



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire

January 2020

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## Stay Connected



## Calendar

### After Hours

Tuesday, Jan. 14th

5:00 PM - 7:00 PM

**Location:** [ARMOIRE](#)

323 1st Ave. S., Seattle  
(Inside Callus Cafe)

[More information](#)

### Luncheon

Thursday, Jan 23rd

11:30 AM - 1:30 PM

**Bellevue Location:**

[Maggiano's Little Italy](#)  
10455 NE 8th St.  
Bellevue



## Greetings!

Happy New Year Women Business Owners!

As 2020 begins, we hope you will be filled with energy, inspiration, and vision to start working toward this year's goals. May you celebrate every achievement and learn from every experience!

As your 2020 WBO Board Co-Presidents, and fellow business owners, we are excited to focus on setting goals, embracing new opportunities, and getting organized for the months to come. Strong relationships provide the lifelong learning and development that are the keys to business success, and in this we look forward to working with all of you and our great board members to help WBO continue to provide the best value for your membership. As you look ahead, what will your main focus be in 2020? What would be of greatest value to you and your business? What's one step you can take now that will set you up for success in 2020?

2019 was a wonderful year for WBO, and we hope you found it helpful to your business growth and connections. Please join us for our first After Hours event of 2020 on Tuesday, January 14th, hosted by Armoire in Pioneer Square. We hope to see you at our first luncheon on Thursday, January 23rd at Maggiano's in Bellevue, where you will have the opportunity to meet the finalists for the 2020 Women Business Owners of

**Topic: Meet the Finalists for the Women Business Owners of the Year Awards**  
[More information](#)

**Education Workshop**

Monday, Jan. 27th

4:00 PM - 6:00 PM

**Location:** Total Wine

699 120th Ave NE,

Unit B, Bellevue

**Presenter:**

[Melissa Reaves](#),

Story Fruition, LLC

**Topic:** Bolster Your 2020

Success Through

Storytelling Skills

[More information](#)

**Let's Do Lunch**

Wednesday, Jan. 29th

11:30 AM - 1:00 PM

**Location:**

[Elemental Pizza](#)

2634 NE University

Village St., Seattle

[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

the Year Awards (WBOYA). This month you can vote to determine the 2020 winners, either online through January 23rd, or in person at the January luncheon.

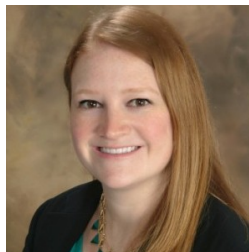
Speaking of the Awards, tickets are now available for the all-new Awards Gala on March 19, 2020 at the Hyatt Regency Bellevue. Please plan to join us in celebrating the five winners at our festive and elegant gala! [Click here](#) to purchase tickets. Better yet, consider sponsoring the gala. Sponsorships start at only \$500 (Sapphire Sponsorship) which includes your WBO yearly membership (\$250 value) and a gala ticket (\$125 value) plus visibility as a sponsor. [Click here](#) for details or to sign up!

We hope that 2020 will bring helpful insight, wonderful relationships, and the very best for you and your business! Looking forward to a fantastic year!

**Lauren Burgon and Brittany Gautreau**

2020 Co-Presidents, Women Business Owners

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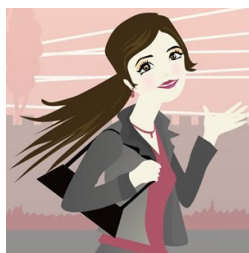


**Stacia Hofmann,**

[Cornerpoint Law](#)

I belong to WBO because I learn from other members, make lasting friendships, and meet inspiring women. The community, shared knowledge, and educational components are what, to me, make WBO so special.

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**Maureen Carrig**

[Maureen Carrig Communications](#)

I'm an accomplished communications professional with a solid instinct for what drives interest and engagement among external and internal audiences. I know how to make good PR programs great!



**Cel Davis**

[Zeraffa, LLC](#)

Exactly what you've been looking for: Tailored. Playful. Stylish. Effortlessly Chic. Flatters Blue Jeans to Black Tie. We provide women of all ages, shapes and sizes with garments that accentuate their individual style and natural form.

**Awards Gala Chair:**

Jennifer Mastor  
Mastor Recruiting &  
Consulting

**Education Co-Chair:**

Aubrey Armes  
Awaken Your Greatness

**Education Co-Chair:**

Patty Pacelli  
Pacelli Publishing

**Events Chair:**

Amy O'Brien  
Arboretum Mortgage

**Marketing Chair:**

Diane Lam  
Everything Ally

**Membership Co-Chair:**

Kelly Smith  
Willow & Oak Business  
Solutions

**Membership Co-Chair:**

Deborah Still  
Fairway Mortgage

**Secretary:**

Nancy Linnerooth  
UnblockResults.com

**Sponsorship Chair:**

Andrea Kaempf  
Bernstein Wealth  
Management

**Treasurer:**

Lori Stutsman  
Extra Mile Marketing

**Board Member At-large**

Nicole Miller  
Miller Advisors, Inc.

**Board Member At-large**

Danelle Williams  
EdgeWorks

**Have something to contribute?**

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



**Trisha Faris**

[The Pipe Dr](#) is a family-owned and operated plumbing company located in Seattle with 20 years of experience. Every job is unique and every customer deserves the best. We have the special distinction of being one of the only female-owned plumbing companies in the Puget Sound area.



**Kathy Gottlieb**

[Zeraffa, LLC](#)

We provide women of all ages, shapes and sizes with garments that accentuate THEIR individual style, natural form and unique proportions. Whatever your body shape, the uniquely elegant you will look fabulous and confident in a Zeraffa topper.

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**April Bettinger**

[Nip Tuck Remodeling](#)

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**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** recently accepted an editorial position for the Women of Wisdom digital magazine where she'll focus on Health. Here is link to the first article, [Downsizing Those Lines and Lowering Your Skin Age.](#)

**Vanessa Laughin** and her company [Banister Advisors, LLC](#) were featured in the recent print and online versions of [UW Foster Business Magazine](#). The team is also proud to announce an early 2020 expansion into Portland with their unique approach to helping families navigate health concerns, complex eldercare, end-of-life, and bereavement.

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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 Amy O'Brien, Events Chair.

**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 

**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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**Desiree Yuzawa** is driven to serve her clients. Her communication skills and knowledge of the mortgage industry allow her to listen to the client's mortgage goals and put a plan in place to achieve them, whether that is for a new home purchase or a refinance. Clients, real estate agents, and other financial professionals recommend friends, family, and associates to Desiree because they know that she goes the extra mile each and every time.

Desiree is also an expert reverse mortgage specialist at [Fairway Independent Mortgage Corporation](#). Having the opportunity to educate clients, family and other professionals about the benefits of reverse mortgage loans is extremely satisfying.

Desiree's husband and daughter are the most important people in her life. They keep her grounded, laughing, learning and continuing to grow in love. In her spare time, Desiree enjoys working on family photo albums, reading, exercising, spending time with friends, and keeping busy with Bellevue Breakfast Rotary Club service activities.

Desiree is excited to be at Fairway Independent Mortgage, whose core values, community involvement, and outreach spoke to her. Working with others who believe in "serving those who serve" brings additional purpose to each and every day.

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