



women business owners

COMMUNITY. NETWORKING. INSPIRATION.

The Wire

November 2011

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Dear Member,

Wow, we are coming up on our last luncheon for the year; this is one you do not want to miss!

The November luncheon has traditionally been our annual meeting where we announce the incoming Board of Directors. This year, we decided to expand upon this and to focus on the more important people in the room - our members.

Calendar

After Hours

Tuesday, November 8

Gene Juarez Salons & Spas,
Bellevue

5:30 pm - 7:30 pm

[Register at the door!](#)

- We have crafted a panel of WBO members who will discuss how they have successfully used their membership to grow their businesses and develop new relationships.
- Every WBO member in attendance will receive a gift.
- Special gifts will be given to those who have been members for 5, 10 and 15+ years.
- There will be special announcements made about some big and exciting changes for WBO coming in 2012.

Brown Bag Workshop

Wednesday, November 16

LarsonAllen LLP, Bellevue
12:00 pm - 1:00 pm

Leaving Money on the

Table? Credits and deductions often overlooked by the small business owner. A review of credits and deductions available, who can qualify, and how credits and deductions are calculated.

[Click here to register](#)

I look forward to seeing each and every one of you there.

[Click here to Register.](#)

Best Regards,

Jessica Adair

2011 President, Women Business Owners

WBO Luncheon & Annual Meeting

Thursday, November 17

Washington Athletic Club,
Seattle

11:30 AM - 1:30 PM

Power up your networking with WBO: Use your membership to help grow your business

Panel of WBO Members

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From the Members

moderated by Shawn
(Mercalde) Harju, *WBO
President Elect*
[Click here to register](#)

Have something to contribute?

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

o Strategic Partners



Annette Bond invites you to a Definitive Style Evening "It's All About COLOR". Enjoy wine, appetizers and some networking at this free event to be held at Annette's home in Sammamish on Wednesday, November 16th, starting at 7:00 pm. Learn about:

* More Alive with Color: What Colors Capture Your Style?
* Professional Makeup Artist Tips: Colors That Make Your Eyes POP.

RSVP to Annette at annette@annettebond.com or call (425)868-1816.

Two WBO members featured as fastest-growing companies in the PSBJ! WBO members **Sharon Davison**, CEO of Red Sky Blue Water LLC and **Marla Beck**, founder and President of Andelcare, were featured on the 100 Fastest-Growing Private Companies List by the Puget Sound Business Journal. Red Sky Blue Water LLC ranked number 33, and Andelcare ranked 73, on the 100 Fastest-Growing Private Companies List. Each company's ranking was revealed at an awards event held on October 12th at The Washington State Convention Center. The event drew nearly 500 people and announced and honored all 100 companies on the list. [Click here](#) for more details and to see the full article in the PSBJ.

Red Sky Blue Water LLC is a marketing and communications company specializing in user experience, creative design, social networking, custom development and marketing strategy. Andelcare is the premier home care agency in Seattle, Bellevue and surrounding areas, providing companionship, homemaking and personal care services. Both businesses are women-owned and proud to be featured on this distinguished list.

Arden Clise commends **Shelly Oberman** of Shelly Oberman Photography for doing a fabulous job of photographing the Nellie Cashman Awards Gala. Her photos were great! [Click here](#) to view the Nellie Gala photos.

Arden Clise was quoted in the Seattle Times NW Jobs section. She talked about what to do if you have tattoos and/or piercings and want to work in a mainstream company. [Click here](#) to view the article.

Looking for an opportunity to make a difference in your community this Holiday Season? WBO Member **Sheila Terry**, Society of St. Vincent de Paul, has initiated the "30 for 30" campaign. "30 for 30" is a fun and easy way to donate used clothing. 30 bags will be delivered to your work for you to distribute and take home to fill. They'll pick up the bags when you call. Money made from the sale of your donations will help thousands in King County. Please contact Sheila for more information at (206) 767-9975 ext 1122 or SheilaT@svdpseattle.org.

WBO member **Sandy Wood** has been elected as the

ISCEBS Governing Council President for 2012. The International Society of Certified Employee Benefits Specialists has over 3700 members throughout the United States and Canada, and provides education in the areas of employee benefits, pensions, and human resources.

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Get Involved

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.

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.

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](#).

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.

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](#).

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!](#)



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



Annette Bond
Definitive Style

Wardrobe and Color Stylist **Annette Bond of Definitive Style** is passionate about her clients' declaring "I love it!" and "I feel confident!"

Annette is a certified Color Consultant with More Alive with Color, utilizing the "Color Time System" developed by Executive Director of Pantone Color Institute, Leatrice Eiseman. Additionally she has served as a Wardrobe & Color Consultant/Personal Shopper for Macy's, formerly the Bon Marche.

Annette guides women through the process of:

Would you like to eliminate your wardrobe stress?
How would it feel to look amazing every single morning before you walk out the door? How would it feel to have a "plan" for shopping vs. randomly buying things that are just O.K.? How would it feel to have fewer clothes and more outfits? How would it feel if you received a promotion or a new client because of your great first impression?

Definitive Style Packages are available online at www.annettebond.com/image-services or contact Annette at (425) 868-1816 to learn more.

"The Confident Woman Style Series" is coming in January 2012 via online workshop.

Embrace your Beauty. Live with Confidence.



Barbara Swartz

DVPRO

Does your website have "IT"?

What is "IT" you ask? "IT" is the stuff that makes your website an expression of your passion, your hopes and your dreams for your business. "IT" is what makes your message authentic and believable.

"IT" will draw clients in, make them feel comfortable and create a memorable experience. With "IT", new clients will feel they already know you, even before your first meeting.

At DVPRO, we have discovered a low-cost and painless way to capture your passion and acquire "IT". Call or email us today to find out more.

DVPRO
(360) 939-0900
barbara@dvpro.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.

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