



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire

April 2020

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Calendar

Mentor Monday

Monday, April 6th
12:00 PM - 1:00 PM

Location: Zoom

Presenter:

[Nancy Linnerooth](#),

Unblock Results

Topic: Tapping Out
Stress and Overwhelm

[More information](#)

Virtual After Hours

Tuesday, April 14th
5:00 PM - 7:00 PM

Location:

Virtual via Zoom



Greetings!

What a difference a month makes. Usually we would be discussing the changing spring weather, how fast the year is going by, and all the exciting events WBO has planned for its members. Well, March went out with a roar and we are officially one quarter of the way through 2020. While the world seems to have turned upside down in recent weeks and most of us are entirely (perhaps obsessively) focused on coronavirus news, we are pleased to roll out a full slate of virtual events for WBO members this month.

We're having more events than usual, all virtual and all free of charge, so be sure to check out the [WBO calendar](#) to see what suits your fancy. Luncheon? Virtual. After Hours? Virtual. Education events and BBGs? You name it, we've "virtually" got it.

If you haven't connected with us online yet, please do! You can find us on [Facebook](#) or [LinkedIn](#). We also have a members-only [Facebook Page](#). Now is the time to connect with your WBO Community and learn from one another.

Until we can be together again, we hope you are all staying safe and finding joy in these unprecedented times, and we look forward to seeing your smiling faces on our screens this month!

[More information](#)

Virtual Luncheon

Thursday, April 23rd
11:30 AM - 1:30 PM

Location:

Virtual via Zoom

Speaker: Norman

Behar, Sales Readiness
Group

Topic: Relationships,
Revenue, & Retention

[More information](#)

**Weekly Virtual
Business Support
Braintrust Q&A**

Every Wednesday during
the month of April
3:00 pm - 4:00 pm
*Q&A for best practices
for business and offering
advice during these
turbulent times.*

[More information](#)

Power Hour

Every Thursday during
the month of April
9:00 am - 10:00 am
*Struggling to get work
done at home? Bring
your To Do list to the new
WBO Power Hour.*

[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

All the best,

Lauren Burgon and Brittany Gautreau

2020 Co-Presidents, Women Business Owners

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Patty Pacelli,
Pacelli Publishing

I belong to WBO because I like having these women in my life. They are professional, warm, supportive people who are always kind, welcoming, and friendly. They are excellent examples for me as a fellow business woman. I always look forward to the luncheons

and other events, knowing I will feel comfortable, while learning new tips about running and working in my business. As someone who works much of the time alone at home, WBO helps me to feel less alone and more part of a team, especially as I have gotten involved in first being an Ambassador and now being the co-chair of education on the board.

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Introducing New Events!



WBO Braintrust Circle!

As many of us are adjusting to the new economic conditions, we also need to adjust how we are running our business. The WBO Braintrust Circle will be held every Wednesday from 3pm - 4pm via Zoom hosted by various WBO Board members. This gives you the opportunity to drop in and

brainstorm, seek input and problem solve for your current business challenges. No commitment for regular attendance required. Our first WBO Braintrust Circle will be April 8th @ 3pm via Zoom hosted by **Aubrey Armes**, [Awaken Your Greatness](#). [More information](#).



WBO Power Hour!

Struggling to get work done at home? Bring your To Do list to the new **WBO Power Hour**. Meet with fellow WBO members on Zoom at 9 am every Thursday in April. You'll be surprised at how much you'll get done with us holding each other accountable! And bring a friend-virtually, of course.

Law Office of Lauren
Burgon PLLC

Co-President:
Brittany Gautreau
Clarity Capital Partners
LLC

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:
Open Position

Membership Co-Chair:
Kelly Smith
Willow & Oak Business
Solutions

Membership Co-Chair:
Deborah Still
Fairway Mortgage

Secretary:
Nancy Linnerooth
UnblockResults.com

Sponsorship Chair:
Open Position

Treasurer:
Lori Stutsman
Extra Mile Marketing

Have something to contribute?

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

Weekly Power Hours will be hosted by **Nancy Linnerooth**,
[Unblock Results](#). [More information](#).



New Virtual Mastermind BBG Group

Been thinking about joining a
mastermind BBG group but are
confined to your home? No problem!

Aubrey Armes, [Awaken Your
Greatness](#), is starting a new virtual
mastermind group in April. If you are
interested in joining the virtual
mastermind group, please fill out the

[submission form](#) as soon as possible so the group can get up
and running.

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Kim Moger

[SCS](#)

I am a benefits consultant specializing
in voluntary benefit options.



Jonni Ressler

[Eleven 11 Solutions](#) is an on-demand
marketing agency and consultancy,
providing consulting services that cover
marketing efforts from idea to
execution. Key differentiators include
the focus of putting consultants first
with completely transparent pricing
models, full benefits and one on one

support. A natural connector, Jonni built her company by
focusing less on the short-term gain and more on the long
term relationships with clients, consultants and partners.

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Aimee Carpenter

[SolTerra Solar](#)

Member Since 2018



Susan Fox



Ryan, Swanson & Cleveland, PLLC
Sponsor Since 2014



Denise Gabel
The Denise
Member Since 2018



Pam Hottinger
Colonial Life
Member Since 2015



Brittany Jamison
Alliance Business Monitoring, LLC
Member Since 2019



Hana Kern
Ryan, Swanson & Cleveland, PLLC
Sponsor Since 2014

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The team at **Banister Advisors, LLC** has put this information together with help from about 20+ ER personnel, social workers, attorneys, and mental health professionals.

As we learn more about [the DNRs without family consent and other changes in protocol](#), our concern only rises. Things might play out differently for patients if they can arrive to the hospital more prepared, with the right planning, legal docs, etc. so that family/friends are

able to advocate on their behalf (even from outside the hospital). We know that these protocols have already been put in place across major hospitals systems in the NW from our many internal sources. We also know that arriving with universal intake forms already filled out will help ER teams reduce the amount of time needed to begin providing care. Even these small improvements in intake efficiency can make a big difference in aggregate at the system level.

The CARES (Coronavirus Aid, Relief and Economic Security) Act was signed by President Trump to help provide financial stability and relief for individuals and businesses affected by COVID-19. While the bill is very broad and many of the specific details will still need to be analyzed, [we believe the details in this link](#) are important to highlight for our members and their families. (submitted by [Diana Djuranovic](#), [Edward Jones](#))



Hall Wealth Management Group of Wells Fargo Advisors is proud to announce that [Marta Cappa](#), First Vice President - Investment Officer and [Yvonne Hall](#), Managing Director-Investments have been recognized as 2020 Five

Star Wealth Manager award winners. Five Star Professionals annually recognize a select group of Seattle-area wealth managers. Yvonne, Marta and team will be appearing in the February issue of Seattle Magazine within the Five Star Professional special section. Please keep an eye out for the issue! [Disclaimer](#).



[Nancy Linnerooth](#) is hosting four free Tapping Circles to lower stress. Research shows one hour of EFT/Tapping significantly lowers levels of the stress hormone cortisol. As stress goes down, higher thinking and creativity go up, which we all need to pivot our businesses now. Go to [Unblock Results](#) for more information.

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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.

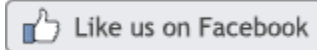
BUSINESS BUILDING GROUPS Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Business Building Groups are the place to receive and give ongoing support. BBGs are an excellent place to share ideas and plans with like-minded women. Please complete the [online sign-up form](#) to submit your request to join a group. Questions? contact [Patty Pacelli](#).

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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Anne Hess is the publisher of Kirkland Living magazine and represents over 20 local [N2 publications](#) in the Greater Seattle area whose mission it is to build community and connect businesses with their ideal market through a relationship building program. Anne has spent her career in advertising and communications, then after moving

to Kirkland and falling in love with the community, she put her experience to work there. She has been instrumental in promoting and supporting local businesses, youth, the arts and non-profits. Anne's volunteerism and commitment to giving back is evident in her roles on the board of directors for the Greater Kirkland Chamber of Commerce, the Kirkland Performance Center and the Kirkland Downtown Association. She has two grown children, two precious granddaughters and a dog named Olive. She enjoys the outdoors especially boating and hiking.



Jennifer Kim helps overwhelmed small business owners grow a thriving business and have real work life balance. I was a dentist for 15 years before I realized I was in the wrong career. I thought I had everything I'd ever wanted: a successful dental practice, a wonderful family, and most importantly, financial security. But

the constant stress led to problems in my personal life- my relationship with my husband and my kids, my health and my happiness. Luckily, with the help of my coach, I realized I was in the wrong career. I retired from dentistry and sold my practice. After a lot of research and personal development, [I found my calling](#) and became certified as a coach. Now I am excited to go to work every day and spend quality time with my family.

WBO members can learn more about **Anne** and **Jennifer** on the [Member Spotlight](#) page of our website.

The Member Spotlight is a benefit for WBO Members. If you'd like to be considered for a Member Spotlight Feature, the only requirements are that you are a current WBO Member and that your WBO Profile is complete. If you have any questions

about Member Spotlight, or any other membership benefits,
please send an email [Kelly and Deb](#).

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