking - any tips for introverts?

A: Start with smaller events like Coffee & Collab or Book Club. Set a goal to meet just one or two people per event. Consider volunteering, which gives you a natural conversation starter and role.

Q: How do I make meaningful connections, not just collect business cards?

A: Focus on learning about others' challenges and goals. Ask thoughtful questions, listen actively and look for ways to help. Quality over quantity always wins.

Q: I'm just starting my business - is KWIB right for me?

A: Absolutely! KWIB welcomes women at all business stages. You'll find mentorship opportunities, educational content and connections that can accelerate your business growth.



Q: Do I need to be a business owner to join?

A: No! KWIB welcomes both entrepreneurs and corporate professionals. Many members are executives, managers or professionals representing their companies or non-profit organizations.

Q: What's the difference between Member Pop-Ups and regular networking events?

A: Member Pop-Ups are typically more casual, shorter events focused on quick connections, while regular networking events may include speakers, structured activities or longer time frames. Pop-ups are a great opportunity to get your 'feet wet'!

Q: Can I suggest speakers or event topics?

A: Yes! We welcome member suggestions. Contact events@kwib.org with your ideas - member input helps shape our programming.

Get Involved: Volunteer Opportunities

KWIB runs on the dedication of our volunteer members. Consider getting involved in:

- Event Planning Committees
- Membership Promotion
- Sponsorship Development
- Board of Directors

Volunteering is a fantastic way to develop leadership skills, expand your network, give back to the community, and contribute to causes that align with KWIB's values of community support. If you are interested in joining a KWIB committee, please email board@kwib.org to express your interest.



Your KWIB Journey Starts Now

Remember, your membership is an investment in yourself and your professional future. The connections you make, the knowledge you gain and the opportunities you discover through KWIB can transform your business and career trajectory.

We're here to support your success every step of the way. Don't hesitate to reach out with questions, ideas, or ways you'd like to get more involved.

Welcome to the KWIB family – we can't wait to see what you'll achieve!

This handbook is your comprehensive guide to KWIB membership. Keep it handy as you navigate your first year with us, and refer back to it whenever you need guidance on maximizing your membership benefits.

If you have any questions or comments regarding this document, please contact the applicable board member listed in the contact section. If you're unsure who to reach, you can email board@kwib.org.

With gratitude,

Kelowna Women in Business Board of Directors

Kelowna Women in Business • Established 1993 • Dedicated to Your Success

