

Newnan-Coweta Chamber: Reimagining Women's Programming - Engagement, Energy, and the Bougie Factor

The Newnan-Coweta Chamber's Businesswomen's Purpose Alliance has undergone a full-on glow-up. Refreshed, reimagined, and unapologetically bold, this isn't just a program relaunch—it's Purpose 2.0. With a new vibe and sharper focus, we've repurposed everything our businesswomen loved and turned up the volume. The result? A fierce, fabulous movement that's connecting, energizing, and elevating women across our region.

After a brief hiatus, the Alliance made its grand return in March with the **Bougie Brunch** at the elegant Lillian Gardens. With the powerful theme *HERStory: Leading the Charge*, over 100 women gathered for a morning of bold storytelling, authentic connection, and inspiration fueled by women who are blazing trails and rewriting the rules. From the chic setting to the compelling conversations, the vibe was equal parts powerful and personal.

In May, the energy continued with the **Bougie Lunch: Fierce & Fabulous Edition**—an event that dared attendees to *own the beat, find their rhythm, and thrive through the noise*. Women showed up rocking their boldest fascinators and springtime flair, embracing confidence, creativity, and community. A dynamic panel discussion reminded us all that success isn't about avoiding chaos, it's about dancing through it with purpose and power.

Next up? The highly anticipated **Bougie Express: Health & Wellness Expo** in August. This immersive event will focus on self-care, connection, and showcasing Chamber member businesses in the wellness space complete with interactive exhibits, pop-up demos, and resources to help women nourish their minds, bodies, and bottom lines.

And yes—**the men are welcome, too**. We remind them that if they *do business with women* or if women are among their clients or customers, then, come on. After all, women drive **85% of consumer purchasing decisions**—ignore that at your own risk.

The Bougie series isn't just about clever names and cute outfits (though we love both)—it's about building a platform for women to lead, grow, and thrive unapologetically. Purpose. Power. And just the right amount of sparkle. Whether you're reimagining your own women's programming or just love a good dose of creative inspiration, the Bougie series shows how purpose and playfulness can go hand in hand to drive meaningful engagement.