



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire

August 2020

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Calendar

Virtual After Hours

Tuesday, August 11th

5:00 pm - 6:30 pm

Location: Zoom

Topic: Nothin' But Net!

[More information](#)

NEW: Book Club

Thursday, August 13th

4:00 pm - 5:00 pm

Location: Zoom

Book for discussion:

[Leapfrog: The New Revolution for Women Entrepreneurs](#), by

Nathalie Molina Nino and Sara Grace.

[More information](#)

Mentor Monday

Monday, August 17th

12:00 pm - 1:00 pm

Location: Zoom

President's Message



Greetings!

Corona coaster. Doom scrolling. Pandemic pudge. We have certainly begun developing an interesting vocabulary as we try to put some words to, and make sense of, the continuing strangeness that is becoming our new normal.

Welcome to August! No really...it's August. Despite the lack of Seafair, street fairs, and the general summer carefree attitude that we have had in years past, our recent 80+ degree days prove that summer is indeed here and time continues to march forward, and we at WBO continue to listen to our members as we reshape WBO's offerings to best support our members.

As many of you are aware, 2020 was intended to be the year that WBO unveiled its improved and expanded annual awards, with additional categories, a streamlined process, and a March gala. Of course, our plans were upended, like the rest of the world's, by the coronavirus.

Determined to honor our award winners while keeping everyone safe and healthy, WBO has pivoted to a 2020-style awards gala, to be presented online at the end of September. Watch for more details as we celebrate all our winners in a hybrid virtual event that will combine live and video content into a fun, festive Friday evening event.

WBO will continue its expanded member programming in the months to come, offering weekly events of different types, from virtual networking and virtual luncheons to monthly Power Hour and Brain Trusts. In addition, we are continually brainstorming on new ways to connect WBO members with

Presenter: [Aubrey Armes](#), Awaken Your Greatness

Topic: Crunchy Conversations Master Class for Women Business Leaders
[More information](#)

Virtual Luncheon

Thursday, August 27th
11:30 am - 1:00 pm

Location: Zoom

Speaker: [Jennifer Taylor](#), Jen Taylor Consulting

Topic: Great Expectations: Managing client expectations and boundaries

[More information](#)

Monthly Virtual Business Support

Open to all at no fee. Registration required.

Power Hour

First Thursday of each month

9:00 am - 11:00 am

Location: Zoom

Hosted by:

[Nancy Linnerooth](#), UnblockResults.com

Bring your to-do list and get it done!

[More information](#)

Brain Trust Circle

Third Wednesday of each month

10:00 am - 11:00 am

Location: Zoom

Hosted by:

[Jennifer Mastor](#), Mastor Recruiting & Consulting
Q&A for best business practices

[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!

each other. Do you have an idea for a fun virtual event? We would love to hear from you - simply send an email to either Brittany or Lauren.

On August 11th we will try our hand at virtual Speed Networking during our virtual After Hours, so dust off your elevator pitch and [register on our website](#). August 13th will be our first WBO Book Club meeting, and there is still time to read the current Book Club book: [Leapfrog: The New Revolution for Women Entrepreneurs](#), by Nathalie Molina Nino and Sara Grace. And don't miss our virtual luncheon on August 27th, when we will hear from Jennifer Taylor of Jen Taylor Consulting with some advice on setting client boundaries and managing expectations.

It's the time of year that we start looking for a few good women to serve on the WBO Board of Directors. This all-volunteer board is the backbone of WBO, and we are looking for several members to join the Board in January. If you have an interest in volunteering for WBO at the leadership level, talk to any of our 2020 Board Members listed here on the left side of the newsletter. We'd be happy to share our experiences with you and what to expect. There are a variety of opportunities to help and we'd love to have your involvement. The WBO engine runs on volunteers and we can't keep it humming without you.

Wishing you all a wonderful rest-of-summer, and we look forward to seeing you all online!

All the best,

Lauren Burgon and Brittany Gautreau

2020 Co-Presidents, Women Business Owners

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Welcome Aboard



Sue Charles

[New U Life](#) is an optimal wellness company featuring exclusive homeopathic products. Originally sold to pro athletes, our products are designed to support hormonal, weight management and immune functions. By building a TEAM of like minded healthy people, I am able to offer others an opportunity to add an additional income stream.



Gina Cotner

[Athena Executive Services, Inc.](#) provides high caliber, virtual executive assistants who work part-time for swamped and successful entrepreneurs, executives and business owners. We are a unique niche within the Virtual Assistant industry."

AnnMichelle Hart

[HartLaw PLLC](#)
EstatePlam.com

**Co-President:**

Lauren Burgon
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:

Erin Adams
Banner Bank

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



Estate planning, probate, and business
succession planning attorney.



Sara Volta
[Volta People
Services](#) is a
human
resources and
management
consultancy that
designs
practical

solutions focused on the people side of the business. We
specialize in organizational design, performance solutions,
employee engagement strategies, and more.



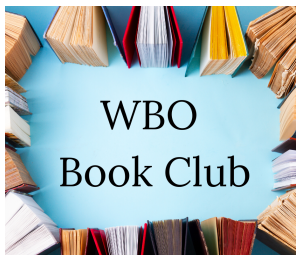
Tracey Warren
[InSpark Coworking LLC](#)

InSpark Coworking is a shared work
space for entrepreneurs, remote
workers, business owners and
freelancers. InSpark is a space where
you can be productive, connect,
collaborate and grow your business!

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WBO News

Introducing a NEW WBO Event:



Join us for the **WBO Book Club!**
The book for the next discussion is
[Leapfrog: The New Revolution for
Women Entrepreneurs](#), by Nathalie
Molina Nino and Sara Grace.

Enjoy connecting with other WBO
members while discussing a
common book on a relevant topic.

You'll learn and grow in your knowledge and insight while
getting to know other members.

Discussion Facilitators: [Patty Pacelli](#) and [Kelly Smith](#).

WBO Book club meets every 2 months, on the second
Thursday of the month at 4:00 to 5:00 pm. There is no
commitment. You can attend for any books you would like to
discuss.

Free and open to WBO members only. [More information.](#)

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Renewing Members

Karin Frost Blakley

guidelines.



Waddell & Reed
Member Since 2009



Annette Bond
Definitive Style
by Annette
Bond
Member
Since 2011



Tien Britton
In Touch With Health Chiropractic
Member Since 2017



Sima Kahn
Healthcare Advocacy Partners
Member Since 2009



Valerie LaRoque
Alpha & Omega Financial Services,
Inc.
Member Since 2015



Jennifer Mastor
Mastor Recruiting & Consulting
Board Member & Awards Gala Chair
Member Since 2018



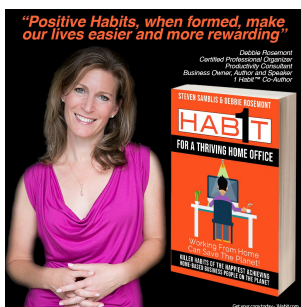
Deborah Peterson
Vineyard Catering & Personal Chef
Member Since 2004

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From the Members

The team at [Athena Executive Services](#) for the last four years has been me, [Gina Cotner](#), and a mighty team of contractors. Now we have an Operations Manager, the first employee in the company! It is a thrilling milestone to be turning over most of the operations of the firm.

[Kris Keppeler](#) wrote a story about [democratized learning](#) published in Age of Awareness on Medium. She also turned a screenplay into an audiobook for an author in Germany, [The Magic of Shirkan](#), voicing all the characters including Cleopatra the Cat.



[Debbie Rosemont](#), CPO® and Productivity Consultant of [Simply Placed](#) has co-authored and published a book! [1 Habit for a Thriving Home Office](#) is now available on Amazon and includes contributions from additional WBO members Jennifer Mastor, Sylvia Peterson, Lauren Burgon, Gazala Uradnik, Kelly Smith, Laurie Nichols, Aubrey Armes, Yvonne

Hall, and past WBO Nellie winner Andrea Duffield. Debbie is also pleased to share a valuable and timely free resource with WBO members, her [Rock Your Work from Home guide](#). Here's to productively working from home!

On June 24, 2020, [Gazala Uradnik's](#) company, [GFS Events](#), received two Emerald City Applause Awards from the Seattle International Live Events Association: Best Nonprofit Event (Event Budget under \$50K) and Best Public Event. GFS Events is proud to produce exceptional fundraisers for nonprofits throughout the Pacific Northwest.

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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 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.

WBO MASTERMIND 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. Mastermind Groups are the place to receive and give ongoing support and 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 

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

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 to [Kelly and Deb](#).

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www.womenbusinessowners.org

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