



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire news & updates

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September 2020

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### President's Message

"So far 2020 has been like looking both ways before crossing the street and then getting hit by an airplane." We're not sure who said this, but it is a particularly apt description of this year. How are you coping with the unexpected challenges that 2020 has thrown your way?

WBO has made many changes in recent months to continue to provide value to our members despite not being able to physically get together, and we plan to continue to create opportunities for our members to grow and thrive throughout the rest of 2020 and into 2021.

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

Determined to honor our award winners while keeping everyone safe and healthy, WBO has pivoted to a 2020-style Virtual Awards Gala, which will be presented online on Friday, September 25th at 7:00 pm. We will provide a mix of live and recorded

### Calendar

#### Virtual After Hours

Tuesday, September 15

5:00 pm - 6:30 pm

**Topic:** Getting Into Your Power in Business Conversations

**Location:** Zoom

[More](#)

#### Brain Trust Circle

Wednesday, September 16

10:00 am - 11:00 am

**Location:** Zoom

**Hosted by:** [Jennifer Mastor](#),  
Mastor Recruiting & Consulting

[More](#)

#### Virtual Awards Gala

Friday, September 25

7:00 pm - 8:30 pm

**Location:** Virtual

[More](#)

## Education Workshop

Wednesday, September 30

Noon - 1:30 pm

**Location:** Zoom

**Presenter:** [Kris Keppeler](#),

KK Aria Productions

**Topic:** Why Would You Want to Start a Podcast?

[More](#)

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**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

**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

programming as we celebrate our 2020 Women Business Owners of the Year. Tickets are \$25 for two attendees, and we encourage you to dress up, pour a fancy cocktail or mocktail, and celebrate with all the WBOYA winners and finalists. Details and registration are at our [website](#).

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 a virtual Book Club and monthly Brain Trusts. In addition, many of WBO's Mastermind Groups are accepting new members, so if you haven't had the opportunity to participate in this popular member-only feature, contact Education Co-Chair [Patty Pacelli](#) to join a Mastermind Group.

The WBO Book Club met for the first time in August, with a good turnout and fun discussion. The next book for the Book Club is [Essentialism: The Disciplined Pursuit of Doing Less](#) by [Greg McKeown](#). Join the discussion on Thursday, October 8; details are on the [WBO website](#).

It's board recruitment season - 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 will be looking for several members to join in January 2021. If you are interested in serving at the leadership level, talk to any of our 2020 board members listed on the left side of the newsletter to learn about what serving on the board might look like for you. There are a variety of opportunities to help and we welcome your involvement. The WBO engine is powered by volunteers and we can't keep it humming without you.

Wishing you all a wonderful September, 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

**Jill Avey**  
[Jillian Avey Coaching](#)  
I help women CEOs scale their businesses for more profitability by improving how

**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

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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**



challenging times.

they lead themselves and their teams. Clients improve strategic alignment, teamwork, and innovation while streamlining processes to adapt to

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## Renewing Members



**Nathalie Boss**  
[John L. Scott](#)  
Member Since 2019



**Julia Cosse**  
[Cosse Financial](#)  
[Independence Group](#)  
Member Since 2019



**Darci Daniels**  
[Talkington](#)  
[Darci Daniels](#)  
[Coaching](#)  
Sapphire Sponsor  
Member Since 2019



**Gayle Johnson**  
[EVOLVE Coaching](#)  
[Seattle](#)  
Member Since 2018



**Jen O'Ryan, PhD**  
[DoubleTall Consulting](#)  
Member Since 2019

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

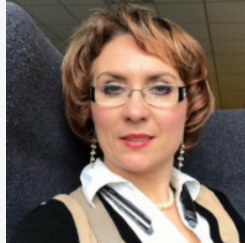


**LINKEDIN** We invite you to check out our [Women Business Owners group on LinkedIn](#). With our events listings, discussions, opportunities to post job openings, news and marketing tools, we encourage you to utilize this group more in 2020. Please join us at our LinkedIn group!

**WOMEN BUSINESS OWNERS ON FACEBOOK** [Click 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!

### Have something to contribute?

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



**Kelly Smith**  
[Willow & Oak Business Solutions](#)  
Board Member &  
Membership Co-chair  
Member Since 2018



## From our Members



**Jen O'Ryan,**  
[DoubleTall Consulting](#), is excited to share that her book is launching in September! *Inclusive AF: A Field Guide for Accidental Diversity*

*Experts* explains how to cultivate a workplace more welcoming for LGBTQ+ individuals – and for everyone else. It was developed for anyone thinking about inclusion and diversity in their business or organization. IAF: provides practical advice on moving your I&D projects beyond good intentions. [Sign up](#) for the latest info, expanded content, and early access.

## In the Spotlight



**Rachel Ronan,** [Kiwi Creative](#)

Rachel Ronan is principal and creative director of Kiwi Creative, a design studio specializing in brand identity, print collateral and promotional products. Before launching Kiwi Creative in 2008, Rachel worked as creative director for the Aircraft Electronics Association and was editor of the association's monthly magazine, *Avionics News*. She works with trade associations and businesses to provide professional, cost-effective graphic design. Starting with original, creative ideas, she takes a project from concept to completion. Rachel relocated from Kansas City to Seattle in 2014. In her free time she enjoys gardening and volunteers as a docent at the Dunn Gardens in Seattle. She collects McDonald's Happy Meal toys and loves to travel.



## Ingrid Vimont, [Boutique Aesthetics](#)

Before moving to the Bellevue area, Ingrid Vimont grew up in Portland, Oregon where she completed her clinical RN education and training. After graduating from Nursing School, Ingrid moved to San Diego where she spent 3.5 years as a NICU flight nurse. After years of watching the aesthetics industry grow and improve, Ingrid jumped at the exciting opportunity to become an owner/operator of a CoolSculpting system and then made a thrilling career change to make “Beauty a Career”! This is where Ingrid and Dr. Erik Suh blended their common business acumen and commitment to beauty into a great business relationship. Ingrid is a Certified CoolSculpting Specialist. Interested in the medical aspects of body sculpting and “treatment to transformation” through the CoolSculpting procedure, Ingrid specializes in helping her patients look their best and meet their treatment goals.

[Read More](#)

WBO members can learn more about [Rachel](#) and [Ingrid](#) 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](#) to Kelly and Deb.

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[\[womenbusinessowners.org\]](http://womenbusinessowners.org)

