



women business owners

COMMUNITY. NETWORKING. INSPIRATION.

The Wire

August 2011

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Calendar

After Hours

Tuesday, August 9

Swink Style Bar, University Village, Seattle

5:30 PM - 7:30 PM

[Click here to register](#)

WBO Luncheon

Thursday, August 25

Washington Athletic Club, Seattle

11:30 AM - 1:30 PM

WPO (Women Presidents' Organization) Panel

[Click here to register](#)

Have something to contribute?

[Report your news here](#)

Click [here](#) to check The Wire's news reporting guidelines.

Dear Member,

Is it really August already? I look back at the last 7 months, and I'm proud of everything Women Business Owners has done so far...

Last January, we brought back the five-word introductions for our members at the luncheons. By doing this we have added one more opportunity for members to network with others in the room. Since it is unlikely that you will be able to introduce yourself to everyone in attendance, the five-word introductions lets everyone know who you are and what you do.

Thanks to Tawnya Patrick, our Events Chair, we have increased the number of "special events" for our After Hours networking. Our first special event was in June at *Wine World Warehouse* and it was a great success. This month, we are having a special event at the stunning new *Swink Style Bar* in University Village. By attending you will enjoy a wonderful evening of networking and a bit of pampering as well. For more information and/or to register, [click here](#).

Women Business Owners launched a brand new education program called the *Brown Bag Business Education Workshops*. These workshops are free to our members (\$10 for non-members) and provide an opportunity to WBO members to become a speaker and showcase their area of expertise. We have already had three successful workshops and plan on having two more before the end of the year. The next *Brown Bag Workshop* will be in September; more information will be coming soon. If you are interested in being a speaker at one of our *Brown Bag Workshops*, please contact Sarah Turner at sturner@gordonrees.com.

We just wrapped up our first annual *Shop WBO Trade Show* that showcased the businesses of our members and sponsors. This event provided ample networking opportunities and was a huge success.

I am looking forward to next five months which will include

Strategic Partners



the 29th Annual Nellie Cashman Women Business Owner of the Year Award Gala on October 13th at the Fairmont Olympic Hotel. The Nellie Award Gala is a great evening dedicated to celebrating the accomplishments of women in business! Join us for a night of food, wine, inspiration and fun! I also look forward to a few more "special event" After Hours and Brown Bag Workshops. Lastly, our WBO annual meeting will be held during our November luncheon when we will recognize and celebrate our members.

Best Regards,
Jessica Adair

2011 President, Women Business Owners

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What's New

Klondike Sponsorship

An exclusive benefit offered to WBO Members and past Nellie Finalists and Winners.

For an investment of \$300, you receive:

- Entrance to the *Invitation Only* VIP Reception
- One Nellie Gala Dinner Ticket
- Your Business Name in the Awards Printed Program
- Your Business Name listed on the WBO website Sponsor Page
- Podium Recognition at the monthly luncheons from August through November

Sign up today by calling the WBO office at (206) 575-3232.

Donate a door prize for great PR!

If you donate an item or service as a door prize for one of our events, your business will be mentioned in The Wire, at the luncheon podium, and on our website! To take advantage of this great opportunity contact [Yvonne Gitchel](#) by the 1st of the month in which you wish to donate.

Tell your friends about Women Business Owners!

Be sure to share your association with Women Business Owners with your friends, acquaintances, clients and fellow business owners. Remember, if you bring a guest to one of our monthly luncheon meetings, you will be entered into a drawing at the luncheon for a great door prize.

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From the Members

[Andelcare](#), a Bellevue-based in-home care provider, is the recipient of the Better Business Bureau's 2011 Western Washington Business of the Year Torch Award. "This award validates all those years of hard, hard work, sleepless nights and time spent building and uniting a really great team of people," said owner **Marla Beck**. "Our number one focus is excellence of care for our senior-aged clients. Our caregivers enrich lives by preserving the stability, dignity, security and independence enjoyed by aging adults when they continue to live in the comfort their own homes." [Click here](#) to read the full article.

Seattle University is starting up a Small Business Roundtable this Fall to compliment its successful Executive and Next Generation Roundtables. We have heard from many executives who run family or closely-held companies that they often feel isolated and wish they could collaborate with other trusted advisors. Our Roundtable is designed to provide a safe, interactive environment where members can freely share personal and business issues and gain valuable insights and solutions. Meetings will be held nine times during the calendar year. If interested, please contact **Steve Brilling** at (206) 296-2469 or by email at brillist@seattleu.edu.

In her new book, "Changing Careers After 40: Real Stories, New Callings," WBO member and author **Terry Pile** profiles 12 career changers over the age of 40 and the strategies they used to move from one successful career to another. For more information visit Terry's [website](#).

Annie Searle wrote a guest column for the July issue of *Seattle Business* magazine on corporate earthquake preparedness called "How Worried Are You?" [Click here](#) to view the complete article. Annie was also interviewed

for *PC Today's* August issue, in a story titled "Business Uninterrupted." [Click here](#) to link to that article.

Alki Beach 5K Walk & Run, Sunday, August 28, 2011.
Celebrate a survivor, honor someone you've lost to breast cancer, support friends, family and coworkers. Experience one of the best waterfront routes in Seattle and raise funds to support women through the NW Hope & Healing Patient Assistance Fund. For more information contact **Shari Sewell** Director, Northwest Hope & Healing Foundation at (206) 215-2888 or by email at shari@nwhopeandhealing.org.

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Get Involved

COME HELP BUILD WBO'S NEWEST COMMITTEE!

The Education and Mentorship Committee is looking for volunteers to create new, and assist existing, Business Building Groups, as well as to coordinate our educational workshops for the coming year. Your involvement in this Committee will allow you to help other WBO members expand their networking opportunities while also expanding your own. If you are interested, contact [Sarah Turner](#).

LOOKING FOR COACHES & FACILITATORS FOR BUSINESS BUILDING GROUPS

Are you a professional facilitator or business coach? Would you like to be included in our resource packet for the Business Building Groups? If so, please contact [Sarah Turner](#).

LOOKING FOR SPEAKERS

The Events Committee is seeking luncheon speakers for 2012. A speaker criteria form is posted on the [Women Business Owners website](#). If you know someone who you think would make a great luncheon speaker, please [send an email](#) to Tawnya Patrick, Events Chair.

CALLING ALL VOLUNTEERS!

Interested in volunteering to be on a committee or to help at an event? Let us know. Speak to any board member or [send an e-mail](#) to Yvonne Gitchel.

WOMEN BUSINESS OWNERS ON LINKEDIN

We invite you to check out our [Women Business Owners](#) group on LinkedIn. With our events listings, discussions, opportunities to post job openings, news and marketing tools, we would like to encourage you to utilize this group more in 2011. Please join us at our [LinkedIn group](#)!

LinkedIn 

WOMEN BUSINESS OWNERS ON FACEBOOK

Please remember to "Like" the Women Business Owners fan page. Go to www.facebook.com/seattlewomenbusinessowners and click the "Like" button. Also, if you have a website or blog, you can put a "Like" Women Business Owners Button on your own website/blog. Our ID# is 118510208183853.

Let us know if you have a Facebook Fan Page and WBO will "like" you too!



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In the Spotlight



Ginger Edwards Buetow, JD

Buetow Law Office, PLLC

Prior to opening my own law firm in January 2010, I spent nine years with small firms where I learned firsthand how to practice law in a wide range of areas. Before practicing law, I worked for 20 years in contract negotiations/professional services operations, as a gymnastics coach, as an English teacher to Chinese scientists in China and as a paralegal in complex litigation matters. My broad background gives me an understanding of group process, human interactions and relationships and guides me in negotiating and drafting relationship agreements-for businesses, engaged couples/partners and in dissolution.

My practice focuses on helping individuals and families with their lifelong legal needs. I practice family law, such as relationship agreements, divorces, modifications of child support orders and parenting plans, and relocation issues. I also assist my clients in elder law, estate planning issues and small business issues.

Being a family lawyer requires more than just knowing the law. I factor in human nature and consider my client's feelings as well as what the legal system provides. **My philosophy is starting at the end.** As Stephen Covey and others have suggested, we need to know where our clients want to end up. I can help identify and understand what's really important when clients are going through emotional trauma. Focusing on the most important goals, needs and interests provides the best guidance for getting through the process in a way that minimizes damage. It also leads to the better outcomes because I deal with what really matters to my clients

This month I will be launching my web site at www.buetowlaw.com. Please check it out and let me know if you have any questions or needs that I can assist you with.

Thanks!

Your Name Here?
Your Company Name Here?

Each month, we highlight two of our members in this section of the Wire. This is a special benefit given to members attending the previous month's luncheon. Two of them are chosen at random and given a chance to share information about themselves and their businesses with our Wire readers.

Don't miss this great opportunity! Women Business Owners members, join us for lunch and earn a chance to have the Wire spotlight shine on you!

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