

# 40 YEARS

## WOMEN BUSINESS OWNERS

### 1979-2019

The Wire

November 2019

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#### Stay Connected



#### Calendar

##### Let's Do Lunch

Tuesday November 5th  
11:30 AM - 1:00 PM

##### Location:

[Tutta Bella](#),  
15600 NE 8th St.,  
Suite J1, Bellevue  
[More information](#)

##### Monthly Luncheon

Thursday, Nov. 21st  
11:30 AM - 1:30 PM

##### Bellevue Location:

[Maggiano's Little Italy](#)



#### Greetings!

Greetings WBO! We hope you've been able to enjoy the beautiful fall days this past month and that you're looking forward to the holidays and a strong finish for your business in 2019.

WBO held its first ever Speed Networking event at the October luncheon on the 24th, and it was a great success! More than 50 women gathered for an intense session of table networking, changing tables every five minutes to speak to a new group and thereby managing to speak to every woman at the luncheon in a whirlwind 50 minutes! We heard so much positive feedback about this event that we are planning to hold Speed Networking again next year, most likely once on the Eastside in the spring and again in Seattle in the fall.

Another highlight of October was the Mentoring Master class on October 8, hosted by WBO Sponsor Ryan Swanson at its downtown Seattle offices. Attendees had the opportunity to gather business advice and tips from former Nellie winner Vanessa Smith of Blue Ribbon Cooking, WBO former president Laurie Nichols of Laurie Nichols Coaching, entrepreneur Stacia Pache of itBandz, and 2015 Nellie Finalist Debbie Rosemont of Simply Placed, with topics such as "Tips on achieving a good work/life balance" and "The 5 Golden

10455 NE 8th St,  
Bellevue  
[More information](#)

**Save the Dates:**  
**After Hours Holiday  
Party**

**Tuesday, Dec. 10th**  
More information coming  
soon!

**WBO Awards Gala**  
**Thursday, March 19th**  
Hyatt Regency, Bellevue

**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

Rules of Leadership". Be sure to mark your calendars for WBO's next mentoring event, which will feature the five winners of the 2020 Women Business Owners of the Year Award, and will take place on February 11, 2020.

Our final luncheon for the year will be at Maggiano's in Bellevue and will feature Cassandra Gholston and Autum Grimm of PartnerTap, with the topic "Ecosystems and Partners: Improve Your Relationship-Based Sales" Please note that due to the Thanksgiving holiday, this luncheon will be on November 21st, which is a week earlier than our usual luncheon day. Registration is available [here](#) and the early-bird discount ends on Friday, November 15th. This luncheon will also feature our annual membership meeting with the presentation of a WBO Annual Report and recognition of our 2019 board members. We hope to see you there!

Speaking of the board, you will soon be receiving your ballot to vote on our slate of candidates for the 2020 Board of Directors. Please vote, as it's important we receive your input as a member and to ensure that we receive enough ballots to validate the election. We have an impressive slate for you to lead WBO next year and beyond!

In the spirit of Thanksgiving, we'll close with a note of thanks to the WBO Board members, Yvonne Gitchel, our Membership Ambassadors and all volunteers, members, and sponsors who have contributed in such a fabulous way to WBO's success this year. Thank you!

"Let us rise up and be thankful, for if we didn't learn a lot today, at least we learned a little, and if we didn't learn a little, at least we didn't get sick, and if we got sick, at least we didn't die; so, let us all be thankful." - Buddha

Happy Thanksgiving!

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

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**Lisa Downs**  
**New Aspect Coaching**

I belong to WBO for the support of my business and the camaraderie. From the time I started visiting, I found the members to be very welcoming and like-minded in terms of having a good combination of seriousness about working their businesses with a sense of humor and fun. I've hired a number of WBO members to provide services for me and have also appreciated learning from them along the way.

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**Events Co-Chair:**  
Adrienne Miller  
Forever Care Services

**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.



**Diana Djuranovic**

[Edward Jones](#)

As an Edward Jones financial advisor, I believe it's important to invest my time to understand what you're working toward before you invest your money. It's also important to understand the level of risk you're comfortable accepting when investing so we can

balance it with the steps necessary to reach your long-term goals.



**Deanna Skoglund**

[Eastside Vitality](#)

I provide health and wellness guidance specifically to women in their 40s and 50s.



**Gazala Uradnik**

[GFS Events](#)

is an award winning full-service event management company that specializes in creating amazing and successful nonprofit fundraisers. From auction galas to golf tournaments to benefit lunches to walks and runs, we can manage a nonprofits' entire fundraising event from beginning to

end. We handle budgeting, venue selection, procurement, logistics and all the details that ensure that the fundraising event is executed seamlessly and successfully.

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**Cindy Dabbs**

[CCD Consulting LLC](#)

Member Since 2010



**Shannan Epps**

[Brightwork Consulting, Inc.](#)

Member Since 2018



**Aubrie Hicks**  
Dobson Hicks PLLC  
Member Since 2018

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WBO thanks **Ingrid Vimont**, Boutique Aesthetic and **Kippie Pasowicz**, Windermere Real Estate Co for generously donating door prizes at our October Luncheon.

**Ingrid** donated a water bottle and make-up bag and **Kippie** gave away festive flowers.

**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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Congratulations to WBO member **Vanessa Laughlin** of Banister Advisors on her selection as one of Puget Sound Business Journal's 2019 40 Under 40 honorees!

Vanessa launched Banister Advisors in early 2018, offering clients healthcare advisory, bereavement support, and estate services as they navigate life's many different challenges. The concept for the company was inspired in large part by the 2016 death of Vanessa's father-in-law, Jay Banister Laughlin, MSW, after an unexpected health crisis. She received her BA in Economics from Tufts University, and her MBA in 2007 from the University of Washington's Foster School of Business.

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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.

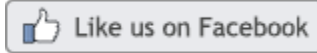
**BUSINESS BUILDING GROUPS** Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Business Building Groups are the place to receive and give ongoing support. BBGs are an excellent place to share ideas and plans with like-minded women. 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 2020. Please join us at our LinkedIn group!

View our profile on [LinkedIn](#)

**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!



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Northwest native **Aimee Carpenter** is the CEO and owner of [Solterra Solar](#). She has been an entrepreneur in the construction industry since the age of 19 and has over a decade of experience working in solar. Solterra Solar is the only woman owned solar company in Washington State and Aimee loves challenging the status quo in the energy sector. Solterra's focus on customer experience makes going solar easy for both residential and commercial clients.

Bringing good energy to Washington since 2008!



**Gayle Johnson** is the founder of [EVOLVE Life Coaching](#). She helps companies and governmental organizations maximize employee effectiveness through emotional intelligence leadership training and coaching. Gayle is a Seattle native. She graduated from Roosevelt High School, attended the legendary Spelman College in Atlanta, GA, and then transferred to the University of Washington, where she received a B.A. Degree in Political Science.

Gayle says of her experience: I have enjoyed the role of political strategist, workshop facilitator, and transformational leader for over 20 years. My effective leadership style has been developed through coaching high-level leadership, mid-management, and frontline employees on the importance of emotional intelligence, and how applying it creates high-performing teams, helps retain good talent and ultimately increases revenue. To support my experience as a transformational thought leader, I pursued a Master of Transformational Leadership at Seattle University. This knowledge informs my understanding of the theory behind what it takes to be an impactful leader, team member, employee, and how to manage one's emotions while working in diverse organizations and managing the new demographic of

employees - Millennials. I love people and enjoy seeing them access their happiness and move their lives forward.

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