

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

October 2019

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Stay Connected



Calendar

After Hours - Mentoring Master Class

Tuesday October 8th!

5:00 PM - 7:00 PM

Location:

[Ryan Swanson](#),
1201 Third Ave.,
Suite 3400, Seattle

[More information](#)

Monthly Luncheon

Thursday, October 24th

11:30 AM - 1:30 PM

Seattle Location:

[Women's University Club](#)

Greetings!

Happy Autumn, WBO! As we head into the last quarter of 2019, the days are getting shorter and the temperatures are dipping, making it easier to stay inside where it's warm and dry and focus on your business. This is a great time to review any goals you may have made back in January and see where you are. Is there a particular area on which you need to focus for the remainder of 2019?

WBO set some big goals for itself this year, and probably the biggest was to restructure and rebrand WBO's annual awards. We just started accepting nominations for our 2020 Women Business Owners of the Year Awards, (#WBOYA) which we will celebrate on March 19, 2020 at the Hyatt Regency in Bellevue. Tickets will be available soon, but right now, we urge you to [nominate some of your favorite woman business owners](#) for an award! Nominees (and those submitting nominations) need not be WBO members, so we invite you to share this opportunity throughout your professional network. Nominating someone is quick and easy, and this year we have five categories to choose from: Solo Business Owner, Small Business Owner, Enterprise Business Owner, New Business Owner, and the Spirit of Nellie Cashman award. Go to our [website](#) for all the details.

1105 Sixth Ave., Seattle
[More information](#)

Save the Date:
WBO Awards Gala
Thursday, March 19th
Hyatt Regency, Bellevue
Awards nominations are now open! Click [HERE](#) to nominate a Women Business Leader in the Puget Sound area.

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
Cornerpoint Law

Events Co-Chair:
Adrienne Miller
Forever Care Services

If you were one of the more than 50 women who joined us for our 40th birthday bash last week at Maggiano's, you were treated to a fun party game and 70's music, a beautiful cupcake cake, and a thoughtful panel of WBO members moderated by our own Aubrey Armes. Panelists Diane Lam, Kelly Smith, Shellie Fredrich and Karin Frost Blakley shared with us why they love WBO. Friendship, camaraderie, support, and the ability to be honest with each other about how we are actually doing topped the list of reasons to love WBO. Special thanks to WBO Board member Jennifer Mastor for her tireless work and upbeat energy in organizing this fun event!

Would you like to get more involved in WBO as a committee volunteer or board member starting in 2020? If so, after logging in to the WBO website, click on the Membership menu and then [Resource Library](#) to view a recorded webinar that shares information about the organization, the various board roles, and our recruiting and election process. You can also contact either of us (Brittany or Lauren) to express your interest and have a conversation. We're working hard right now getting our slate of candidates ready for our annual election, which will be coming soon. You will soon receive a Call for Nominations email, and we urge you to submit the names of any WBO member you think would be a great board member to Lauren and Brittany by October 15, even if that's yourself!

Lastly, you might notice something different the next time you go to the WBO website. We have replaced the "stock photo" on the landing page with a fabulous short video featuring a variety of WBO members talking about why they love WBO. WBO member and Pearl Sponsor K'ai Roberts Fu and her husband/business partner Grant Fu truly worked some magic in creating a video that is both informative and fun to watch. [Check it out here.](#)

Happy October everyone! We hope to see you at an event soon!

Lauren Burgon and Brittany Gautreau
2019 Co-President, Women Business Owners

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Diane Lam
[Everything Ally](#)

I grew up in Seattle, but spent the last 17 years in NYC and San Francisco. When I decided to make the jump and start my own business, coming home was a big part of the plan. When I got back here, I realized that 17 years away meant 17 years of friends and business contacts that I didn't have anymore. I needed support as I launched and as I began to grow my business.

Marketing Chair:

Diane Lam
Everything Ally

Membership Chair:

Kelly Smith
Willow & Oak Business
Solutions

Secretary:

Nancy Linnerooth
UnblockResults.com

Sponsorship Chair:

Open Position

Treasurer:

Lori Stutsman
Extra Mile Marketing

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.

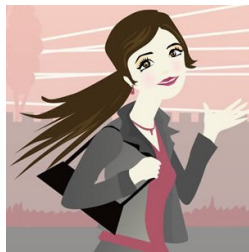
This is where WBO came in. I was looking for a community. I was looking for a place to connect with others who are doing the same thing I am. I was looking for people who truly understand the challenges we face as business owners. That's why I joined WBO. This is a community that supports burgeoning business owners in their most critical stage and creates a safe atmosphere to do it in. I'm glad that I found this community and I know that it has the power to change the course of business.

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Danielle Bradstreet

[Northwestern Mutual Puget Sound](#)
Northwestern Mutual is a Fortune 100 company with financial advisors across the United States who help clients with personal and business financial planning.



Hanni Calhoun

[Law Office of Hanni Calhoun](#)

I help you decide the best course of action to take when faced with a legal issue or question. I use my litigation background along with my negotiation skills and experience to provide strategic advice to resolve your legal matters.



Darci Daniels Talkington

[Darci Daniels Coaching](#) *Certified Life and Executive/Performance Coach.*

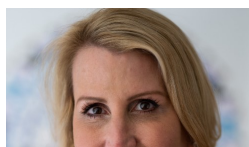
Whether you're looking for 1:1 private life coaching, personalized business/performance coaching, or you're from an organization wanting group coaching or training, I've got something for you!



Micha Goebig

[Go Big Coaching](#)

As a life coach and change strategist, I support and empower my clients in mastering the personal aspects of major transitions, reframe their negative self-talk, build healthy habits, and set and achieve smart goals.



Leah Hill

[Divorce Strategies Northwest](#)

Whether you're contemplating a divorce, have already started the



process, or are far into the proceedings, do you wish you had someone to share with you the inside scoop on how to save money, time and emotional energy on your divorce? We help you consider your options, arm you with practical information, and strategize with you how to navigate your divorce.

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Michal Anderson
[Corti Construction, Inc.](#)
Member Since 2017



Debby Handrich
[Coach Debby](#)
Member Since 2017



Kris Keppeler
[KK Aria Productions](#)
Member Since 2018



Dena Levine
[DML Insurance Services, Inc.](#)
Ruby Sponsor
Member Since 2001



Amy O'Brien
[Arboretum Mortgage](#)
Member Since 2018



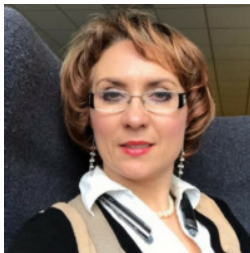
Patty Pacelli
[Pacelli Publishing](#)
Member Since 2016



Micheline Palmer
[Palmer Residential, LLC](#)
Member Since 2013



Kathy Parks
[KP Coaching](#)
Member Since 2017



Tatiana Proctor
[Tatiana Designs Inc.](#)
Member Since 2018



Kara Skinner
[Integrity Surety LLC](#)
Member Since 2018



Brittany Slater-Gautreau
[Clarity Capital Partners](#)
Emerald Sponsor
2019 WBO Co-President
Member Since 2016

WBO thanks [Shellie Fredrich, Hand & Stone Massage and Facial Spa](#), [Brittany Gautreau, Clarity Capital Partners](#), [Kris Keppeler, KK Aria Productions](#), [Nancy Linnerooth, UnblockResults.com](#), and [Ingrid Vimont, Boutique Aesthetics](#) for generously donating door prizes at our September Luncheon.

Shellie gave away a free facial with a facial product gift set, **Brittany** donated an Oil & Vinegar set, **Kris** gave away a book on leadership, **Nancy** donated a 1-hour coaching session, and **Ingrid** gave away a free CoolSculpting® session on a small area.

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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Kris Keppeler's article for authors, Scale Your Book Sales with Audio, appeared in the 2019 3rd quarter [Marketing Media and Money magazine](#).

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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 2020. 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. BBGs 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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Judy Lee

[Judy Lee Photography](#)

Judy Lee is a Transformative Portrait Photographer who creates spaces for women to reconnect to their true selves through transformative portrait experiences and events. She uses photography as a tool for self-exploration and self-acceptance, offers workshops, and leads WomanSpeak, a female-centric speaking program designed to help women learn to trust their voices. At the heart of her work is the belief that every woman is worthy of being seen and heard and is capable of leading a life with authenticity, intention and

purpose.

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