

June 11, 2026

My dear NAWBO Sisters, Corporate Sponsors, Community Partners, and Future Members,

Welcome!

What an incredible honor and privilege it is to serve as your President of NAWBO Charlotte.

Years ago, when I announced to my NAWBO South Florida chapter that I'd be moving to Charlotte, they practically jumped out of their seats and told me I HAD to get involved with NAWBO Charlotte right away. Who knew that all these years later, I'd have the privilege of serving as President? I'm still pinching myself because it feels like a dream.

Those who know me well know I come from a long lineage of servant leaders. They also know I have a huge heart for women.

My greatest desire is to see others doing what God put them on this earth to do — and to do it exceedingly, abundantly well. Playing even a small role in another woman's success is life-giving to me.

Those who know me especially well know the energy and passion I bring into everything I do. My "yes" is a "heck yes!" My "no" is a "heck no!" I like to joke that I breathe fire and speak "Charasmania." AKA, I'm a firecracker, wear my heart on my sleeve, and refuse to give boring speeches.

Personally, I'm a woman of deep faith, have been married for 21 years to the love of my life, Carl, and am raising two amazing boys, Justice (14) and Noah (11). I am also a Veteran Foil Fencer with USA Fencing, and train 4 days a week at the Charlotte Fencing Academy. My biggest goal is to earn a spot on the Women's World Foil Team. This goal is becoming more of a reality as I compete across the USA and rake in more and more medals (I love winning).

But enough about me. Let's talk about us.

We are living in one of the most exciting times in history for women business owners.

Across the United States, women-owned businesses now represent approximately 40% of all businesses and contribute trillions of dollars to our economy each year. Women entrepreneurs continue launching businesses at remarkable rates, creating jobs, strengthening communities, and driving economic growth across every industry.

And right here in Charlotte, women-owned businesses are helping shape the future of our community and local economy every single day.

Community impact is the starting point to statewide impact — and for some, even global impact.

Mother Teresa once said, "If you want to change the world, go home and love your family."

I believe this applies beautifully to us as business owners as well.

The biggest impact we can make starts by loving and serving the person or client standing right in front of us. We solve problems. We offer outrageous hospitality. We deliver excellence. We go the extra mile.

From there, everything grows.

Sarah Blakely solved a problem and built SPANX.

Estée Lauder started by helping one customer at a time.

Melanie Perkins created Canva after seeing how expensive graphic design tools were for her college students.

Big impact often starts small.

This year, our chapter theme is:

“Shining So Bright, We’re Impossible to Ignore.”

As I prepared to step into this role, I found myself asking:

“What can NAWBO Charlotte do so exceptionally well that we become impossible to ignore?”

I don’t know that answer yet.

But I believe we’ll discover it together.

To me, this isn’t about becoming the biggest networking organization in town.

I want NAWBO Charlotte to be the association making the biggest difference in the lives of women business owners.

Let’s make such a difference that choosing to attend a NAWBO event takes precedence over others. Let’s make such a difference that women who have never heard of NAWBO can’t help but notice....Because they see something different.

Let’s become impossible to ignore because of our impact.

I want people to see our women:

- Making strategic connections
- Acquiring critical resources
- Increasing their visibility
- Succeeding together
- Opening doors for one another
- Advocating for what women need in order to thrive

And I want them to think:

“I want to be part of THAT.”

Because we are magnetic.

Because we show up differently.

Because we offer solutions to the very real challenges women business owners are facing in this rapidly changing world.

Because we light the way — not only for the women coming up behind us, but also for the women walking beside us.

Remember: The women who become impossible to ignore do so because their impact is impossible to overlook.

As your President, I am committed to helping our chapter grow in visibility, value, and influence.

Together, we will strengthen our member experience, build strategic partnerships, develop future leaders, and ensure more women business owners throughout the Charlotte region discover the opportunities NAWBO provides.

Whether you’ve been with us for years or are discovering NAWBO for the first time — welcome.

Join us at one of our upcoming events.

Bring a friend.

Come experience our warmth, our hospitality, and our community.

And know in advance that there is a seat at our table with your name on it — and one for your friend, too.

Now, let’s get busy shining so bright that we’re impossible to ignore.

With much gratitude,



Carolina Marrelli
President | NAWBO Charlotte
2026–2027