

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

May 2019

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Calendar

Let's Do Lunch

Wednesday, May 8th

11:30 AM - 1:00 PM

Location: [Mezcal Fresh Mexican Grill & Tequila Bar](#), 15279 Maple Valley Hwy, Suite 100, Maple Valley
[More information](#)

After Hours

Tuesday, May 14th

Note new time:

5:00 PM - 7:00 PM

[Jack's BBQ](#)

President's Message



Greetings!

Can you believe it's May already? It feels like 2019 just began and here we are a third of the way through the year. We'd like to give a special thank you to the WBO Board and our administrative wizard Yvonne Gitchel; your contributions have made this a great year so far! And thank you also to all the WBO members who answered our Membership Survey last month - your feedback is truly vital to WBO and its continued vitality and growth.

Were you able to attend April's luncheon? We had a great panel of speakers discussing the topic "Doing Good is Good Business". Moderated by Margo Myers, panelists Keisha Jackson of Microsoft, Lauren Domino of the Seattle Foundation, and Rebecca Papé of Miir gave us a compelling picture of the value of actively seeking to do good while running a business. One of the clear takeaways was that it's a good strategy to seek out causes that evoke a passionate response within you, and that it's OK to say no to those causes that don't speak to your passion. What causes are you passionate about, and how are you showing your support of those causes?

There are lots of events coming up in the next few weeks, and we urge you to mark them on your calendar and plan to

3924 Airport Way S.,
Seattle

[More information](#)

WBO Luncheon

Thursday, May 23rd

11:30 AM - 1:30 PM

Bellevue Location:

[Maggiano's Little Italy](#)

10455 NE 8th St.,

Bellevue

Speaker:

Melina Palmer,

[The Brainy Business](#)

Topic: The Truth About

Pricing (It's Not About

The Cookie)

[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
New Aspect Coaching

Education Chair:

Aubrey Armes
Awaken Your Greatness

Events Co-Chair:

Stacia Hofmann

attend. We start off the month with Let's Do Lunch on May 8th at the Mezcal Fresh Mexican Grill in Renton, followed by our May After Hours at Jack's BBQ in Seattle on May 14th. Note that we are trying a slightly later start time (5:00 pm) for our After Hours, in response to WBO member feedback. To round out the month, our May luncheon will be on May 23rd at Maggiano's and will feature Melina Palmer of The Brainy Business, discussing the topic "The Truth about Pricing (It's Not about the Cookie)". Details about all our May events are both elsewhere in the WIRE and on our website.

Looking further out, registration is now open for our July Trade Show on July 25th at Maggiano's. This is a great opportunity for WBO members (and non-members) to showcase their businesses at a fun and energetic luncheon. Mark your calendar, invite your friends, and visit the WBO website to [sign up for a table](#) - early bird pricing ends June 30th!

Lastly, we are actively seeking volunteers to create and implement our new Awards Gala, which will debut in March 2020. Ladies, here is your opportunity to help shape WBO's brand new signature event, and we expect great things from you! Please contact [Lauren](#) or [Brittany](#) if you are interested in volunteering!

Happy spring everyone!

All the best,

Lauren Burgon and Brittany Gautreau

2019 Co-President, Women Business Owners

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Why do you belong to WBO?



Brittany Slater-Gautreau

[Clarity Capital Partners](#)

I joined WBO when I first returned to Seattle to find community amongst business women. Over the years, that has morphed into creating a trusted group of women for not only business help and encouragement, but has become a source of business referrals and growth. This is by far the best networking group I have encountered in The Puget Sound area and has had the biggest impact on my life and work. Thank you, WBO Women leaders for welcoming me in and helping me develop and grow.

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Welcome Aboard



Neha Nariya

[Civic Hotel](#) is a family-owned and operated boutique hotel located on

Cornerpoint Law

Events Co-Chair:

Adrienne Miller
Forever Care Services



lower Queen Anne. We deliver upscale amenities and polished style of a luxury property with all of the warmth and comfort of your neighborhood hangout.

Marketing Chair:

Open Position

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Membership Chair:

Kelly Smith
Willow & Oak Business
Solutions

Renewing Members

Secretary:

Nancy Linnerooth
UnblockResults.com



Marta Cappa

[Hall Wealth Management Group of
Wells Fargo Advisors](#)
Member Since 2016

Sponsorship Chair:

Open Position

Treasurer:

Lori Stutsman
Extra Mile Marketing



Lisa Downs

[New Aspect Coaching](#)
Sponsor
Member Since 2015

Board Member At-large

Laurie Cook
Wheelhouse Marketing
Group



Denise Gabel

[TheDenise](#)
Member Since 2018

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.



Jeanne Gunsolus

[Savvy on Seattle](#)
Member Since 2018



Yvonne Hall

[Hall Wealth Management Group of
Wells Fargo Advisors](#)
Member Since 1998



Katie Kay
[Virtually Savvy](#)
Member Since 2017



Deb Still
[Fairway Mortgage](#)
Ambassador
Member Since 2017

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Promotion Opportunities

WBO thanks **Sonja Anderson**, **Annette Bond**, and **Lauren Domino** for generously donating door prizes at our April Luncheon. **Sonja Anderson**, [Rainy Day Organizer](#), gave away a \$25 gift certificate for her services; **Annette Bond**, [Definitive Style by Annette Bond](#), donated a beautiful ruby red writer/pen; and **Lauren Domino**, [Seattle Foundation](#), gave away a Seattle Foundation swag bag.

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.

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Member News

We are also happy to share some good news about members of the [Hall Wealth Management Group](#) team. **Marta Cappa**, First Vice President - Investment Officer and **Yvonne Hall**, Managing Director - Investments have earned the distinction of being Premier Advisors with Wells Fargo Advisors for 2019. They are among a select group of Financial Advisors who have met or exceeded the firm's standards of three or more of the following: length of service with the Firm, completion of educational components, business production, and professionalism. In addition to earning the Premier Advisor recognition, Marta also received the new title of First Vice President-Investment Officer.

Kathleen Goodman, owner of [Kathleen Goodman Counseling PLLC](#) in Seattle, self-published her first children's

book *All Families Invited* which celebrates different types of families. Available for purchase on Amazon.com.

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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 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

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In the Spotlight



Debby Handrich, MA, began her career as an Associate Professor of writing in the 90's. Over time, she added psychology and spirituality to the mix. She studied extensively with Hay House authors, Alan H. Cohen and Robert Holden, and her writing programs are inspired by Joseph Campbell, John Bradshaw, Peter Elbow and Pema Chodron and the 12-Step traditions observed in Al-anon. Debby's mission is to inspire and coach individuals to find their voice and write their book. Thus, she left the college in 2015 to

pursue a career as a Life Coach and Talk Radio show host.

Story U Talk Radio grew out of Debby Handrich's desire to bring listeners and authors together over the topics of writing, spirituality and transformation. Each week, Story U is offered LIVE from the studio of KKNW 1150a.m. The show takes a deep dive into the stories we live by, such as our love stories, our financial stories, family stories, and personal awakening stories. So much of the conversation is about discovering the real YOU in order to live peacefully and skillfully.

Debby offers a book-writing signature program alongside her 1-1 coaching. She has coached writers who, for example, escaped their homeland, overcame addiction, and transformed their lives after loss. She has helped entrepreneurs claim their brand and soar as speakers.

[Website and Newsletter sign-up](#)

[Submit a question for the show](#)

8 seconds. That's the amount of time you have to capture your audience's attention. These 8 seconds could be the first

(and only) chance you have at leaving a lasting impression on potential customers.

Do I have your attention?



16 years ago, I (**Lori Stutsman**) started my own marketing firm, **Extra Mile Marketing** (EMM), to build a creative and powerful team on my own terms. I am a C-level decision maker and an independent business owner, a mother and a jet-setter, a competitive bridge player and a philanthropist. I wanted to build a company that was made up of individuals who had a passion for their work, but also had a healthy personal life. This allowed for creativity, integrity, authenticity, energy, and fun!

Since EMM's inception in 2003, we've helped thousands of companies at every business stage make their mark - from start-ups to Fortune 100 enterprises. Collaborating with brands like Microsoft, HPE, Ford, and Whole Foods, as well as local Seattle-area companies like Lakeview Financial, Unified Logic, Napoli Communications, and Cedar View Dental, we've seen what works and what doesn't. This experience allows our clients to tap into proven best practices from all over the world.

The key to making your mark is to have an outstanding digital footprint. From a great website, to a LinkedIn profile that really tells your story, to other marketing assets that showcase your value, you need to stand out in a crowded marketplace.

Contact EMM if you're launching a new product and need assistance building a Go-To-Market strategy, or are looking for help with your website, LinkedIn profile and other social strategies, or events, SEO and overall digital presence. Whether you're just starting your journey, or if you've been rolling down the highway for years and need some fresh ideas, connect with me. There's always another mile marker to reach.

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