

EE DAH HOW Charter Chapter Mission Statement

“Our Chapter mission is to provide members educational opportunities through scholarships, keynote speakers, conferences, and networking. It strives to give members a system that will nurture, advance, and encourage them to excel as business people and citizens. To the community, we will provide scholarships to ISU, educational seminars, and be involved in projects to show how influential a group of women can be.”

Special Recognition

2008 Merit Award
Sandie Huerta

2008 Protégés
Amy Wegner
Dee Murphy

2009 Woman
of the Year
Susan Wells

Spotlight on Alesha Churba

Alesha (pronounced A-lee-sha) Churba came to Pocatello as a young teenager when her family moved here from Pittsburgh because her father had accepted a position at the nuclear engineering facility that we locals call “the Site.” Alicia’s immediate family are all still in Idaho. Her parents and her younger brother live here, her older brother and his family live in Burley, and her baby sister has “escaped” the nest to stay in Boise. Alesha notes that she has had the opportunity to live in many places all around the country, in a total of eight states. Her favorite spot is the southwest—especially Las Vegas—but she’s content to call Pocatello home for now.



Alesha has been divorced for nine years and is now raising her 11-year-old daughter Juliana, whom she describes as the light of her life. This talented youngster is attending Cre-Act School where she was recently cast as the lead in a school play. (Her proud mom confesses to having cried while watching her in the play.) Alesha is very involved as a volunteer with the school. She does all of their publicity, from press releases, to creating posters and brochures, and even maintains their website. On top of that she has been working with a number of other “wonderful people working to fix up the school,” and says that she’s learned to recognize and value those committed people by working side by side with them. Sounds as if she’s one of them, doesn’t it?

Alesha graduated from Idaho State University with a Bachelor of Science Degree in Consumer Economics then returned to ISU to complete an Associate of Applied Science Degree in Design Drafting and also holds an Associate’s Degree in Hotel/Restaurant Management. She became so fascinated by the interior design field that she completed numerous courses in design, color theory, and commercial and residential design, besides completing the National Kitchen and Bath Association’s Kitchen and Bathroom Design Training. She’s now putting all that training to work as an Instructor in the Computer Assisted Design Drafting Program at Idaho State University College of Technology, and has created her own interior design business: A.E. Churba Design, LLC. Asked what she likes best about her work, she responded “As an instructor I really like making a difference in a students’ life, hopefully helping them to achieve whatever they want to achieve,” and says as a business owner she loves “helping my clients create the space of their dreams.” As if that weren’t enough, she’s now completing education classes in order to be certified as an Occupational Specialist. As you can see, Alesha is combining talent with a lot of hard work to make a success of her interior design firm.

Alesha’s avocational activities are a reflection of her vocational ones: she spends a great deal of time on her home, both inside and out, maintaining Cre-Act’s website (cre-actschool.com) as well as her own business website (aechurba-design.com) and working to grow her interior design business. Alesha’s version of working around the home consists of much more than altering a color scheme or planting a few flowers, however. She’s very handy at doing her own remodeling and landscaping and has recently completed her most recent challenge: shoveling 14 tons of landscaping rock in her yard by herself. . . I’m trying to get her to visit my house—just think of all the fun she could have working with Harold in that yard of ours!

Alesha heard about ABWA one afternoon when she and Laura Colborn were talking outside of the College Bookstore. Laura told her that she was President of our chapter of the national association and invited her to attend a meeting. . . “and that was it!” Alesha said she joined ABWA because wanted to meet and be associated with other women who are professional and are trying to make a difference. We’re pleased to have you as a new member, Alesha, and hope you find your membership a rewarding experience. Welcome!

Submitted by Rayna Valentine

Welcome Alesha!