



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

March 2021

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President's Message

Dear WBO,

Welcome to March! This month is full of movement as the seasons shift from Winter to Spring, reminding us of the natural rhythms of life and how natural it is to grow and evolve over time. March is also Women's History Month, International Women's Day on March 8th, and Equal Pay Day on March 24th.

For me, this month is about reflecting on the collective past of women and giving thanks for all the women's shoulders we stand on as we look forward to a bright future of equity for all. While there's a lot of work to do to achieve this equity, I am encouraged by the bold, passionate, action-oriented women and men who are stepping up to make this dream a reality.

Growing with WBO

Do you need additional resources to be successful in your business? Please reach out and let me know what topics or specific programming you need. We are here to support your success!

Please consider inviting other women

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

After Hours

Tuesday, March 9

5:00 pm - 6:30 pm

Topic: Build Your Perfect Pitch!

Presenter: [Tracey Warren](#), InSpark

Coworking

Location: Zoom

[More](#)

Let's Do Lunch

Tuesday, March 16

12:00 pm - 1:00 pm

Location: Zoom

Hosted by: [Tracey Warren](#), InSpark

Coworking

Open to WBO Members Only

[More](#)

Brain Trust Circle

Wednesday, March 17

10:00 am - 11:00 am

Location: Zoom

Hosted by: [Jennifer Mastor](#),

Mastor Recruiting & Consulting

[More](#)

Education Workshop

Tuesday, March 23

11:30 am - 12:30 pm

Location: Zoom

Presenter: [Wanda Allen](#), Follow Up Sales Strategies

Topic: Follow Up Strategies That Will Get More Clients and Close More Sales

[More](#)

Luncheon

Thursday, March 25

11:30 am - 1:00 pm

Location: Zoom

Speaker: [Gazala Uradnik](#), GFS Events

Topic: Why Doing Good can be Good for Your Business

[More](#)

Book Club

Thursday, April 1

4:00 pm - 5:00 pm

Location: Zoom

Hosted by: Patty Pacelli, Pacelli Publishing

Book for Discussion: [Dare To Lead by Brené Brown](#)

[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!

business owner colleagues to join you at one of our future events, or invite them to become a member. In these virtual times, geographic location is not a barrier to entry. We are committed to running virtual events through the duration of 2021 so we can plan for consistency. We may return to in-person events at some point this year, and if so, we will run a hybrid model of in-person and virtual events so all members can participate in a way that feels safe for them.

What's Happening in the Boardroom? Free Guest Pass in March!

For the Spring season, we are focusing on growing our membership and helping our members grow their businesses. We know that a WBO membership is a vital tool in a woman business owner's success toolkit and can be the difference between thriving and barely surviving. To help spread the wealth of resources, each member will be given a free guest pass to invite a non-member to an upcoming event. Members - watch your inbox for your guest pass and details.

Diversity, Equity, & Inclusion

In other exciting news, the Board has voted to approve Jen O'Ryan, *Double Tall Consulting*, as our first Diversity, Equity, & Inclusion Chair. Congratulations, Jen! We are still taking applications for the second chair position. to apply, please complete the [online application](#) and submit by March 12.

A Look Back at Last Month

February was a high-energy month, starting with our After Hours where participants got to choose which breakout rooms they attended to both give and receive advice on how to step up their game with productivity hacks and generating their next batch of clients.

Our luncheon was also well attended as we learned some interesting facts about Podcasting from Julie Fry, *Your Expert Guest*, on how to increase your visibility and position yourself as an expert to generate more exposure and revenue.

Our participants left feeling energized and uplifted, with 100 percent of those surveyed responding that they received value from the events.

Looking Ahead to March

We want to help you grow your business! We want you to stand out in the sea of competitors and be known for the unique gifts you bring. Join us for our Elevator Pitch Night at our March After Hours where you can fine-tune your elevator pitch to make



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

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
LDV Business Solutions

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

sure people take notice, refer you, and hire you.

A Reminder of Your Greatness

In closing, I want to remind you of how courageous, talented, and important you are. You matter. Your work in the world matters. You have lived through circumstances that have shaped you into the woman you are today, and the woman you are becoming. These experiences are part of the awesome sauce that make you uniquely qualified to offer your brilliance and expertise to the world. So when you feel small, wobbly or lost, remember this - your greatness is a medicine that is needed at this time. Take a deep breath, drop into your heart (and out of your monkey mind), and take the next courageous step forward. After all, you've got a whole community of women behind you, cheering you on.

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

Welcome Aboard



Mia Hannom
In Form Design is a wellness-focused kitchen and closet design firm. We design healthy interiors that save time, improve

efficiency, and boost vitality. Every interior is designed to improve ergonomics and wellbeing so our clients can thrive.

Did you know?



WBO Members can add their events to the WBO Events Calendar? WBO members are invited to include their own events on our calendar to gain more

exposure, visibility, and participants! Be sure to include how to register for the event and contact information for participant questions. Once you are logged into our website, go to "Account" then "Submit an Event".

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 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.

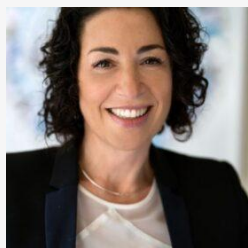
WBO MASTERMIND GROUPS Would you like to get to know other women who are building their businesses? Mastermind Groups are the place to receive and give ongoing support and are an excellent place to share ideas and plans with like-minded women. Please complete the [online sign-up form](#) to submit your 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. Please join our LinkedIn group!

Renewing Members



Lauren Burgon
[Law Office of Lauren Burgon PLLC](#)
Board Member & Sapphire Sponsor
Member Since 2016



Lissy Des Voigne
[LDV Business Solutions](#)
Board Member & Event Co-chair
Member Since 2020



Cheri Kuhn
[Traction Advantage/Perfect Planner](#)
Board Member & Sapphire Sponsor
Member Since 2020



Adrienne Miller
[Forever Care Services](#)
Member Since 2017



Kippie Pasowicz
[Windermere Real Estate Co.](#)
Ambassador
Member Since 2017



Marriot Winquist
[BrightTree Consulting, LLC](#)
Member Since 2020

From our Members

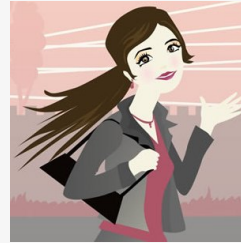
[We're](#) so thrilled that the Ron & Don website we

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!



designed is a nominee for 'Best Websites' on

Awwwards.com. Awwwards is the most well-known and respected online web design awards in the world. We are really proud to have been shortlisted in this highly competitive competition. [Check out the submission link.](#)



Survey please! Our Awards Gala Committee Co-Chairs would like to know your preferred location and month for the Annual WBO Gala, to be held in 2022.

[Please take our short 1-minute survey](#) to let us know your preferences.

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 Deb and Darci.

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

