



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

February 2021

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President's Message

Exciting News!

New Diversity, Equity, and Inclusion Board Chair now open and taking applications.

The WBO Board of Directors is adding a new Board Chair for Diversity, Equity, and Inclusion. If you are interested in applying for the new position, please complete this [online form](#). Know someone who may be interested? Forward this email to them!



Calendar

Virtual After Hours

Tuesday, February 9

5:00 pm - 6:30 pm

Topic: Tap Into a Network of Knowledge

Location: Zoom

[More](#)

Brain Trust Circle

Wednesday, February 17

10:00 am - 11:00 am

Location: Zoom

Dear WBO,

I want you to know how adored, admired, and cherished you are! In my six years as a member, I have seen women in our community:

- Take the big leap leaving their secure corporate jobs to start their business and be greeted by another WBO member with an enthusiastic high-five while everyone else in their life was questioning their sanity,
- Go from start-up to Woman Business Owner of the Year,
- Transition out of existing businesses and

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

Virtual Let's Do Lunch

Tuesday, February 17
12:00 pm - 1:00 pm

Location: Zoom

Hosted by: [Patty Pacelli](#), Pacelli Publishing
Open to WBO Members Only
[More](#)

Education Workshop

Monday, February 22
11:30 am - 12:30 pm

Location: Zoom

Presenter: [Valerie Moseley](#), CPA, Valerie Moseley, CPA PLLC

Topic: Make Your Taxes Less Taxing: Fundamental Tax Concepts for Entrepreneurs

[More](#)

Virtual Luncheon

Thursday, February 25
11:30 am - 1:00 pm

Location: Zoom

Speaker: [Julie Fry](#), Your Expert Guest

Topic: Get More Leads as Podcast Guest!

[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

- into new ones where they thrive,
- Say goodbye to spouses, parents, other loved ones, and furbabies and undergo the grieving process,
- Get married, get divorced, give birth, and see their kids off to college,
- Be diagnosed, get treated, and kick cancer's ass!
- And so much more!

And through it all runs one golden thread - the spirit and mindset that each of you embodies. It's a spirit of "can-do" mixed with joy and enthusiasm; a big compassionate heart that drives you to make things better for everyone; a generous inclination to support each other through challenges and celebrate each other for the wins.

I am so amazed by your strength, courage, tenacity, and love. Thank you for sharing yourself so generously and co-creating this amazing community of Women Business Owners where we all get to thrive!

A look back at last month

January was a wildly successful kickoff to 2021! We had a blast at our After Hours event learning the power of effective goal setting presented by Jennifer Kim of Balanced Path Coaching. A highlight was how to actually earn more money while working fewer hours. Yas!

Our luncheon had stellar attendance as women tuned in to learn step-by-step how to get more press and publicity from high-caliber publications and get paid from our speaker Rachael Bozsik.

If you attended our events, you were probably buzzing with excitement. If you missed out, be sure to sign up and get the February events on your calendar!

What's happening in the Boardroom?

In very exciting news, I am happy to report that the WBO Board of Directors voted to create and open a new Board Chair for Diversity, Equity, and Inclusion. If you are interested in applying to hold this new position, please complete this [online form](#). Know someone who may be interested? Forward this email to them!

Looking ahead to February

Experience a different kind of networking in February starting with our After Hours, where you get to choose which breakout room you go to!

Feeling Zoomed Out?

If the idea of getting on another zoom call makes you want to gag and go running off

Awaken Your Greatness

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

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

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.

into the forest where there is no wifi, I want to share a secret with you about WBO's gatherings. Women who show up to WBO's main events leave feeling enthusiastic and energized! If you've been skipping the Zoom Room, give us a chance this month to win you over.

A reminder of your greatness

There's one thing I want to leave you with today, You are powerful beyond measure. I know, it doesn't always feel that way. That's why I'll be here, all year long, reminding you and cheering you on as you reach new levels of success in 2021. All you have to do is show up and receive!

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

Welcome Aboard



Arwen Becker
Becker Retirement Group is an independent retirement planning company. We apply simple and sound strategies to help

preserve your life savings. Our goal is to help you identify your values and make financial decisions that make sense for you.



Trish Gallant
Gallant Physical Therapy A private-practice physical therapy clinic in the Queen Anne neighborhood of Seattle.



Coleen Gose
Life 2.0 Coaching with Coleen helps women discover their strengths and passions so that they can find their dream job.

Jennifer Hoffman
At Coalition Web Design, we help you scale your business by creating a powerful brand, web design

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 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!



and marketing strategy to elevate your online presence and generate consistent and reliable results.

Michelle Lee
[Columbia Bank](#) is committed to helping our clients achieve their professional and financial goals through successful long-term



relationships. Columbia Bank is top SBA lender, recipient of best workplace and retail banking awards.



Angela Merzib
[Coalition Web Design](#)
Stand out from the competition with a website that's memorable, powerful, and most importantly, driving sales



Pam Stone
[Family Resource Home Care](#)'s scope of services supports a wide range of needs - from basic care and household assistance to more challenging nursing care. All services are delivered in the comfort of the client's own home.



Candy Wright
[Candy Wright Coaching](#)
I help high-achieving, soul-centered women over 50 lose weight with ease in 6 months and keep it off for

good. I help them create a peaceful partnership with their bodies, food, with themselves and their lives.

Luncheon Sponsor

WBO thanks [Magnus Media Group Video Production](#) for generously sponsoring our January Luncheon!

Magnus Media Group provides smartly focused, story



driven video production for companies of all sizes: About Us videos. Speaker demos. Event highlights. Full-length lecture production.

Legacy Videos for organizations and individuals. To meet the needs of our clients during pandemic restrictions, we now offer remote video production options that include coaching to maximize your DIY video set up and on-camera presence; and professional editing for self-recorded videos. Our clients include Northwest Wall and Ceiling Bureau; MCAWW; GFS Events; Balanced Path Coaching; and Laurie Nichols, RLP, CPC, & ELI-MP. Whatever your video needs, Magnus Media Group can create the videos you need to drive business, enhance brand awareness, and celebrate your stories.

Did you know?



WBO Members can submit articles to our blog? If you are a WBO Member and would like a piece of your thought leadership shared, please [review the](#)

[submission requirements](#) and email your submission to our [Membership Chairs](#).

Renewing Members



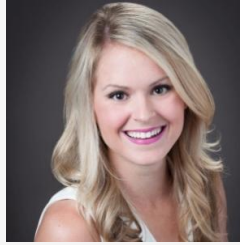
Jenny Boyle Penney
[Jennifer Boyle Photography](#)
Member Since 2020



Laurie Cook
[Wheelhouse Marketing Group](#)
Member Since 2016

Brittany Gautreau
[Clarity Capital Partners, LLC](#)
Member Since 2016

Emerald Sponsor



Rebecca Kerr
[Global Creative Solutions Group LLC](#)
Member Since 2019



Jennifer Kim
[Balanced Path Coaching](#)
Member Since 2020



Vanessa Laughlin
[Banister Advisors](#)
Member Since 2019



Nancy Linnerooth
[UnblockResults.com](#)
Member Since 2015



Carol Parrish
[Utor Wealth](#)
Member Since 2020

From our Members

Sharing good news with WBO!
Thanks to her hard work, her intelligence and patience with me, **Kelly Smith** of [Willow & Oak Business Solutions](#), created a new website for **Jennifer Mastor**, [MASTOR Recruiting & Career Consulting](#).

Awards Committee Co-Chairs, **Jennifer Mastor & Gazala Uradnik** would love to

know where you would like to celebrate Women Business Owners Gala, 2022
ALL Suggestions will be not only appreciated but taken under consideration.
[Please let us know your thoughts.](#)

In the Spotlight



Jennifer Hoffman, [Coalition Web Design](#)

Most service-based businesses fail to stand out from the competition and don't understand why their marketing is ineffective. At Coalition Web Design, we help you scale your business by creating a powerful brand, web design and marketing strategy to elevate your online presence and generate consistent and reliable results.

Helping other entrepreneurs turn their dream into reality is what fuels me each day. I love everything there is about the marketing and web design process, from the initial strategy discussions to the final launch, but most of all, seeing my clients' businesses thrive due (in part) to the work we've done.

I'm a big believer in continuous improvement. A mentor of mine from early on in my career always taught me to embrace the idea that "there's always a better way." I am continually refining my processes and sharpening my skills to provide my clients with the most effective strategies available.



Carol Parrish, RICP, [Utor Wealth](#)

Carol is a financial advisor who makes a difference in the lives of her clients. She helps women feel more confident around their money decisions and creates a prioritized plan to put them in the best financial position possible, regardless of the economic circumstances. The best part? She is totally down to earth, non-judgmental and can truly relate to what these women are going through because she's living it herself!

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 Deb and Darci.

WOMEN BUSINESS OWNERS
[\[womenbusinessowners.org\]](http://womenbusinessowners.org)

