



women business owners

COMMUNITY. NETWORKING. INSPIRATION.

The Wire

December 2011

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Calendar

After Hours

Tuesday, January 10

Wine World Warehouse,
Seattle

5:30 pm - 7:30 pm

[Click here for more information](#)

Brown Bag Workshop

Tuesday, January 17

Karmen Executive Center,
Bellevue

12:00 pm - 1:00 pm

Family - Your Business -

Your Legacy; Dying with
Dignity in a Culture of Denial

Presented by: Stacey
Romberg and Debbie Whitlock

[Click here for more information.](#)

WBO Luncheon

Thursday, January 26

New Location: The Harbor
Club, Seattle

11:30 AM - 1:30 PM

Speaker: Janelle Bruland,
2011 Nellie Cashman Woman
Business Owner of the Year!

[Click here for more information](#)

Dear Member,

I am excited to announce a new location for our monthly networking lunches. Starting in January, Women Business Owners' luncheons will be held at The Harbor Club. By changing the venue to The Harbor Club for 2012 we are able to maintain our current pricing structure (Pre-paid: \$45 for members, \$55 for non-members.)

The Harbor Club Seattle sits atop the Norton Building in the heart of downtown with sweeping views from Mt. Rainier to the Olympic Peninsula. The Harbor Club Bellevue is located on the 25th floor of the Symetra Financial Center building in downtown Bellevue offering a breathtaking backdrop of snow-crested mountains, sparkling Lake Washington and the Seattle skyline.

Since The Harbor Club has locations in both Seattle and Bellevue, we plan on occasionally having our luncheons on the Eastside. In 2012, our January, February, April, May, July, August, October and November luncheons will be held at The Harbor Club in Seattle. Our March, June and September luncheons will be at The Bellevue location (don't worry, you do not need to memorize the months; we will communicate the specific location each month through our emails, website and registration process to help avoid any confusion).

Come check out The Harbor Club **Seattle** on Thursday, January 26, 2012. Our guest speaker is the winner of the 2011 Nellie Cashman Woman Business Owner of the Year award - Janelle Bruland, CEO and President of Management Services Northwest.

I sincerely thank you for your support of Women Business Owners during the past year and wish you happiness for the holidays and the coming year.

Jessica Adair

2011 President, Women Business Owners

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**Have something to
contribute?**

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

o Strategic Partners



Welcome Aboard

Barbara Kubesh **Principal Financial Group**

Focus on prioritizing needs associated with exit planning, wealth transfer, retirement income, survivor income, business protection and income protection. Work with a team of experts to help analyze and assess business owner and personal situations. We offer the complete package - expertise and tools to determine needs.

Phillipa Leseberg **Essential Home Services**

Nicole Pastarnack **SisAdmin**

Since 2000, SisAdmin has provided IT support for network integrity and stabilization. We offer proactive solutions and a comprehensive maintenance program to keep your networks operational and secure. We specialize in supporting networks with 10-100 users.

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From the Members

On November 16th, more than 600 people gathered to honor 15 women who were awarded the distinction of being the 2011 "Women of Influence." WBO Member **Marla Beck**, founder and CEO of **Andelcare**, was an honoree at this annual regional event that was started eight years ago by the Puget Sound Business Journal. The "Women of Influence" event honors women leaders who are standouts for their contributions as business women and mentors and for their commitment to community through service. The highlight of this event was the insights shared by the honorees. Marla Beck shared, "I attribute the success of Andelcare to my great team of 100+ employees and their dedication to provide outstanding in-home care to our aging and disabled clients." [Click here to read more.](#)

WBO member and branding consultant **Maria Ross**, who runs **Red Slice**, was featured on the December 4th episode of MSNBC's "Your Business" with host JJ Ramberg! She shared tips on some DIY exercises small business owners can do to build a strong brand. [Click](#)

[here to view the episode.](#)

Annie Searle's new book "Advice From A Risk Detective: At Home, At Work, Online And On The Road" is now available directly from www.advicefromariskdetective.com or from Amazon. In November, Annie became one of 20 Hall of Fame inaugural members for the International Network of Women in Homeland Security and Emergency Management.

On September 15th, WBO Non-profit member **Northwest Hope & Healing** received the 2011 Swedish Community Impact Award. The award recognizes an organization whose ongoing support of Swedish Medical Center has made an important impact on the health of the community Swedish serves.

Colleen Smiley, Owner of [Creative Celebrations](#), is pleased to announce that Creative Celebrations won First Place in the Event Planning category for the People's Choice Awards by Skagit Publishing.

WBO member **Jean Wall**, [State Farm Agency](#), in partnership with Sonja Seymour of PuroClean, has collected over 80 bags of gently used clothing for donation to [St. Vincent de Paul](#). Their goal was to collect 30 bags in 30 days. Through social networking and policyholder donations they exceeded the goal! The response has been so great, that our office will continue to be a collection center through the holiday season.

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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



Stacey Romberg has practiced law for over twenty years, and is enjoying her twelfth year of business in her own

Seattle office. Her practice focuses on estate planning, probate and business law. Stacey has been a WBO member for over 10 years, and was a 2008 Nominee for the Women Business Owners' Excellence Award. Stacey applies her experience, passion, and legal abilities to help her clients' lives and their businesses. She has been recognized by Seattle Magazine as a Five Star Wealth Manager (2009-2011) for estate planning. For more information, please visit Stacey's website at www.staceyromberg.com or call (206)784-5305.

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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