



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire news & updates

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September 2021

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### President's Message

Dear WBO,

I'd like to start off by saying a big THANK YOU! My mother died on July 31, 2021, from COVID and so many of you reached out to me to express your sympathy and support. I was so touched by your generosity of spirit. It truly helped me go through what was/is a difficult time.

It is this genuine care and willingness to support each other that makes WBO such a cherished business group. As women, we know that when something personal happens, it happens to our business and our community too. And as the old saying goes, it takes a village...

A big thank you to the WBO board members who stepped up and filled in for me while I was on bereavement leave this past month. We have proven how strong and resilient we are as an organization. A special thank you to the lineage of WBO past presidents and board members who have contributed to the strength of WBO. Today, we stand upon your shoulders and are better for it.

I have it on excellent authority that our

### Calendar

#### After Hours

Tuesday, September 14  
5:00 pm - 7:00 pm

**Location:** Zoom

**Topic:** Speed Networking

[More](#)

#### Brain Trust Circle

Wednesday, September 15  
10:00 am - 11:00 am

**Location:** Zoom

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

Mastor Recruiting & Consulting

[More](#)

#### Education Workshop

Wednesday, September 15  
11:30 am - 12:30 pm

**Location:** Zoom

**Presenter:** [Gina Cotner](#), Athena Executive Services, Inc.

**Topic:** When and How to Outsource

[More](#)

## Let's Do Lunch - Virtually

Thursday, September 16

11:30 am - 1:00 pm

**Location:** Zoom

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

Recruiting & Consulting

*Open to WBO Members Only*

[More](#)

## Luncheon

Thursday, September 23

11:15 am - 1:00 pm

**Location:** Zoom

**Speaker:** [Mikelann Valterra](#), Seattle Money Coach

**Topic:** Unlock Your Earning Power – The Four Keys

[More](#)

## Education Workshop

Tuesday, September 29

11:30 am - 12:30 pm

**Location:** Zoom

**Presenters:** [Jennifer Hoffman and Angela Merzib](#), Coalition Web Design

**Topic:** Making Your Website Work for You

[More](#)

## Have something to contribute?

Report your news [here](#).

Click [here](#) to check The Wire's news reporting guidelines.

## Get Involved



**SPONSOR THE WBOYA AWARDS GALA AND RECEIVE SOME AMAZING BENEFITS** The WBOYA Gala co-chairs are extremely excited to bring to

you the 2022 Awards Gala at the Hyatt in Bellevue on March 31, 2022. The Committee Co-Chairs are recruiting

signature Wine Walk in August was a freaking amazing event! It was high vibes and full of possibility as we gathered together in person, a treasured experience in these pandemic times.

It was also the first time we revealed our new statement, [Our Differences Strengthen Us](#), that reflects our Diversity, Equity, & Inclusion work. If you missed it, or just want to read it again, you can find it on our [About Us](#) section of our website. I get chills every time I read it and am so proud of WBO and the women who have contributed to our progress.

Our luncheon panel of WBO members was equally incredible as the panelists gave a lot of golden nuggets of tangible action items to put into practice. Real women giving the real deal scoop from helpful mindsets to knowing which coffee date to set up. Thank you [Laurie Nichols](#), [Sam Alleva](#), [Jennifer Kim](#), and [Alexia Cesar](#) for being our panelists!

Looking ahead, we have some very exciting things lined up for September!

## Women Business Owners of the Year Awards - Nominations Opening September 20!

Start looking around your network to see who might be worthy of being nominated for the Women Business Owners of the Year Awards 2021. For over 40 years, WBO has been honoring and celebrating women's success and their contribution to their community.

The WBOYA winners are women who have done extraordinary things in their businesses and in their community. Each one has a positive impact on the clients they serve, the people they employ, the vendors they work with, and the larger community they live and work in.

There are 5 categories of awards:

1. Solo Business Owner of the Year
2. Small Business Owner of the Year – 1-15 staff members
3. Enterprise Business Owner of the Year – 16+ staff members
4. Emerging/New Business Owner of the Year – business 3 years or less in existence
5. Spirit of Nellie Cashman Award – this is a person who exemplifies Nellie Cashman's Entrepreneurial Spirit and her care for community, philanthropy, and giving back.

Stay tuned for more information on the criteria and nominations process.

businesses who would like to sponsor the Gala and receive some amazing benefits! Sponsorship for the WBOYA Gala will allow a business to be featured front and center to over 200 guests and marketed for several months leading up to the event through our WBO social media channels. If you know of a business or if you are interested in sponsoring as a business, please contact [Jennifer Mastor](#) or [Gazala Uradnik](#). Thank you!



### **VOLUNTEERS NEEDED FOR THE AMBASSADOR COMMITTEE**

This committee works as a team to assist in the building

of a strong and informed membership base. Ambassadors reach out to new members to let them know about the amazing benefits they receive with their WBO membership. This is a great opportunity to meet new members and welcome them to WBO! If you are interested please contact our Membership Committee Co-Chairs, [Darci Daniels Talkington](#) or [Deborah Still](#).

### **CONNECT WITH US ON SOCIAL MEDIA**

Like or follow-us on where you hang out most.



**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

### **On a personal note:**

Be really loving and gentle with yourself right now. I know I'm not the only one going through difficult times. It's a pretty heavy time on the planet and it's difficult to not be impacted in various ways by all of it. There's a lot we can't control and a lot seemingly we can't impact.

But you know what? We can be gentle with ourselves and take extremely good care of ourselves. We can prioritize nourishing ourselves instead of staying on the crazy hamster wheel that depletes us. In this place, we can connect with others who are in the same place. You never know what magic can be created when women gather together in a circle with their hearts and minds focused in the same direction. From there, my friend, anything is possible.

Looking forward to seeing you in the Zoom Room in September!

~[Aubrey Armes](#)  
2021 President,  
Women Business Owners

## **Did you know?**



**One of the benefits of WBO Membership is the ability to join a mastermind group?**

In fact, some of our members claim that as the biggest asset for them - a committed group who gathers monthly to brainstorm, support and challenge one another. WBO Members can submit their [request to join a mastermind group](#).

## **Welcome Aboard**



**Ilse de Villiers**  
[Largesse Company](#)  
curates beautiful personal and business gifts that bring joy while being kind to people and nature.

## **Door Prizes**

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

**Awards Gala Co-Chair:** Gazala Uradnik  
GFS Events

**DEI Co-Chair:** Marriot Winquist, BrightTree  
Consulting LLC

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

**Education 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:**  
Open Position

**Treasurer:** Lori Stutsman  
Extra Mile Marketing



**Door Prizes are Back!!** WBO Members: Donating a door prize is an excellent way to get more visibility and public recognition

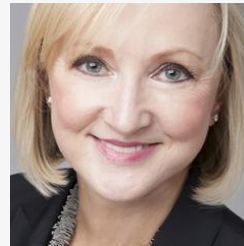
during our luncheon events. If you'd like to donate a door prize, please [complete this form](#).

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## Renewing Members



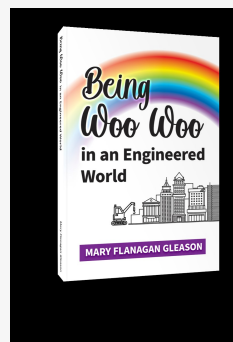
**Tana Materi**  
[Carney Badley](#)  
[Spellman, P.S.](#)  
Member Since 2010



**Laurie Nichols**  
[Laurie Nichols](#)  
[Coaching](#)  
Member Since 2015

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## From our Members



Finally, my book, *Being Woo Woo in an Engineered World*, is available! Here I share my journey understand the importance of bringing my whole brain and body into decision making, including and especially in the workplace. I am available for speaking, workshops, and coaching. Learn more [here](#) or [Mary@MaryGleasonConsulting.com](mailto:Mary@MaryGleasonConsulting.com).



**Tracey Warren** just launched her book! (Thank you fellow WBO member **Patty Pacelli** for your support!) If you want to bring more ease and joy into your business and marketing efforts, get yourself a copy!

<http://www.traceyamazon.com>

# In the Spotlight



**Michal Anderson**, President + CEO

**Corti Construction, Inc.** is a woman-owned General Contractor in commercial construction with offices on the Eastside. Our primary focus is tenant improvement projects in the Puget Sound Area. Our team has decades of experience with office conversions and refreshes, lab renovation and expansion, food service - café/restaurant/Kktchenettes, restroom and lobby refreshes, sensitive area remodels, technically challenging renovations and additions, university renovations, hospital and clinic construction, full-building tenant improvements and ground-up new facility construction.



**Heidi Carlson**, Founder

**Carlson Marketing Group** is passionate about health and wellness. We work with traditional/naturopathic/integrative medicine, physical/mental therapy, nutrition, fitness, wellness spas, massage therapy, life/business coaching, and more. And we assist wherever they are in their journey - whether they are just getting going, navigating the daunting maze of marketing, stuck in business overwhelm, or growing their business. Our services include marketing strategy work, website development, marketing coaching, social media consulting and training, branding and logos, company messaging, content development and more.

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)

