

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

April 2019

In This Issue

[President's Message](#)

[Why do you belong to WBO?](#)

[Welcome Aboard](#)

[Renewing Members](#)

[Promotion Opportunities](#)

[From the Sponsors](#)

[Member News](#)

[Get Involved](#)

[In the Spotlight](#)

Stay Connected



Calendar

After Hours

Tuesday, April 9th
4:30 PM - 6:30 PM

[Bellevue Golf Course](#)

5500 140th Ave. NE,
Bellevue

[More information](#)

Let's Do Lunch

Wednesday, April 17th
11:30 AM - 1:00 PM

Location: [Big Fish Grill](#)
10426 NE Northup Way
Kirkland

President's Message



Greetings!

Happy Spring! It's always a bit surprising how quickly the Puget Sound moves from the gloom of winter to the blossoms of spring!

Spring is a great time to take stock of where we are in our lives, and our March luncheon speaker, Gina Cotner of Athena Executive Services, gave us a great presentation on finding balance in our lives. It was refreshing to hear someone urge us not to be more efficient or to use a fancy schedule tool to cram more into our days, but instead remind us that all of us have exactly the same amount of time each day, and to not risk "overdraft fees" by overspending our time resulting in damage to our health and relationships.

Many of you know that WBO will be debuting a new awards event in March 2020 in response to member feedback. Even though the event is a year away, it's really right around the corner from an event-planning perspective. Now is your chance to help shape the new event! This is one of those "many hands make for light work," moments, and we'd love to have you involved. You can contact either [Lauren](#) or [Brittany](#) for more information.

[More information](#)

WBO Luncheon

Thursday, April 25th

11:30 AM - 1:30 PM

Seattle Location:

[Women's University Club](#)

1105 Sixth Ave., Seattle

Panel:

Lauren Domino,

[Seattle Foundation](#)

Keisha Jackson,

[Microsoft](#)

Rebecca Papé, [MiiR](#)

Moderated by:

Margo Myers, [Margo](#)

[Myers Communications](#)

Topic: Doing Good is

Good Business

[More information](#)

Women Business

Owners was founded in 1979 by a group of local women business owners seeking counsel, support and friendship from their peers. WBO propels women entrepreneurs to embrace their vision of success!



Co-President:

Lauren Burgon

Law Office of Lauren

Burgon PLLC

Co-President:

Brittany Gautreau

Clarity Capital Partners

LLC

Past President:

Lisa Downs

Downs Leadership

Education Chair:

Aubrey Armes

Awaken Your Greatness

Another big event on the horizon is the annual WBO Trade Show on July 25 at Maggiano's in Bellevue. This is a fun and well-attended event combining vendor exhibits, networking, and lunch. Could this be an opportunity for you or another business owner you know to showcase your business?

Details will soon be available on our website, where you will be able to find more information and to sign up for a table.

We look forward to seeing you this month in Bellevue at the After Hours at the Bellevue Golf Course Clubhouse on April 9, and at the luncheon at the Women's University Club in Seattle on April 25. Entitled "Doing Good is Good Business" the April luncheon will feature a panel discussion moderated by Margo Myers, and panelists Lauren Domino (Seattle Foundation,) Rebecca Papé (MiiR,) and Keisha Jackson (Microsoft.)

Register now on the WBO website; early bird discount ends Friday, April 19th.

Finally, a reminder to keep an eye out for our annual Member Survey! Your feedback is so important to help us know what we need to do better and continue to do to provide the best value we can for your membership. We on the Board of Directors will be analyzing the data and make necessary changes, as needed.

Looking forward to seeing you at our April events!

All the best,

Lauren Burgon and Brittany Gautreau

2019 Co-President, Women Business Owners

[TABLE OF CONTENTS](#)

Why do you belong to WBO?



Aubrey Armes

[Awaken Your Greatness](#)

I joined the WBO when I was first getting started running my own business. The women were warm, inviting and I enjoyed a certain level of depth at the events. I'm still a member 4 years later because of the high caliber of women who actively

participate in monthly events and the high caliber of programming that WBO provides. No matter if I'm excelling in my business or having a rough month, I'm always inspired and encouraged by being with other business women who "get it" and have been in my shoes. I leave each event feeling fresh and ready to take on my most challenging business problems knowing that I have a tribe of powerhouse women behind me who have my back and are cheering for my success.

[TABLE OF CONTENTS](#)

Welcome Aboard



Events Co-Chair:

Stacia Hofmann
Cornerpoint Law

Events Co-Chair:

Adrienne Miller
Forever Care Services

Marketing Chair:

Jennifer Findlay
Jennifer Findlay Portraits

Membership Chair:

Kelly Smith
Willow & Oak Business
Solutions

Secretary:

Nancy Linnerooth
UnblockResults.com

Sponsorship Chair:

Amy Barnes
Firebrand Wealth
Management

Treasurer:

Lori Stutsman
Extra Mile Marketing

Board Member At-large

Laurie Cook
Wheelhouse Marketing
Group

Board Member At-large

Jennifer Mastor
Mastor Recruiting &
Consulting

Have something to contribute?

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



Sonja Anderson

[Rainy Day Organizer](#) is a certified woman-owned business in Washington. I provide services including residential organizing, home inventories, estate organizing, and paperwork management. I have a certificate in residential organizing and life transitions from NAPO university. I also service non-profit agencies in Seattle. My target market is busy professionals and senior citizens.



Kitty Ballard

[Windermere Real Estate](#)

Kitty Ballard offers both an exceptional level of real estate knowledge and professionalism. Kitty is a licensed real estate agent and a regular top producer with over 17 years experience in the real estate business.



A brainchild of **Joy Egbejimba,**

[Nuciano](#) is derived from the word "Nnukachiano" and resonates the freedom to *believe & express* yourself as an independent woman. From desk-to-dinner, the selected curated collection features elegant designs with a variety of fierce color options. Nuciano is quickly becoming

Hollywood's favorite handbag designer.



Rebecca Kerr

[Global Creative Solutions Group, LLC](#)

is creating new access routes to the fine works of global artisans. We source, consult and import one-of-a-kind, handcrafted works from countries along the old silk road for designers and lovers of beautiful things.



Marissa Natkin

[Marissa Natkin Seattle Homes at Keller Williams](#)

I began my career in the real estate industry more than 20 years ago as a real estate photographer. My understanding of how to visually convey a home's selling points is truly one of the strengths I bring to representing my clients. I'm dedicated to discovering what matters most to you in your real estate goals and making those dreams come true.

[TABLE OF CONTENTS](#)

Renewing Members



Susan Fox
[Ryan, Swanson & Cleveland, PLLC](#)
Sponsor
Member Since 2014



Hana Kern
[Ryan, Swanson & Cleveland, PLLC](#)
Sponsor
Member Since 2014



Kippie Pasowicz
[Windermere Real Estate Co](#)
Ambassador
Member Since 2017



Emily Peyser
[Christensen O'Connor Johnson](#)
[Kindness](#)
Member Since 2011



Eric Scroggins
[Banner Bank](#)
Sponsor
Member Since 2017

[TABLE OF CONTENTS](#)

Promotion Opportunities

WBO thanks **Gina Cotner**, **Aubrey Armes**, **Annette Bond**, and **Shellie Fredrich** for generously donating door prizes at our March Luncheon. **Gina Cotner**, our luncheon speaker, donated a hand-crafted jewelry piece made by [SparkDesigns](#); **Aubrey Armes** donated 2 complimentary

sessions to [Awaken Your Greatness](#), **Annette Bond**, [Definitive Style by Annette Bond](#), donated a 1-hour Image Consultation with her; and **Shellie Fredrich**, [Hand & Stone Massage and Facial Spa](#), gave away a gift card for a 5-Step Facial along with a Dermalogica gift set.

DONATE A DOOR PRIZE FOR GREAT PR! If you donate an item or service as a door prize for one of our luncheons, 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.

[TABLE OF CONTENTS](#)

From our Sponsors

The advertisement is a horizontal banner with a green top section and a white bottom section. On the left, there is a logo for 'WOMEN BUSINESS OWNERS PARTNERS IN SUCCESS' with a stylized 'W' icon. To the right of this, the text reads 'We ♥ print. We really ♥ supporting Women Business Owners! Thanks for printing locally, and with us!'. Below this, a man in an orange polo shirt stands with arms crossed. To his right, a large orange '15% OFF' is displayed, with 'design and printing at Redmond location only (online ordering available) wbo.redmondmmp.com' underneath. At the bottom left is the 'Minuteman Press REDMOND' logo with the tagline 'WE DESIGN, PRINT & PROMOTE... YOU!'. To the right are social media icons for Facebook, Pinterest, YouTube, LinkedIn, and Instagram, along with a '2016, 2017, 2018 Printing Industries of America Award Winner' seal.

Reference you are a WBO Member and receive a 15% discount off of printing services! For more information, send an email to [JD Klein](#). Visit [Minuteman Press of Redmond](#) to learn more about the services they offer.

[TABLE OF CONTENTS](#)

Member News

Earlier this month **Tatiana Proctor** held the workshop "How to legally steal clients from your competition." The workshop was about reducing the cost per click and increasing leads. This event was well received by the audience and had great success.



[Nuciano](#) showcased and debuted at [Accra Fashion Week](#) in Ghana from 3/28 to 3/31.





Andrea Kaempf thanks the great group of WBO members for braving a Saturday morning in Downtown Seattle! "We had a great discussion around five financial topics to be aware of as a woman business owner. Best thing - we introduced three women to WBO and hope they will join as members."

[TABLE OF CONTENTS](#)

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 2019. 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 Stacia Hofmann and Adrienne Miller, Events Co-Chairs.

EDUCATION COMMITTEE Are you interested in hosting an Education Workshop? [Apply here!](#) This is a great way to use your area of expertise to educate fellow WBO members. We have several openings this year.

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.


BUSINESS BUILDING GROUPS Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Business Building Groups are the place to receive and give ongoing support.

BBG's are an excellent place to share ideas and plans with like-minded women. Please complete the [online sign-up form](#) to submit your request to join a group. Questions? contact [Aubrey Armes](#).

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 2019. Please join us at our LinkedIn group!

View our profile on 

WOMEN BUSINESS OWNERS ON FACEBOOK [Click here](#) to "Like" the Women Business Owners business page. 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 business page and WBO will "like" you too!

 Like us on Facebook

[TABLE OF CONTENTS](#)

In the Spotlight



Deb Still

[Fairway Independent Mortgage](#)

Deb is truly passionate about her profession, and the result is that 100% of her business is from very satisfied clients, trusted financial industry professionals, attorneys and real estate professionals. Deb is a Residential Loan Expert licensed in WA., CA., OR and believes her mission is to carefully guide and educate clients through the home loan process so they feel confident as they make choices about the many options available for their financing strategy and to provide extreme excellence each step of the way, ensuring they have a smooth and understandable experience!

With over 20 years in the mortgage industry, Deb has seen it all! She stands ready and is committed to helping fulfill what is important to you! Attention to detail and serving clients as if they are family have earned her a distinguished reputation in the mortgage industry. She has been awarded multiple times, the industry's Five Star Mortgage Professional Award, a designation that less than 4% of mortgage professionals in the area receive.

A home is one of the largest financial commitments that a person will make during their lifetime, and many people view their home financing as just another monthly payment. Deb believes she has a fiduciary responsibility when assisting her clients. She educates her clients that their home is truly a

valuable financial planning tool and when properly managed, can assist them achieve their dreams for their future. Most importantly, it's not just a house - it's your home!

In Deb's personal time, she enjoys working with youth, spending time outdoors (when it's not raining), spending time with Senior Citizens (she loves their wisdom), golfing, traveling, boating, hanging with friends, and spending time with her beloved four legged furry sons, Jake and Wilson. Jake is an entertaining Jack Russell Terrier and Wilson is a very appreciative rescue who was living on a tree in South Carolina. She has served with the Seattle Women's Council of Realtors, and in previous years, the Seattle Chapter of Executive Women International.

[TABLE OF CONTENTS](#)

206.575.3232

info@womenbusinessowners.org

www.womenbusinessowners.org

© 2019 Women Business Owners