



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

January 2021

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President's Message

Happy New Year Women Business Owners!

[Click to view a video message from the WBO President](#)

Whew! We made it through 2020 and into a new year, fresh with possibilities. Whether last year brought you tremendous success, found you pivoting so hard you sprained your ankle, or even had you take a step away for a while to nurture another part of your life, WBO is committed to being your partner in success--however you define success for yourself in this coming year.

We want 2021 to be the year that is the foundation of your success for the next decade. We will do our best to bring you programming and opportunities you need to reach the next level of success you desire.

The year that lies ahead will require navigating the mystery of the unknown, innovating, and learning new ways of doing business. While we don't know what 2021 will bring us, we do know we have each other to lean on, learn from, and grow with. And that, my friends, is gold!

Calendar

Virtual After Hours

Tuesday, January 12

5:00 pm - 6:30 pm

Topic: The Power of Effective Goal Setting

Presenter: [Jennifer Kim](#), Balanced Path Coaching

Location: Zoom

[More](#)

Virtual Let's Do Lunch

Tuesday, January 19

12:00 pm - 1:00 pm

Location: Zoom

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

Open to WBO Members Only

[More](#)

Brain Trust Circle

Wednesday, January 20

10:00 am - 11:00 am

Location: Zoom

Hosted by: [Jennifer Mastor](#),

Mastor Recruiting & Consulting

[More](#)

Virtual Luncheon

Thursday, January 28

11:30 am - 1:00 pm

Location: Zoom

Speaker: [Rachael Bozsik](#), a Thought Leadership Coach + Keynote Speaker

[More](#)

Book Club

Thursday, February 4

4:00 pm - 5:00 pm

Location: Zoom

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

Book for discussion: [*The Moment of Lift: How Empowering Women Changes the World*](#) by Melinda Gates

[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!



President: Aubrey Armes
Awaken Your Greatness

Immediate Past President: Lauren Burgon
Law Office of Lauren Burgon PLLC

Awards Gala Co-Chair: Jennifer Mastor
Mastor Recruiting & Consulting

Why I stepped into the WBO President's shoes

When Lauren Burgon asked if I would consider becoming the next WBO president, I had a full body Yes! response. I love serving women and their success. I am a born innovator who leads organizations and leaders through transitions and creates transformation. I believe that when women rise up into their full potential, without apology or holding back, and lead from a more feminine leadership model, we will see massive change for the better in our world. I'm thrilled to serve you as President this year!

Leverage your WBO membership

I encourage you to take time this month to get clear on your vision of success for 2021. When we fast forward to our annual holiday party in December, how do you want to feel at the end of the year? What do you want to celebrate? What will make you smile with satisfaction that comes from deep within? Connect with another [WBO member](#) and share your visions of success with each other. Kick it up a notch and become accountability partners for the year.

What's happening in the Boardroom?

The Board will be meeting for our annual strategic planning on January 7th. We will be focusing on the following items:

- Deep dive into Member Survey to drive decisions
- Expanding membership with an emphasis on diversity, equity, and inclusion
- Increasing value for our members
- A total review of event format, pricing, how we network, and how to make events more meaningful and valuable

What you can expect in 2021

1. We will be very attentive to supporting your needs this year as we navigate when and how to safely return to in-person events.
2. We will be asking for your input throughout the year so we can best serve you, so please participate in our surveys and let your voice be heard.
3. Joy. Laughter. Levity. High Vibes. We plan on continuing our trend of women feeling more energized and ready to take on their biggest challenges after attending our events.
4. Innovation. Status quo didn't make it through the pandemic portal.
5. Continuing to grow our reputation for having high caliber members who are genuine, generous, deeply caring, and wildly successful (by their definition).

Awards Gala Co-Chair: Gazala Uradnik
GFS Events

Education Co-Chair: Jen O'Ryan
Double Tall Consulting

Education Co-Chair: Patty Pacelli
Pacelli Publishing

Events Co-Chair: Lissy Des Voigne
Divorce Strategies Northwest

Events Co-Chair: Janine Southard
Happiness Coaching by Janine

Marketing Chair: Tracey Warren
Spark Business Services

Membership Co-Chair:
Darci Daniels Talkington
Darci Daniels Coaching

Membership Co-Chair: Deborah Still
Fairway Mortgage

Secretary: Sam Alleva
Evergreen Ink

Sponsorship Chair: Cheri Kuhn
Traction Advantage / Perfect Planner

Treasurer: Lori Stutsman
Extra Mile Marketing

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

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

On a personal note

I am so glad that I am a member of WBO and have been for the last six years. My WBO membership has proven to be essential. Investing in the currency of relationships through many conversations with women in this organization has saved my business and my sanity, more than once over the last six years.

Wishing you all the best 2021 has to offer you and your business. More to come about what to expect in 2021 in our February Wire and during our upcoming events. Stay tuned for a glimpse into this coming year and to receive a few words of inspiration and motivation each month.

In service to your greatness,
~Aubrey Armes
2021 President,
Women Business Owners

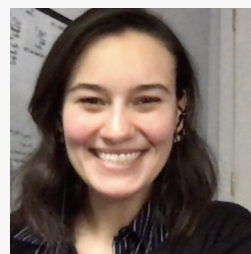
Did you know?



WBO celebrated its 41st Anniversary at our recent Awards Gala on September 25, 2020.

Since 1979, WBO has been providing monthly events giving you the opportunity to make one-to-one connections that lead to referrals, solutions, strategic business insights and enduring friendships.

Renewing Members



Samantha Alleva
[Evergreen Ink](#)
Member Since 2020
WBO Board Member
& Secretary



Marlena Grundy
[PNW Strategic Legal Solutions, PLLC](#)
Member Since 2019

Dena Levine

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 Lissy Des Voigne and Janine Southard, Events Co-Chairs.

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 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!

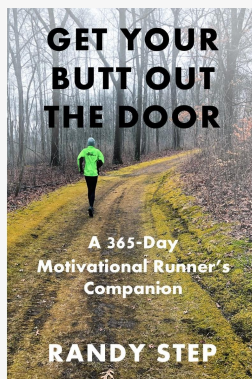


[DML Insurance Services, Inc.](#)
Member Since 2001
WBO Ruby Sponsor

From our Members

Sam Alleva, [Evergreen Ink](#), would like to thank **Kelly Smith** of [Willow & Oak Business Solutions](#) for doing such an amazing job with my marketing strategy for 2021. I hired her to help me develop my marketing plan for next year, and not only did she develop a sustainable plan for me to implement myself, but she also helped me structure my services and offerings to help streamline my internal business systems as well! I am not a particularly empathetic person, but she was still able to guide me in effectively realizing the concerns and challenges my ideal client faces. This new understanding compounded with her marketing plan is now allowing me to focus on solving the problems of (and therefore, attracting) my IDEAL clients!

Kris Keppeler, [kriskeppeler.com](#), published a couple of new health and fitness articles this last month. One in a new publication, [WeWriteAbout.com](#), and her latest story in [Women of Wisdom](#) magazine.



Patty Pacelli, [Pacelli Publishing](#), has produced and published a new book, [Get Your Butt Out the Door](#), by Michigan author, blogger and runner Randy Step. In this daily motivational guide for runners, Randy covers every

possible excuse for not getting in the daily run. In paperback and kindle on Amazon.

In the Spotlight

Laura Doehle is the founder of [Elevation Business Consulting](#), a firm focused on helping small businesses make their vision actionable. She is consistently recognized for her personal, positive approach



and ability to make recommendations that help organizations stay focused on their strategic initiatives. Her career has involved helping organizations achieve current and long-term business goals that required change across all functions. She provides value by connecting the dots, understanding the external data and trends, and creating programs that achieve progress. Laura brings her passion for helping businesses achieve their goals through her involvement in Life Science Washington's WIN Mentoring Program. Laura earned an MBA from Auburn University and a BS from the University of Illinois. She serves on the board of Music Center of the Northwest.



Jennifer Swaim is a Certified Personal Trainer and Owner of [LIFT - Life Integrated Fitness Training, LLC](#). She builds flexible fitness programs suited for your real life. Her resistance based workouts are designed to build strength and give you the energy to do YOUR heavy lifting in life. Her goal is to help you take care of yourself while you take care of everyone else. Prior to starting LIFT, Jennifer used her passion for health as the Vice President of Global Health, Safety and Environment for Terex Corporation, leading the company's journey to safety excellence.

[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.