



women business owners

COMMUNITY. NETWORKING. INSPIRATION.

## The Wire

September 2011

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*Dear Member,*

Wow, the 2011 Nellie Cashman Women Business Owner of the Year Award (The Nellie) Gala is nearly upon us; October 13th is just around the corner. What does that mean to you? It means that it is time to sign up to be a Klondike Sponsor. What is a Klondike Sponsor you ask? It is a sponsorship only available only to WBO members and past Nellie Finalists and Winners.

### Calendar

#### After Hours

Tuesday, September 13

Tangerine Thai Cuisine,  
Bellevue

5:30 PM - 7:30 PM

[Click here to register](#)

#### Brown Bag Workshop

Wednesday, September 14

Carney Badley Spellman,  
Seattle

12:00 PM - 1:00 PM

[Click here to register](#)

#### WBO Luncheon

Thursday, September 22

Washington Athletic Club,  
Seattle

11:30 AM - 1:30 PM

**Know Your Brand - Why It's  
the Key to Your Success!**

*Margo Myers*

[Click here to register](#)

#### Nellie Gala!

Thursday, October 13

Fairmont Olympic Hotel,  
Seattle 6:00 pm General  
Reception

7:00 pm Dinner Gala

[Click here to register](#)

For \$300, you will receive a ticket to the dinner Gala AND the invitation only VIP Reception for the Nellie Finalists prior to the Gala, which includes a hosted bar and hors d'oeuvres! Only Klondike Sponsors, WBO sponsors and the Nellie Finalists will be in attendance at this exclusive VIP event and that alone is WELL worth being a Klondike. You will also be recognized at the podium during each luncheon for the remainder of the year, and your business name will be included in the printed program for, and slide show during, the Nellie event.

Become a Klondike Sponsor today by calling the WBO office at (206) 575-3232 or emailing [info@womenbusinessowners.org](mailto:info@womenbusinessowners.org)

Now you ask, why should you attend The Nellie Gala? If you are looking for a fun evening to get dressed up, have a few drinks, mingle with your peers and be inspired by the amazing women who are our Nellie Finalists, this is the event to attend.

To learn more about our Nellie Finalists, check out our [Facebook](#) page and [LinkedIn Group](#). Beginning this week, and over the next 5 weeks leading up to the Nellie Gala, we will be posting a bio for one of our Finalists.

Please join me in attending a fun filled evening and supporting WBO!

**Tickets are now on sale, [click here](#) to register.**

Best Regards,  
*Jessica Adair*

2011 President, Women Business Owners

## Have something to contribute?

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[Report your news here](#)

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

Strategic Partners



WELLS  
FARGO

### 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 Gitche](#) 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

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 Brillig** at (206) 296-2469 or by email at [brillist@seattleu.edu](mailto:brillist@seattleu.edu).

**Tina Christiansen**, owner of Write as Rain Communications, has been elected 2011-2012 president of the Seattle Professional Chapter of the [Association for Women in Communications](#).

WBO member **Arden Clise** would like to congratulate fellow WBO member **Maria Ross** of Red Slice for being quoted in a great [article](#) on branding in the Puget Sound Business Journal.

**Arden Clise** had the honor of appearing again on New Day Northwest to discuss social media etiquette. Here's the [link](#). Arden also had an [article](#) published in Seattle Woman magazine on etiquette tips for women in business.

**Susan Fuller**, Law Office of Susan K. Fuller, PLLC, is giving a presentation on September 13 at the Shoreline City Hall entitled "Making Contracts Work for You". You will learn: What should be in a contract to make it enforceable? Are there certain statutory requirements in Washington? Tips and insights from a lawyer to help you understand and make better contracts for your business. The presentation is free if charge! Click [here](#) for more information.

The Hall Wealth Management Group of Wells Fargo Advisors is proud to sponsor, in conjunction with Providence Marianwood, a free educational program "Healthy Brain, Memory Matters" on the evening of September 20th. Contact Financial Advisors **Yvonne Hall** or **Connie Greenwood** at 425-369-5110 for additional information.

**Susan Huenefeld** would like to invite you to the 20th Anniversary Celebration for Accents et cetera Gift Baskets! Open House on Tuesday, September 27, from 8:30 a.m. to 7:00 p.m. Sample some of their NW favorites. There will be prizes and free gift wrapping classes at 9:00 a.m. and 2:00 p.m. Click [here](#) for more information and directions.

*Inc.* magazine today ranked Red Arrow Logistics No. 2,340 on its fifth annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies. CEO **Liz Lasater** is thrilled to perpetuate a rate of growth that reflects the market's interest in high quality service and offerings - regardless of a company's size. Click [here](#) for the complete press release.

The Washington State Bar Association presents a continuing legal education program, "Lincoln on Professionalism." This documentary coupled with a discussion by a distinguished panel, including local attorney and WBO member **Stacey Romberg**, will present a current and modern context to the model of professionalism that Lincoln, the attorney, provides. The program begins at 8:20 a.m. on Wednesday, September 28 at the WSBA-CLE Conference Center. Contact the [WSBA](#) for registration and more information.

Look for author and business owner **Annie Searle** at the Northwest Bookfest in Kirkland on October 1 and 2. She will be discussing her new book, *Advice From A Risk Detective: At*

*Home, At Work, Online and On the Road* in the first formal set of events around the book's launch.

**Colleen Smiley** of Creative Celebrations is the current President of Skagit Women in Business. She was honored to be nominated by her peers for the Skagit Women's Alliance Network for the Woman of the Year Award. A banquet is held each Fall with one of five finalists being chosen for this award.

The Society of St. Vincent de Paul is on the lookout for Ambassadors to coordinate a collection drive amongst friends, family, employees, and their neighbors. Contact **Sheila Terry**, [Sheilat@svdpseattle.org](mailto:Sheilat@svdpseattle.org), for a list of the most needed items.

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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](#)!

**Linked**  **in**®

### **WOMEN BUSINESS OWNERS ON FACEBOOK**

Please remember to "Like" the Women Business Owners fan page. Go to [www.facebook.com/seattlewomenbusinessowners](http://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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## Welcome Aboard

### **Sharon Davison**

#### **Red Sky Blue Water**

Red Sky Blue Water is a marketing and communications firm with a specialty blend of user experience and development, creativity, and seasoned methodology. Regardless of your business size, we will help you achieve sustainable results.

### **Heidi Kuipers**

#### **Stella & Dot**

Stella & Dot is boutique-style jewelry designed by top New York designers. Sold through trunk show and online, it brings together the best of ecommerce, social media and personal service to create the ultimate home-based business for today's modern woman.

### **Maggie Schueller**

#### **WA Homes LLC**

A real estate company assisting home buyers and sellers in this challenging real estate market for the last 12 years, specializing in residential properties.

### **Harriet Stephenson**

#### **The Village Net**

The Village Net empowers women and girls in Sub-Saharan Africa through microenterprise, education and healthcare to achieve sustainable solutions for women, their families, and their villages. Partners in helping make a difference are highly valued.

### **Sarah Swenson**

#### **Swenson Counseling Services**

Guidance and support for the gifted, the talented, entrepreneurs, and others whose accomplishments set them apart.

### **Donna Whitford**

#### **Capitol Hill Fashionista, LLC**

We are fashion consultants who represent the Etcetera clothing line - quality and classic fashion with an edge. We love dressing well and helping professional women look their best. We have quarterly boutique shows offering our clients the latest in fashion trends.

## In the Spotlight



**Sima Kahn, MD**  
**Healthcare Advocacy Partners**

A board certified physician, Sima Kahn, MD, founded Healthcare Advocacy Partners after almost 25 years of Obstetrics and Gynecology practice. Sima's breadth of clinical experience has given her a deep understanding of the complexities of the medical system and the overwhelming confusion patients often feel when faced with significant health situations. Her strong ability to help patients navigate these situations and to help them develop personalized treatment plans are some of the many reasons Sima consistently received high patient-satisfaction ratings while in clinical practice. Always a passionate advocate for her patients, Sima founded Healthcare Advocacy Partners in 2009 to fill a critical gap in the healthcare system.

When facing a serious health problem-whether yours or a family member's-it's easy to become perplexed and even frightened by our complicated medical system. You need experienced help to navigate the confusing choices available. Healthcare Advocacy Partners will be your guide through the medical maze when:

- You have a new or serious diagnosis and don't know where to turn for advice
- You don't understand your diagnosis or the treatment options available
- You need to make a treatment decision and are overwhelmed with information
- You have a family member about whom you are concerned who needs oversight of medical care
- You need help arranging an end-of-life plan for yourself or a loved one
- You have an elderly family member who needs care coordination and you are not living in the same geographic area

We provide:

- Coordination of care and communication with the medical team
- Help with medical decision-making
- Oversight and support during hospitalization

- Research of treatment options and sources for excellent care or second opinions
- Review of medical records
- Help understanding and education about treatment options
- Accompaniment to medical appointments
- Assistance with aging relatives

If you have a healthcare issue, or have a family member with a healthcare issue, and you don't know what to do, what your options are, where to go next, and need help sorting it out, Healthcare Advocacy Partners will be your respectful and supportive guide through the complexities of healthcare. Contact us at 206 954-8805 or [drkahn@healthcareadvocacypartners.com](mailto:drkahn@healthcareadvocacypartners.com).

**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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206.575.3232

[info@womenbusinessowners.org](mailto:info@womenbusinessowners.org)

[www.womenbusinessowners.org](http://www.womenbusinessowners.org)

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