



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire news & updates

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November 2020

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### President's Message

As of this writing, voting in our national election is over, but counting is still underway. It's possible, and perhaps even likely, that as you read this, we won't yet know the outcome of the presidential election.

This is a really hard time for many of us, as the pandemic and its so many different effects on our lives stretch into yet another month. But we will get through this, and it's more important than ever to see each other, truly see each other, as individuals living our lives, rather than putting each other into boxes, or labelling or stereotyping each other. It would be great if we could all try to do better!

While pausing to acknowledge the challenges of the current times, we and WBO continue on.

Last month WBO had a great virtual luncheon speaker in the wonderfully-named Sturdy McKee of Sturdy Coaching. Sturdy's talk was full of memorable takeaways, and among my favorites was "Delight the few to attract the many." In other words, concentrate on being truly exceptional to your clients, and if they are delighted with

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### Calendar

#### Virtual After Hours

Tuesday, November 10  
5:00 pm - 6:30 pm

**Topic:** 3 Surprising Ways Gratitude Can Grow Your Business

**Location:** Zoom

[More](#)

#### Brain Trust Circle

Wednesday, November 18  
10:00 am - 11:00 am

**Location:** Zoom

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

[More](#)

#### Virtual Luncheon

Thursday, November 19  
11:30 am - 1:00 pm

**Location:** Virtual

**Topic:** As We Grow – Business Practices –

Responsible and Sustainable

**Speaker:** [Aliya Marder](#), Co-founder, Ridwell

[More](#)

## Book Club

Thursday, December 3

4:00 pm - 5:00 pm

**Location:** Virtual

**Facilitated by:** Patty Pacelli and

Kelly Smith

[More](#)

**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:** Tracey Warren

you, word will spread organically and your business will grow.

This luncheon was just one example of the dynamic and engaging programming that WBO continues to bring to you despite the restrictions of the pandemic. Be sure to check out our upcoming offerings, including:

- [November Virtual After Hours](#) on Tuesday, November 10th at 5:00pm, where we will discover 3 Surprising Ways Gratitude Can Grow Your Business.

- [WBO Virtual Brain Trust Circle](#) on Wednesday, November 18th at 10:00 am, where attendees will enjoy an opportunity to brainstorm, seek input and problem solve with other attendees.

- [November Virtual Luncheon](#) on Thursday, November 19th at 11:30 am, with a presentation from Ridwell co-founder Aliya Marder discussing how to grow a responsible and successful business locally and sharing some sustainable practices that you may be able to incorporate into your businesses.

- [WBO Virtual Book Club](#) on Thursday, December 3rd at 4:00 pm. Grab a copy of Amy Waninger's "[Network Beyond Bias: Making Diversity a Competitive Advantage for Your Career](#)" and be prepared to learn and grow in your knowledge and insight while getting to know other WBO members.

Details and registration for each event is on the [WBO website](#).

We are continuing to recruit for next year's Board of Directors, and there are still a couple of vacant positions. As we have observed before, WBO's all-volunteer Board is the backbone of WBO, and WBO cannot flourish and grow without a vibrant and involved Board. If you are interested in upping your WBO involvement by becoming a leader, please contact [Brittany Gautreau](#), [Lauren Burgon](#), or [Aubrey Armes](#) to learn about what serving on the Board might look like for you.

We wish you all a wonderful November, 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

**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

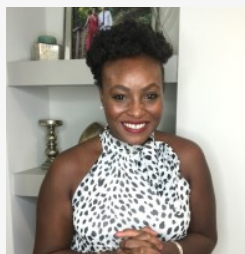
**CALLING ALL VOLUNTEERS!** Interested in volunteering to be on a committee or to help at an event? Let us know. Speak to any board member or [send an e-mail](#) to Yvonne Gitchel.

**LOOKING FOR SPEAKERS** The Events Committee is seeking luncheon speakers for 2021. 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.

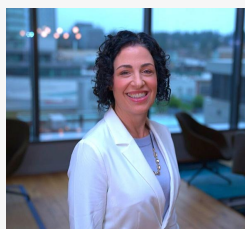
**TELL YOUR FRIENDS ABOUT WOMEN BUSINESS OWNERS!** Be sure to share your association with Women Business Owners with your friends, acquaintances, clients and fellow business owners.

**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](#).



**Alexia Caesar**  
[Healthy Habits by Alexia](#) encourages individuals to achieve a healthier lifestyle one day at a time by changing their behavior and attitude.

Through Dr. Sears Wellness Institute, I am a certified Health Coach for families, adults/seniors, and pregnancy.

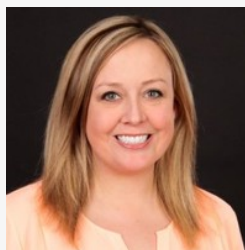


**Lissy Des Voigne**  
[Divorce Strategies Northwest](#) helps couples and individuals navigate the complexities of divorce.



**Laura Doehle**  
[Elevation Business Consulting](#) serves as the strategic partner to small business owners eager to stop scrambling through each day. We help

you identify the right activities to make your vision a reality.



**Carissa Edstrom**  
[Experis](#) provides companies with recruiting services in the IT space, staff augmentation capabilities, and some IT solutions expertise

within the Agile space, Digital Transformation, BI, O365 Support, and more.



**Julie Fry**  
[Your Expert Guest](#) is a podcast guest strategy and podcast guest booking agency. We partner with you to reach your podcasting guest

goals by identifying your target audience, ideal podcast shows and defining your calls to action.

**Chrissy Perry**  
[Talent Gap, LLC](#) is a Washington State Certified Woman Business Enterprise (WBE) recruitment consulting firm. We

**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 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!

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### Have something to contribute?

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



and goals and finding solutions.

take a people-first approach to recruitment, building relationships with both employers and job seekers, and taking the time to understand needs

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## Renewing Members



**Sonja Anderson**  
[Photography by Sonja, LLC](#)  
Member Since 2019



**Diana Djuranovic**  
[Edward Jones](#)  
Member Since 2019



**Tana Materi**  
[Carney Badley Spellman, P.S.](#)  
Member Since 2010



**K'ai Fu**  
[Magnus Media Group Video Production](#)  
Member Since 2018



**Gazala Uradnik**  
[GFS Events](#)  
Member Since 2019

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## From our Members

**Sam Alleva,**  
[Evergreen Ink](#), was featured as a guest



author for a [Paligo blog post](#) that describes how to develop a documentation strategy. Paligo is a technical documentation

software company based in Sweden and they service anyone around the globe (including my business)!



**Lisa Downs** of [New Aspect Coaching](#) launched a weekly radio show on KKNW Alternative Talk 1150AM in October called *Reigniting You*. The show focuses on

career transition advice, storytelling, and guest interviews for those age 40+ and airs live and streams each Wednesday at 3:00 p.m. PT. Check out the [show page here](#) for information and to download the podcast version. You can also access past episodes on the [show's Facebook page here](#). To ask a career transition question that Lisa will answer live on the air, or to share a “best job/worst job” story, email [reignitingyou@gmail.com](mailto:reignitingyou@gmail.com) or leave a voicemail at 360-436-6496.

## In the Spotlight



**Dena Levine**, [DML Insurance Services, Inc.](#)

Dena formed DML Insurance in 2004 as an independent insurance brokerage and holds licenses to practice in the states of Washington, Oregon, Alaska, California, Idaho, Montana, New York and Georgia. Dena was lucky 33+ years ago to fall into an industry that she loves. It combined her double majors (education and psychology) and allows her to work with businesses of all sizes to help them understand insurance so they can make informed decisions on what they need for protection. Dena identifies herself as a proud insurance nerd! Dena has been with her husband for 30-years and with their combined families, have 11 grandchildren, whom she adores.



**Jen O'Ryan**, [DoubleTall Consulting](#)

Dr. Jen O'Ryan is the founder and principal of Double Tall Consulting, specializing in organizational Inclusion and Diversity strategies. A PhD in Human Behavior, she understands the challenges leaders can face in developing a culture of inclusiveness for LGBTQ+ employees, clients, and consumers. Leveraging two decades of experience in change management, Jen guides organizations from “good intentions” to effective implementation and results. She is also the author of *Inclusive AF: A Field Guide for Accidental Diversity Experts* (available September 2020). Designed for anyone thinking about inclusion and diversity, IAF explains how to cultivate a workplace more welcoming

for LGBTQ+ individuals – and for everyone else. Jen frequently speaks on podcasts, panels, and at events related to gender identity, sexual orientation, and influencing change across organizations.

[Read More](#)

WBO members can learn more about our members 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)

