



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

June 2021

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President's Message

Dear WBO,

It's June! With temperatures well into the 80s and sunny skies as I write this, I think it's safe to say we've broken our "June-uary" weather curse the PNW is known for.

As an avid gardener, this time of year is exciting and full of possibilities. My blueberries are ripening on the vine, and I'm eagerly anticipating the taste of my harvest. Yet, I'm treasuring this sweet time now, before the big payoff. Patiently taking time each day to feed them coffee, sing to them, and watch them grow and mature.

As we emerge out of lockdown and venture back out into society, let's be patient, gentle and kind to ourselves and others. We are all at various levels of readiness to return to gathering in-person and having physical contact with others. Some of you have been in full swing for a while now. Others are still hesitant to leave the safety of your home. It can feel weird to make the transition to life beyond lockdown. In case you need this affirmed, you do not need to apologize or justify your boundaries.

Calendar

After Hours

Tuesday, June 8

5:00 pm - 6:30 pm

Topic: Refine Your Profile

Location: Zoom

[More](#)

Education Workshop

Tuesday, June 15

11:30 am - 12:30 pm

Location: Zoom

Presenter: [Jen O'Ryan, PhD,](#)

Double Tall Consulting

Topic: Designing an Inclusive Business –
LGBTQ+ 101

[More](#)

Brain Trust Circle

Wednesday, June 16

10:00 am - 11:00 am

Location: Zoom

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

Let's Do Lunch - *In-Person

Sold Out - join the wait list

Wednesday, June 16

11:30 am - 1:00 pm

Location: [Azul Restaurant & Lounge](#),

15118 Main St Ste 100, Mill Creek

Hosted by: [Tracey Warren](#), Spark Business
Services

Open to WBO Members Only

[More](#)

Let's Do Lunch - Virtually

Wednesday, June 16

Noon - 1:00 pm

Location: Zoom

Hosted by: [Lissy Des Voigne](#), LDV
Business Solutions

Open to WBO Members Only

[More](#)

Luncheon

Thursday, June 24

11:15 am - 1:00 pm

Location: Zoom

Speaker: [Margo Engberg](#), Pinkabella
Cupcakes

Topic: How We Turned Our Passion Into
Profits

[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!

As we return to being together in person, we will make every effort to create a safe, welcoming, and inclusive environment for everyone, no matter where on the spectrum you fall. I welcome your ideas of what you've seen work really well, or not well, as we tend to the variety of needs an organization our size requires. We want you to get the most from your membership at WBO.

This Month's Events

We are riding high from last month's Woman Business Owner of the Year Award Winner | Solopreneur 2020 Kelly Smith's luncheon presentation on how to grow and scale your business to multi-six figures. To keep the momentum rolling, this month we will be hearing from Woman Business Owner of the Year Award Winner | Spirit of Nellie Cashman 2020, Margo Enberg, of [PinkaBella Cupcakes](#) to learn how to channel your passion into profits that fund your favorite causes. Did you know that Margo has given away over 30,000 cupcakes? Be sure to register to hear her inspiring story.

If your social media needs a little makeover, you'll definitely want to attend our After Hours event this month. We will be breaking out into small breakout rooms to give each other actionable feedback on how to refine your social media profile so that it reflects who you are now and drives more business your way.

Not interested in honing your social media profile but still want to network? No problem! We'll open a "Wild West" breakout room where anything goes so you can join others who would like to network and skip the activity.

What's happening in the Boardroom? Diversity, Equity, & Inclusion

A subcommittee has been formed and is currently in process of reviewing our online presence through the lens of Diversity, Equity, & Inclusion. Special thanks to Dr. Jen O'Ryan of [Double Tall Consulting](#) for guiding us through this important process!

Return to In-Person Networking

We are starting to slowly return to in-person networking with our first in-person event in over 15 months--June's Let's Do Lunch. If you'd like to be placed on the waiting list, [registration here](#).

We are considering an in-person event for July's After Hours, but we need to find a suitable outdoor venue. If you have suggestions or access to venues, please



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

DEI Co-Chair: Marriot Winqvist, BrightTree
Consulting LLC

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

Education Co-Chair: Patty Pacelli
Pacelli Publishing

Events Chair: Lissy Des Voigne
LDV Business Solutions

Marketing & Sponsorship Co-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

[contact our Events team](#). We expect to also meet in-person for the August After Hours event. Stay tuned to learn more.

Are YOU a WBO Success Story?

Have you seen substantial growth and success in your business since becoming a WBO member? Remember--you define success, not anyone else. Don't be shy, this is a safe space to be seen as the success you are, even if it's different from someone else's definition. You do you, boo! I want to hear from you and feature your success story.

A Personal Thank-You

Thank you to all who reached out to me personally during and after the last luncheon about my sharing about my perimenopause and mental health challenges. It is so nice to know that I'm not alone in my experiences. I love hearing your stories!

That experience led to a really cool conversation during the board meeting when we recognized that we covered approximately a 33-year span between the eldest and youngest board members. Volunteering on the board creates the perfect situation to learn from other women in many different ways, large and small.

We have much to learn from each other and teach each other. Thank you for being my teachers.

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

Welcome Aboard



Cynthia Kaiser
[Kaiser Advisors LLC](#)
is dedicated to helping clients change the way they communicate to garner and sustain personal and

professional relationships. In addition, effective communication also promotes revenue growth and business expansion.

Diana Richardson
[Diana Richardson Consulting](#) guides businesses to create a series of actions or

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.

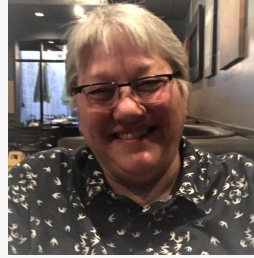
LOOKING FOR SPEAKERS The Events Committee is seeking luncheon speakers for 2021. A [speaker criteria form](#) is posted on the Women Business Owners website. If you know someone who you think would make a great luncheon speaker, please [send an email](#) to Lissy Des Voigne and Janine Southard, Events 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!



steps where people are inspired to be their best, using logical thought processes that demand objectivity and by creating a visual representation of a process that transform a set of inputs to outputs.



Loretta Soffe [Loretta Soffe Consulting](#)

I work with a broad spectrum of CEO's, Founders, Investors and operators in wholesale and retail to provide tactical advice and develop consumer centric growth plans.

Did you know?



WBO Members can apply to present a Business Education Workshop?

The primary purpose is to provide a learning opportunity on a topic relevant to your area of expertise. We are looking for presenters on topics such as client relationship management systems, marketing contacts and communications, copywriting, best video equipment, financial systems, web platforms, and a presentation on knowing when it's time to let your business go and transition into something else. These workshops are publicized and promoted by WBO and are open to WBO members for free, and nonmembers for \$10. Presenters are encouraged to invite their contacts and network. [Apply to present](#) a Business Education Workshop.

Door Prizes



Door Prizes are Back!!

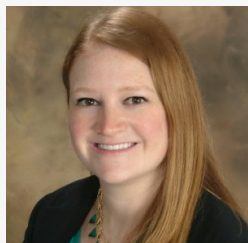
WBO Members: Donating a door prize is an excellent way to get more visibility and public recognition during our luncheon events. If you'd like to donate a door prize, please [complete this form](#).

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!

Renewing Members



Maegan Dornan
[Hall Wealth Management Group of Wells Fargo Advisors](#)
Member Since 2016



Stacia Hofmann
[Cornerpoint Law](#)
Member Since 2016



Kristina Hull
[Kristina Hull CPA LLC](#)
Member Since 2019



Jonni Ressler
[Eleven 11 Solutions](#)
Member Since 2020

From our Members

Edward Jones
MAKING SENSE OF INVESTING

Financial services firm Edward

Jones ranks highest in investor satisfaction with full-service brokerage firms, according to the [J.D. Power 2021 U.S. Full-Service Investor Satisfaction StudySM](#), the firm announced today. "It is a great honor to be named by investors as delivering the highest level of satisfaction, especially during a year of challenge and volatility."

Diana Djuranovic

In the Spotlight



Diana Duranovic

Edward Jones

I am committed to a long-term investment philosophy that helps protect my clients' assets and their futures. I place a strong emphasis on quality, diversification and a strategic asset allocation aligned to the client's values and important life events.



Kristina Hull

Kristina Hull CPA PLLC

Kristina Hull is a CPA with 16 years of tax experience and exceptional client service. She focuses on accurately applying the tax law while providing you with tax savings and credits for which you qualify. She specializes in providing individual income tax services for self employed individuals, owners of rental properties, and people with various sources of investment income and stock options.

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)

