

# WomenBusinessOwners

INSIGHT. NETWORKING. INSPIRATION. SUCCESS.

## The Wire

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### Calendar

**THURSDAY, March 25**

**Luncheon Speaker:**

**Karen Bryant, Seattle Storm**

**CEO and Dawn Trudeau,**

**Seattle Storm Foundation**

**President**

**Topic: Sports & Community:**

**Playing for Keeps**

**11:30 a.m. - 1:30 p.m.**

**Washington Athletic Club,**

**Seattle**

[www.wac.net](http://www.wac.net)

[Click here to register](#)

**TUESDAY, April 13**

**After Hours**

**5:30 p.m. - 7:30 p.m.**

**Acalia, Seattle**

[Click here to register](#)

**WEDNESDAY, April 28**

**Business Building**

**Group Mixer**

**5:30 p.m. - 7:30 p.m.**

**Waddell & Reed, Bellevue**

[Click here to register](#)

**Have something to contribute?**

[Report your news here.](#)

Click [here](#) to check The Wire's

*Dear Member,*

As a small-business owner, you most likely have encountered opportunities as well as challenges with your business, especially during these tough economic times. With the recession and recent credit crisis, many business owners are searching for ways to not only sustain their businesses but to expand them.

One of the great benefits of being a member of Women Business Owners is to have an opportunity to create a mentorship group within the organization. We call these Business Building Groups (BBGs). Interested? Then come to one of our BBG Mixers, learn what is involved, then join or even create your own group.

Business Building Groups are absolutely free. Group members tell us that a BBG can assist in creating accountability, solving problems, giving you new ideas, and propelling your business forward.

The next Business Building Group Mixer is Wednesday, April 28, 2010, 5:30 p.m. - 7:30 p.m., at Waddell & Reed, Inc., Bellevue, WA. The speakers are; **Nancy Owyang, Eye 2 Eye Graphics**, and **Kalai Wineland, Patentique PLLC**. The topic for the event: *Learn the Top 10 Tips for Trademark Law and Logo Design!*

For more information and to register, [please click here](#).

Warmly,

[Debbie Leviton](#)

President

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### What's New

#### 2010 Events Calendar

A downloadable calendar has been posted on the website for 2010. [Click here](#) to download it. Print it out to post on your wall and plan on joining us at the great events!

#### Donate a door prize for great PR!

If you donate an item or service to be one of our door prizes, your business will be mentioned in the Wire, at the luncheon podium, and on our website! Take advantage of this great opportunity.

news reporting guidelines.

### **"You are invited! Come mix it up!"**

Ever wonder about our Business Building Groups? Looking for a group to join? Come to a Mixer to meet and match with other committed business owners. Mixers happen every other month and are fun and always educational. Our next Mixer is April 28, 2010, 5:30 p.m. - 7:30 p.m., at Waddell & Reed, Inc., Bellevue, WA. Speakers Nancy Owyang of Eye 2 Eye Graphics and Kalai Wineland of Patentique PLLC will speak on the topic "Learn the Top 10 Tips for Trademakr Law and Logo Design!". [Register online here](#).

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## **From the Members**

### **Annie Searle presents!**

Annie Searle, of [Annie Searle & Associates LLC](#), has been invited to present her paper "A Seat at the Table for Operational Risk" at the 7th Annual International Conference on Information Systems for Crisis Response and Management," to be held in Seattle May 2-5, 2010.

### **Amy Reisman at the Powerful Change Luncheon**

More children are homeless tonight in King County than ever before. That's why [Wellspring Family Services](#) is taking on the root causes of homelessness and instability for children and families. Powerful Change is possible.

WBO Member Amy Reisman, of [Call Me Amy Design](#), is organizing a table at the Powerful Change Luncheon. We'd like to have as many WBO members as possible join us again this year to help support Wellspring Family Services, our non-profit member. More information about the luncheon can be found [here](#). Please contact Amy at [amy@callmeamy.com](mailto:amy@callmeamy.com) if you are interested in joining us.

### **Author Kate Vitasek's new book released in February!**

Kate Vitasek's, owner of [Supply Chain Visions, Ltd](#) and a WBO member, book "Vested Outsourcing: Five Rules That Will Transform Outsourcing" was released on February 2, 2010. The book explores the five rules businesses should follow to form a vested relationship between an outsource company and a service provider. The book also looks deeper into the economics behind Vested Outsourcing and the 10 most common ailments that plague outsourcing agreements. It is available for purchase at [www.vestedbook.com](http://www.vestedbook.com) (with links to Amazon, B&N and CEO Reads). Or you can download a free excerpt from [www.vestedoutsourcing.com](http://www.vestedoutsourcing.com).

### **Free seminar from Connie Greenwood and Yvonne Hall**

Connie Greenwood and Yvonne Hall of the Hall Wealth Management Group with Wells Fargo Advisors are hosting a free educational seminar addressing the new tax laws and their effects on estate planning strategies. The

key note speaker will be Mercer Island estate planning attorney, Jennifer King with Somers Tamblyn King PLLC. The program will be Thursday, March 18, at Providence Marianwood, Issaquah. For details on time and directions and to RSVP, contact Tari Sheffer at (425) 369-5112 or [tari.sheffer@wfadvisors.com](mailto:tari.sheffer@wfadvisors.com).

#### **Lauri Jordana to be featured on panel**

Lauri Jordana of [Conexión Marketing](#) will be featured on a panel at this month's South Sound Public Relations Society of America. The topic is Communicating to Special Audiences which will cover communications to non-English speakers (with a focus on native Spanish speakers) as well as to people who are hearing or visually impaired. The panel will take place Thursday, March 11 from 8-9am at Metro Parks Tacoma Headquarters, First Floor Board Room, 4702 S. 19th St., Tacoma.

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### Get Involved



Connect with Women Business Owners on [FaceBook](#) and [Linkedln](#). Network on-line and catch up on the latest events.

#### **DYNAMIC PROFESSIONAL WOMEN: COME GET YOUR NELLIE!**

Nellie Cashman Woman Business Owner of the Year Award

Call for 2010 Nominations

Do you know a Puget Sound professional woman who demonstrates vision, perseverance and unyielding leadership in business and the community? The Nellie Cashman Woman Business Owner of the Year award, presented by Women Business Owners, recognizes and honors a woman business owner who has enhanced the status of women entrepreneurs through her outstanding accomplishments. Women Business Owners is calling for nominations now through March 30th for qualified women. To enter, [click here](#). For more information, contact Nellie Committee Co-chairs [Jamie Peha](#), [Jessica Adair](#), or [Yvonne Gitchel](#).

#### **VOLUNTEERS NEEDED FOR THE AMBASSADOR COMMITTEE**

The Ambassador Committee is currently recruiting new Ambassadors. Being an Ambassador gives you additional opportunities to meet with new and current members regarding the benefits of WBO. You also have the opportunity to meet and greet visitors at WBO events. The Ambassador Committee is a fantastic way to meet people and become involved in WBO. The time commitment is minimal, but the rewards are great. If you are interested in becoming an Ambassador, please contact Sarah Turner at 206.695.5100 or

[sturner@gordonrees.com](mailto:sturner@gordonrees.com).

### **LOOKING FOR SPEAKERS**

Have you heard a great speaker recently? Think your fellow Women Business Owners members would enjoy them too?

We are looking for high caliber speakers to make our luncheons outstanding. If you have speaker suggestions, please let our Luncheon Program Chair, Joy Fischer, know. Joy can be reached at 206.290.8514.

**Interested in volunteering** to be on a committee or to help at the event? Let us know. Speak to any board member or send an e-mail to [yvonne@womenbusinessowners.org](mailto:yvonne@womenbusinessowners.org).

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## **Welcome Aboard**

### **Antoinette Brewster Mentee Educational Foundation**

[Mentee Educational Foundation](#) will assist in rebuilding Liberia after many years of Civil War by building an early childhood educational center in Liberia and providing early childhood education teacher's training.

### **Deanne Ederer Emmons Wink Cupcakes**

WBO welcomes Deanne Ederer Emmons of [Wink Cupcakes](#).

### **Maya Hemachandra Women's Funding Alliance**

[Women's Funding Alliance](#) is the leading foundation in Washington state that invests in and advocates for women and girls. When women and girls thrive, the entire community benefits.

### **Carole Pedersen i2i Consulting**

Human Resources & Operational Services . . . from inception to implementation . . . At [i2i Consulting](#) we offer a variety of HR services which we will custom design. Our goal is to focus on your HR needs freeing you up to focus on your core business..

### **Jennifer Rogers Rogers & Norman, Inc.**

[Rogers & Norman, Inc](#) - we are an insurance and risk management agency helping the needs of commercial businesses, personal lines clients, and health & benefits needs. We pride ourselves on maintaining the highest level of professionalism and integrity.

### **Maria Ross Red Slice**

[Red Slice](#) is a branding and marketing consultancy that builds fresh brands, creates winning marketing strategies,

and crafts effective messaging. Our mission: Engage, inform and delight your audience and keep them coming back for more.

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## In the Spotlight

### **Dena Levine** [DML Insurance Services, Inc.](#)

Seasoned insurance veteran Dena Levine created DML Insurance Services, Inc., a full-service, independent broker, to minimize your exposure to risk.

DML offers both personal and commercial lines, and most importantly, the expertise to help you reduce your particular risk of liability. An assessment of your particular situation may not show that an insurance policy is your solution, but you'll get expert guidance to help you make that decision. And if you do need insurance, they shop dozens of plans so you get the best value, whether you're protecting your home, auto, business or other asset.

As a WBO member, sponsor, and the first awarded WBO Member of the Year, Dena is all about empowering women entrepreneurs - and that includes being prepared for the unexpected. She welcomes questions and will gladly discuss your concerns with you. Contact Dena at 206-838-9077 or [dlevine@dmlinsurance.com](mailto:dlevine@dmlinsurance.com).

### **Arden Clise** [Clise Etiquette](#)

Hello WBO members. I'm thrilled to be a new WBO member and look forward to meeting and getting to know you. My company is Clise Etiquette and I offer business etiquette consulting - *savvy decorum for today's professionals*.

Business etiquette is essentially the soft skills we need to succeed in the professional world; everything from hosting a business meal to professional correspondence to social media etiquette and much more. I present customized seminars at corporations and colleges as well as give keynote presentations. Additionally, I offer individual consulting and I teach children's etiquette classes. Take my Etiquette Intelligence Test and see how you do: [www.cliseetiquette.com/test-your-e-i/](http://www.cliseetiquette.com/test-your-e-i/).

### **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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