



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire news & updates

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April 2021

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### President's Message

Dear WBO,

It's Spring! The days are getting longer (daylight until 8ish?! ☐), the sun has been shining, and Mother Nature has gifted us with gorgeous Spring flowers. I hope you've taken time out of your busy work and personal schedules to enjoy a "beauty moment" to simply bask in the sunshine and just breathe.

In part of my journey of being a woman business owner, I've learned to run my business in harmony with the natural rhythms of life. The natural cycles remind us that we can't always be in the go-go-go mode. There are times to press forward, expand, and stretch ourselves. There are also times where rest, stillness, reflection, and the wisdom of the pause are what's needed.

Spring can be a time of excitement and enthusiasm as creativity flows, bringing in new beginnings and new life. This is the time of year where all the hard work that you've put in up until now finally pays off and starts to show up, just like the seedlings sprouting and becoming flowers in full

### Calendar

#### Let's Do Lunch

Friday, April 9  
12:00 pm - 1:00 pm

**Location:** Zoom

**Hosted by:** [Deb Still](#), Fairway Independent Mortgage Corp.

*Open to WBO Members Only*

[More](#)

#### After Hours

Tuesday, April 13  
5:00 pm - 6:30 pm

**Topic:** Pitch Night!

**Location:** Zoom

[More](#)

#### Brain Trust Circle

Wednesday, April 21  
10:00 am - 11:00 am

**Location:** Zoom

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

Mastor Recruiting & Consulting

[More](#)

### Luncheon

Thursday, April 22

11:30 am - 1:00 pm

**Location:** Zoom

**Speaker:** [Katie McLaughlin](#),

McLaughlin Method

**Topic:** Diversity & Inclusion in Your Day to Day Operations

[More](#)

### Education Workshop

Tuesday, April 27

11:30 am - 12:30 pm

**Location:** Zoom

**Presenter:** [Debbie Rosemont](#),

Simply Placed

**Topic:** Maximize Energy to Maximize Productivity

[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

bloom.

Look for that this month. Look for the evidence that you are starting to hit your stride as you level up in your business. Be sure to share your wins and successes with us on social media between events!  
#WBOWWA

### Growing with WBO

Please consider inviting other women business owner colleagues to join you at one of our future events, or invite them to become a member. Our organization becomes richer when we have more vibrant women involved.

### Free Guest Pass in April!

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 one of our upcoming events. *Limit: 1 pass per guest.*

Be creative when you are thinking about inviting a guest. Do you know a woman who owns an auto repair shop? Invite her. A woman-owned home inspection business? Invite her. A woman with a larger team who is running a multi-million dollar business? Invite her. How about a woman business owner down on her luck who needs a little spark? Invite her. Members, watch your inbox for your April guest pass and details.

### What's happening in the Boardroom? Return to In-Person Networking

It's the \$64,000 question of 2021--when will we return to in-person events? The Board started this discussion at our March Board meeting and will pick up the topic again in April to make decisions on how to move forward. This is a big decision and I want to hear your thoughts on what feels good for you when it comes to returning to in-person events. I'll be holding listening sessions this month where your voice can be heard. You can sign up to attend a listening session on [April 15th](#), [April 16th](#), or [April 21st](#).

### Diversity, Equity, & Inclusion

We are in the selection process for our new DEI board co-chair position. In the meantime, we are expanding how we view diversity, equity, and inclusion. We are bringing a new focus on our luncheon speakers and topics to be mindful of our commitment of becoming a more inclusive,

**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  
Traction Advantage / Perfect Planner

**Treasurer:** Lori Stutsman  
Extra Mile Marketing

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

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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

diverse, and equitable organization. I would love to hear from you! What topics for future luncheons, education events, or panels would you like to hear about when it comes to the topic of Diversity, Equity, and Inclusion? Please send me your thoughts to [president@womenbusinessowners.org](mailto:president@womenbusinessowners.org).

### A look back at last month

It was so much fun at our March luncheon when everyone shared their favorite Spring flower as we learned from our Woman Business Owner of the Year Winner and WBO Board member Gazala Uradnik, on Why Doing Good Can be Good for Your Business. A couple of major takeaways were how to leverage your return on investment when supporting nonprofits, and that the best-selling strategy was to simply ask!

During our After Hours event, Tracey Warren, WBO Board member, walked us through how to craft a simple, concise, yet compelling elevator pitch. It was amazing to see how quickly the women elevated their pitch game over the course of a few networking rounds. Spending a focused allotment of time with immediate peer feedback moved these women forward significantly!

### Looking ahead to April

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 continued Pitch Night series during our April After Hours where you can get expert feedback from our panel of judges for the following types of pitches: Investor, Media, and Elevator. Know someone who is looking for investors? Invite them to this event. Know someone who is looking to get booked as a speaker or podcast guest? Invite them!

### A reminder of your greatness

Darling, do you! Blaze your own path. Be the woman who takes a stand to run your business in ways that feel good as well as producing the results you want. Both are possible! You can create success on your terms, however you define success. And we'll be right here, cheering you on the whole way!

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

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## Welcome Aboard

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!

**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!



**Mary Gleason**  
[Mary Gleason Consulting & Coaching](#)

Intuition coaching trains participants on the best ways to include intuition in their decision-making process for greater clarity, calm, and confidence.

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## Did you know?

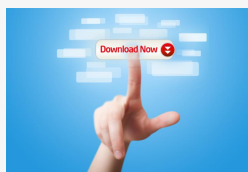


**WBO Members can submit a blog to be posted on the WBO website!** Share your expertise and increase your visibility! The blog post should be no

more than 800 words (short and simple!). Be sure to include your photo and a short bio. You can share a link to your blog post on social media promoting that you wrote a blog for WBO. Email your submission to [membership@womenbusinessowners.org](mailto:membership@womenbusinessowners.org).

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## WBO News



**WBO Members - Can you spare 90 seconds to help us out?** As members and business owners, we are always looking

for ways to improve. Our goal is to provide value, new perspectives, and exploration of engaging topics. But we need your help. [This 90-second survey](#) will provide us with insights on our Educational Events (typically 11:30 - 12:30 on Tuesdays). What you'd like to learn about and where we should add more (or less) focus. Thanks for being an important part of our growth!



**Door Prizes are Back!!** WBO

Members: Donating a door prize is an excellent way to get more visibility and public recognition during our luncheon events. If you'd like to donate a door prize, please [complete this form](#).

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## Renewing Members



**Lisa Downs**  
[New Aspect Coaching](#)  
Member Since 2015



**Denise Gabel**  
[The Denise](#)  
Member Since 2018



**Regina Glenn**  
[Pacific Communications Consultants, Inc.](#)  
Member Since 2017  
*Recipient of the 1992 Nellie Award*



**Pam Hottinger**  
[Colonial Life](#)  
Member Since 2015



**Eric Scroggins, Ph.D.**  
[Banner Bank](#)  
Member Since 2017

*Ruby Sponsor*



**Tracey Warren**  
[InSpark Coworking](#)  
Member Since 2020

*Board Member & Sapphire Sponsor*

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## From our Members

**Sam Alleva**, [Evergreen Ink](#), was recently a guest on [Living Corporate's "See It To Be It" podcast](#), where she discussed her career path and how her childhood love of space transformed into her passion for helping

green tech companies propel their innovative, earthly solutions forward.

**Kris Keppeler**, [KrisKeppeler.com](http://KrisKeppeler.com), had two audiobooks she narrated and produced published to Audible this month. [The Aftermath](#) is a nine-hour audiobook about abuse and recovery. [The Witch's Starter Kit](#) is not as scary as it sounds. It's an introduction to Wicca and Wiccan Witchcraft.

## In the Spotlight



### Trish Gallant

#### [Gallant Physical Therapy](#)

Dr. Trish Gallant, DPT is a practicing physical therapist owner of Gallant Physical therapy, a private-practice in Queen Anne. She is a board certified orthopedic specialist with extensive experience treating orthopedic and neuromuscular conditions across the lifespan. Beyond my typical clinical work, she takes great pride in her education roles including being a clinical instructor for the University of Washington's Doctor of Physical Therapy program. In her downtime, she enjoys reading as much as she can. She is most proud to be a wife, mother and physical therapist who is actively involved with organizations in

Seattle that support the advancement of women.



### Coleen Gose

#### [Life 2.0 Coaching with Coleen](#)

As a coach, I help women find their passions, strengths, values, and will help them develop a roadmap that will bridge the gap from your current situation to the life you truly desire! I left a 25 year career in the corporate world to follow my calling as a Life Coach and I am so excited for this journey. I want to share my life experience and strategies with others so they can bridge the gap between their current life and a life full of success and love.

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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 profile in the WBO website's member directory 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)

