

WomenBusinessOwners

INSIGHT. NETWORKING. INSPIRATION. SUCCESS.

The Wire

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Calendar

WBO Luncheon

Thursday, June 24

Luncheon Speakers:

2010 Nellie Cashman Award

Finalists - Panel Discussion

Moderators: Rochelle

Alhadeff & Pam Gray of Chat
with Women

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

Washington Athletic Club,
Seattle

www.wac.net

[Click here to register](#)

Business Building Group

Event - Edutopia

Wednesday, June 16

5:30 PM to 7:30 PM

The Law Offices of Carney

Badley Spellman, P.S.

Columbia Center, Seattle

[Click here to register](#)

Have something to contribute?

[Report your news here.](#)

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

Dear Member,

Women Business Owners is a great organization, one that focuses on building relationships and creating mentors, friendships and clients for a lifetime. Women Business Owners provides a venue to try out your new advertising, air new ideas, find resources for your team, and find new ways to generate more sales. I love it when I hear women talking about the inspiration they received from a luncheon speaker, or a nugget mined from a fellow member. New businesses come in all the time and remark, "What a warm and friendly group of women, I want to know more.... "

So what is it that you want? This is your organization; you get to decide what topics we have for luncheon speakers, or what programs we need to enhance the organization. Hopefully, these comments will spark some thought about what it is that you want in your organization. What is timely for our businesses today? Do you know someone who has been able to make a huge positive shift in her business, even in these difficult times?

We are looking for input from you, so please feel free to call or email with your thoughts ideas, and suggestions! Make sure to come to the next Business Building Group event. Get connected and get involved.

[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!

Blend business & pleasure - WBO "Edutopia"

What do you call an evening of wine & hors d'oeuvres, business tips, and a chance to find advocates for your business? Edutopia! Education plus finding the right Business Building Group for you.

Offered every other month, our educational events provide a setting for top-notch education in many aspects of running a business. At the same time, we help you get

linked to a Business Building Group (BBG) - a group of like-sized business owners who can serve as an accountability group, a board of directors and a support group. What could be better?

Please join us June 16, 2010, 5:30 p.m. - 7:30 p.m. at Carney Badley Spellman, 701 Fifth Avenue, Suite 3600, Seattle, WA. WBO member Carlanne McCrystal will speak on the topic "A Conversation: Integrating Social Media as a Strategy with ROI Results."

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

News from Thea Sand!

Thea Sand, President of Emmanuel's Rug and Upholstery Cleaners has just returned from the 4th Specialized Exhibition of Handmade Persian Carpets, April 27 - 30, 2010 held in Kish Iran. This exhibition brings together famous rug producers and exporters with dealers and visitors.

In addition, Thea has recently added her Master Textile Cleaners designation to her Senior Practicing Floor Covering Inspector, Certified Rug Specialist and Certified Flooring Executive certifications.

As a small independent retailer, Thea wanted to share information about National Independent Retailers Week, set for July 18 - 24. For information, [click here!](#)

Seattle Woman Magazine Honored

Seattle Woman Magazine was honored with eight awards at the recent Society of Professional Journalists Excellence in Northwest Journalism Awards. Owner Marianne Scholl won a first place in editorial and commentary category for magazines, writer Wenda Reed won a first for her series on IBS and a 3rd place for a story on genetic testing in the personal service category and photographer Ingrid Pape-Sheldon took 2nd in the

portfolio photography category. For personalities, Tera Schreiber got 2nd place for a story on women tattoo artists and Karen Rathe got 3rd for a piece on the women leading Seattle Public Schools; Tara Hayes Constant won 3rd place in science and environmental reporting for a story on the UW School of Nursing and the staff won a first place in the headlines category. Visit Seattle Woman Magazine on Facebook for quick links to all of the winning entries.

News from Annie Searle

Annie Searle spoke in May on security around cloud computing in Providence, R.I. at the Shared Assessments Summit. She'll be traveling to New York University in June to participate in a global roundtable on International Public-Private Preparedness with 74 other experts, including Scotland Yard, Interpol, the United Nations and a range of Fortune 1000 corporations.

Mia Angela Barbera in Italy!

Mia Angela Barbera of [Making Healthy Habits Happen](#) was hosted in Milano, Venice and Lake Como by coach colleagues from her alma mater, who engaged her with exceptional dining, laughter and warmth. Her 6 week trip to Italy was spurred by the month long scholarship she won from the Seattle-Perugia Sister City Association (SPSCA) and a two week visit with family in Sicily and Bologna. She donated much needed calming skills and coaching to smokers and stressed out Italian instructors (in a mix of Italian and English) and is now exploring work options in her homeland. The president of the International Coach Federation is an Italian woman. The SPSCA was formed over 20 years ago and offers scholarships each year. [Please contact Mia](#) if you would like to join her for "slide" shows of Perugia, its neighbor, Assisi, and Sicily at Grimaldi's Cafe in Issaquah and in Seattle or know more about our sister-city opportunities.

Upcoming charity events from Shari Sewell

Shari Sewell of Northwest Hope & Healing would like to invite WBO members to attend any of their upcoming events. Here's a sampling:

"Hope" Floats Silent Auction, Thursday, July 8, 2010, 6-9pm, West Seattle Art Walk, TILA Real Estate office, 4727 44th Ave SW, Seattle. Twelve giant art glass floats by Avalon Glassworks with 100% of the proceeds to benefit Northwest Hope & Healing.

Alki Beach 5k Walk & Run, Sunday, August 29, 2010, Alki Beach Park, West Seattle. Enjoy the sights and sounds of the West Seattle waterfront on our 3.1 mile waterfront route.

For more information, [please visit their website](#).

WBO member Shelby Sewell to be Guest Chef at FareStart

On June 17th, 2010 Chef Shelby Sewell will collaborate with the students of [FareStart](#) to prepare a one-of-a-kind

menu.

Every Thursday night, a different Guest Chef works with the students to prepare a three-course meal for over 200 guests served at the FareStart Restaurant. Guest Chef Night has been called "Seattle's best food lover's event" and for just \$24.95 it's one of the city's best values as well.

100% of the proceeds and gratuities from Guest Chef Night go back into the program and fund student services and training.

Questions? Please contact our Reservationist at reservations@farestart.org or 206-267-6210.

Stacey Romberg admitted to Estate Planning Council
[Stacey Romberg](#), attorney and WBO member, announces her admission to the Estate Planning Council of Seattle. Stacey's practice aligns with the goals of the EPC of Seattle by providing her clients with information about strategies, Wills, trusts, business succession and other topics that impact estate planning.

June 17 - Stacey and Debbie Whitlock present at Starbucks headquarters "Your Family - Your Business - Your Legacy: Dying with Clarity in a Culture of Denial." Topics covered: business succession, estate planning; insurance and defining your legacy.

June 29 - Stacey will be participating again in the Washington State Bar Association's "Lincoln on Professionalism" which presents a current and modern context to the model of professionalism that Lincoln, the attorney, provides.

Announcement from Nancy Owyang
 Nancy Owyang, the Creative Director and Owner of Eye 2 Eye Graphics is excited to announce the launch of the company's newly re-designed website. We are still the same great award-winning branding and design studio you have come to know and love, but we now have a fresh new look. Has your business evolved lately? Visit the new site at www.Eye2EyeGraphics.com.

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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!

LOOKING FOR COACHES & FACILITATORS FOR BBGs

Are you a professional facilitator or business coach? Would you like to be included as a resource for our Business Building Groups? If you are interested in offering your services to fellow WBO members in this capacity, please contact Shawn Mercalde at 206.607.4161.

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.

CALLING ALL VOLUNTEERS!

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

Kasey Essex Wells Fargo Bank

Kasey is Community Banking President for [Wells Fargo Bank](#).

Desiree Gray Fortune Bank

[Fortune Bank](#) is a business bank that focuses on the small business owner and the private banking client.

Carey McCarthy Wells Fargo Bank

Carey is Regional Marketing Manager for [Wells Fargo Bank](#).

Kelly Morse Holiday Inn Downtown Everett

[The Holiday Inn Downtown Everett](#) is a beautiful hotel located in the heart of Everett that went through a 13 million dollar remodel. 243 guest rooms along with 11,000

sq ft of meeting space. A complimentary hot buffet breakfast w/ every guest room.

Tina von Burkleo

Space Reinvention

Tina provides professional organization services for homes and workplaces. She specializes in down-sizing, life transitions, and repurposing client-owned items. Tina provides professional organization services for homes and workplaces. She specializes in down-sizing, life transitions, and repurposing client-owned items.

Maryetta Williams

Wells Fargo Bank

Maryetta is Community Banking District Manager for [Wells Fargo Bank](#).

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In the Spotlight

Shari Sewell

Northwest Hope & Healing

Northwest Hope & Healing is a non-profit organization founded by Christine Smith in 2000. Christine created the Foundation while undergoing breast cancer treatment at the Swedish Medical Center in Seattle, WA.

Since 2000, Northwest Hope & Healing has provided financial assistance to over 900 breast and gynecological cancer patients in need, for non-medical basic needs such as child care, groceries, gasoline, utility and phone payments, and emergency rent. In addition, more than 4,600 of our signature "Healing Baskets" have been assembled and delivered, at no charge, to newly diagnosed breast cancer patients.

We are an organization that achieves a lot with little resources. 90% of our funding comes from individual supporters, and we are thrilled to invite all the WBO members to join us at any of our upcoming events. [For information, press here.](#)

Linda Stubblefield

Waddell & Reed, Inc.

Linda Stubblefield is a Certified Financial PlannerTM practitioner, a Certified Divorce Financial Analyst and a financial advisor with Waddell & Reed, Inc.

Linda brings over 20 years of experience in the financial industry. She has managed branch offices for global brokerage houses, developed employee bonus and benefit plans for small to mid-sized businesses and overseen assets for individuals and businesses. She is also a collaboratively trained, mediation trained, divorce financial professional.

Linda says, "The most important thing to me is

understanding your point of view. Once I hear what really matters to you, I can build a financial plan that incorporates your values and your dreams. This is true whether you are in family transition, an individual or family looking to make the most of your resources or a business owner with a myriad of goals and responsibilities. I get it...this is your money. "

Yvonne Hall
Wells Fargo Advisors

Yvonne Hall, Senior Vice President - Investment Officer, is one of the founding members of the Hall Wealth Management Group of Wells Fargo Advisors. They are a 4 woman team of fee based financial and client service professionals. She is an avid supporter of women's entrepreneurship which led to her WBO membership in 1998. Her business partner Connie Greenwood, Associate Vice President - Investments, is also a WBO member.

The philosophy of The Hall Wealth Management Group is based on the belief that our capacity as human beings to help others is directly correlated with our willingness to care for ourselves. This is true fiscally, as well as physically. The experience and knowledge of the team supports not only the development and implementation of a disciplined investment process, but also the education and coaching for the investor behaviors necessary to help sustain a successful plan.

Yvonne is a Certified Financial Planner™ practitioner and has over 17 years experience providing professional financial advice, preceded by a 12 ½ year career with the IBM Corporation in a variety of sales and management positions. These experiences honed her desire to listen to and understand client needs and objectives and to work collaboratively with them to facilitate the development of strategies and solutions to support their lives and families.

Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

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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