

WomenBusinessOwners

INSIGHT. NETWORKING. INSPIRATION. SUCCESS.

The Wire

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Calendar

THURSDAY, May 27

Luncheon Speaker:

Laura Leist, Eliminate Chaos

Topic: Eliminate Chaos at Work and in Life!

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

Washington Athletic Club, Seattle

www.wac.net

[Click here to register](#)

After Hours

Tuesday, May 11

5:30 PM to 7:30 PM

Please note: Venue changed to Wadell & Reed!

Call WBO office at (206) 575-3232 for information.

Online registration now closed, but it's not too late to attend!

Have something to contribute?

[Report your news here.](#)

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

Dear Member,

One of the things I enjoy most about Women Business Owners is getting to know women in business and learning from their travels and experiences. As I get to know the members better at each event, I feel more confident in referring business to them.

This month alone, I have been able to take a class and learn how to use Social Networking from Carlanne McCrystal of Expected Outcomes, send a great lead to Stacey Romberg, estate and probate attorney, and refer a friend of mine to LeMaster Daniels for her taxes. Last month, I sent one of my clients to Deborah Peterson, of Peterson LTC, for annuities.

Having a directory of great women business owners allows me to be a great connector and have fun doing it. In order to get the most out of my experience at Women Business Owners, I have learned to give as much as I can. It feels so great to let people know how I feel about their business and the best way to do that is through referrals.

I invite you to do the same. You will be amazed at how much this will add to your experience within the organization!

[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.

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. We are starting a grass roots campaign to expand our membership, utilizing social media as one of the major tools. Be a part of the future of Women Business Owners by bringing awareness of our organization to the business community around you! Encourage everyone you do business with to go to our [Fan Page](#) and "Like" us!

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From the Members

Maria Ross launches new book!

Seattle brand and marketing consultant Maria Ross of [Red Slice](#) is proud to launch her new book, *Branding Basics for Small Business: How to Create an Irresistible Brand on Any Budget*. Local businesses CRAVE, DRY Soda, Sisters of Sizzle, Alinga Bodywork and Dot Girl Products are featured. Check out www.brandingbasics.info for more details or to order this fresh, sassy and practical resource for building your biz and connecting with customers!

Therese Govern to speak to CPAs

Therese Govern, MBA, CPA, CFP(R), of [trueNorth Financial Services](#), will speak to the Seattle chapter of the Washington Society of CPAs at the organization's May 18th breakfast meeting. Her presentation will be on the topic of Roth IRA conversions: covering the salient points that CPAs need to know about conversions, and helping them identify who is and is not a likely candidate for this tax strategy.

Jessica Campbell recognized in Allure Magazine!

Jessica Campbell of [Spa Scotta](#) has just been named one of the best waxers in the country. She was named the top waxer in Seattle in the May edition of Allure Magazine. See page 158 for a write-up. Way to go, Jessica!

Stacey Romberg recognized by Seattle Magazine

[Stacey Romberg](#), attorney and WBO member, has been named a "Five Star Wealth Manager" for the second time by Seattle Magazine, specifically for her estate planning services. The Best in Client Satisfaction Designation is based on: Customer Service, Integrity, Knowledge/Expertise, Communication, Value for Fee Charged, Meeting of Financial Objectives, Post-Sale Service, Quality of Recommendations and Overall Satisfaction.

On May 19th, Stacey and Debbie Whitlock will present: "Your Family - Your Business - Your Legacy: Dying with Clarity in a Culture of Denial" to the Mill Creek Women in Business. Topics covered: business succession, estate planning; insurance and defining your legacy.

Ann Kruse in the press!

Ann Kruse's article, "What Do Clients Want?", was published in the March issue of the Washington State Bar News. ([Press here to read the article](#)). As a leadership

coach, Ann's clients are executives, professionals, and business owners who are creating the next stage of their career success.

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Get Involved



WOMEN BUSINESS OWNERS ON FACEBOOK AND LINKEDIN

We invite you to check out our our [Women Business Owners](#) group on LinkedIn. With our events listings, discussions, opportunities to post and respond to job openings, news and marketing tools, we would like to encourage you to utilize this group more in 2010. Please join us at our [LinkedIn group](#)!

We now have a [Facebook Fan Page](#). As soon as we reach 25 fans, we will be able to lock in our name with our fan page. I encourage you to click on the link above, go to our Fan Page and click "Like" so that you too will be a fan and receive event updates and news of our organization's activities!

DYNAMIC PROFESSIONAL WOMEN: COME GET YOUR NELLIE! SAVE THE DATE: OCTOBER 14, 2010!

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.

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.

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Welcome Aboard

Jessica Campbell Spa Scotta

[Spa Scotta](#), Seattle's award-winning day spa, provides a warm, welcoming environment that embraces you from the moment you walk in the door. We offer a full range of treatments including, skin care, massage, manicures, pedicures, spray tanning, and waxing.

Leah Davies Red Arrow Logistics

[Red Arrow](#) is a woman-owned small business. We provide government and commercial clients with transportation, inventory management, supply chain consulting and logistics services.

Michelle Goerdel Biz Loan Link

[Biz Loan Link](#) helps businesses find the perfect bank loan for their needs.

Gael Goodwin Caerleon LLC Real Estate

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In the Spotlight

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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