



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

October 2021

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President's Message

Dear WBO,

As the weather in the PNW turns cooler and wetter, Mother Nature is letting us know that Fall has fully arrived. One of the feminine business principles that I have learned along my entrepreneurial journey, is to leverage the energy of the seasons. Fall is the perfect time to cozy up with a warm beverage to reflect on how your business is currently doing and to gain clarity on what you want to focus on to finish this year strong.

This year has been unique and unlike any year before. We've been dancing in the unknown, which is incredibly challenging. Not knowing how the pandemic was going to go. Not knowing when we would be able to gather in person. Not knowing how long these precious moments of being in person would last. Not knowing what this year would actually bring, and thus, making it almost impossible to plan ahead.

It takes courage to be a leader in these times, to lead others through the unknown. For all the many ways you have demonstrated courage this year in your

Calendar

After Hours

Tuesday, October 12

5:00 pm - 6:30 pm

Location: Zoom

Topic: Fun & Games with a Business Twist

[More](#)

Education Workshop

Tuesday, October 19

11:30 am - 12:30 pm

Location: Zoom

Presenter: [Leisa Reid](#), Get Speaking Gigs
Now

Topic: Grow Your Business Through
Speaking

[More](#)

Brain Trust Circle

Wednesday, October 20

10:00 am - 11:00 am

Location: Zoom

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

Let's Do Lunch - Virtually

Wednesday, October 20

11:30 am - 1:00 pm

Location: Zoom

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

Open to WBO Members Only

[More](#)

Luncheon

Thursday, October 28

11:15 am - 1:00 pm

Location: Zoom

Speaker: [Debbie Page](#), Profitometry

Topic: The Love of Money! 7 Steps To
Greater Profits In Your Business

[More](#)

Have something to contribute?

Report your news [here](#).

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

Awards Gala

Sponsorship Opportunities!

**We have 5 unique [Award Presenter](#) \$2000
sponsorships available! Benefits
include:**

- **You** present one of our 5 Awards to the recipient
- Your name and logo on all print materials at event
- Your logo on the award presented to the winner
- Social media mentions (combined audience over 5k)
- One time use of our member mailing list
- Table space at our annual trade show
- Quarter page ad in gala program
- Recognition at all events leading up to the Gala
- One luncheon sponsorship with 3 minutes on the mic
- Two tickets to the Gala.

**We have \$1000 [Gala sponsorships](#)
available! Benefits include:**

business and personal lives, I see you and I thank you. It's women like you who make WBO such an incredible network and community of powerful and kindhearted women blazing the path forward.

Diversity, Equity, & Inclusion

In all the ways that the unknown has been ever so present this year, there has been at least one constant - our commitment as an organization to do more when it comes to elevating and leveling the playing field of women in business.

I'd like to give a special shoutout to our Diversity, Equity, & Inclusion Co-Chairs, Dr. Jen O'Ryan, [Double Tall Consulting](#), and Marriot Winquist, [BrightTree Consulting](#) for being our pioneers this year in taking action to have the values that our members hold dear be reflected on our website.

There have been many involved in this work to help us articulate our stand when it comes to Diversity, Equity, & Inclusion - and I thank everyone who has contributed. If you haven't yet read our stand, or just want to read it again, you can find [Our Differences Strengthen Us](#) on our [About Us](#) section of our website. While we are just getting started doing this important work and we are far from our desired end result, it's important to acknowledge the progress that we have made in such a short period of time.

Woman Business Owner of the Year Awards - Nominations Are Open!

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

The WBOYA winners are women who have done extraordinary things in their business and in their community. They have 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.

- Recognition at Awards Gala event
- WBO website recognition
- Recognition on print materials
- Social media mentions (combined audience over 5k)
- One time use of our member mailing list
- Table space at our annual trade show and more!!

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 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

To nominate a woman for the WBOYA, you can [click here](#) to access the nomination form.

A reminder of your greatness

We reflect each other's brilliance. That woman who you think is simply amazing? She's simply a reflection of your own amazingness. So keep showing up, keep shining, keep reflecting back the beauty and brilliance that is in all of us.

Your success will not come from doing it alone and on your own. Your success will come from showing up, just as you are, in whatever state you find yourself, and allowing yourself to connect deeply with the other women in this group. We are not meant to be in isolation, but rather in community. It's so much more fun and satisfying being part of something bigger than ourselves.

~*Aubrey Armes*

2021 President,
Women Business Owners

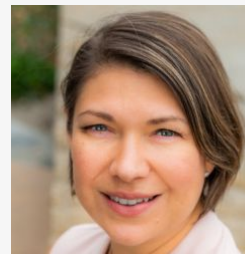
Did you know?



WBO members can submit or read a review of fellow members in the WBO directory?

Simply log into our website, select "Member Directory", locate the member you wish to review, click on their profile, write your testimonial in the box provided, and click to submit.

Welcome Aboard



Mihaella Bayla
[AnnieMac Home Mortgage](#) helps families secure financing for purchases, rate-term refinances, and cash-out refinances.

Noelle Benepe
[Noelle Benepe Training](#) provides progressive fitness training with

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

Awards Gala Co-Chair: Gazala Uradnik
GFS Events

DEI Co-Chair: Marriot Winqvist, 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



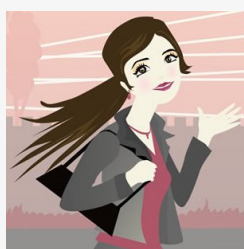
community support and live workout plans as well as in-depth lessons about nutrition, sleep, and other aspects of life that affect your training and vice versa.



Cheryl Gossman

[Marilyn's Gift](#) makes it easy to honor the women in your life. Our goal is to keep connections alive and let others know they are loved and

cherished. We offer seasonal quarterly gifts as well as special occasion options to delight family and friends.

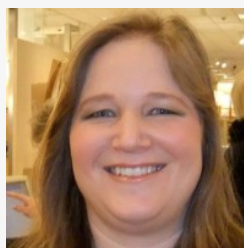


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[Lucy's & Enpart Tax Consulting LLC](#)

provides tax and accounting services including tax preparation for individuals,

corporations and partnerships, and trusts and estates. We also provide tax planning and tax resolution services and CAA application services.



Heather Skillman

[The Skillman Enterprise](#) offers HR consulting and coaching for company's leadership and employees. We also provide

photography services for portraits.

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](#).

Renewing Members

Secretary: Sam Alleva
Evergreen Ink

Sponsorship Chair:
Open Position

Treasurer: Lori Stutsman
Extra Mile Marketing



Michal Anderson
[Corti Construction, Inc.](#)
Member Since 2017



Hanni Calhoun
[Law Office of Hanni Calhoun](#)
Member Since 2019



Kris Keppeler
[KK Aria Productions](#)
Member Since 2018



Patty Pacelli
[Pacelli Publishing](#)
Member Since 2016

Board Member and
Education Chair



Kathleen P. Steele
[Equitable Advisors](#)
Member Since 2004

From our Members



Reigniting You®, the radio show and podcast about career transitions for age 40+ professionals hosted by Lisa Downs, is moving from Wednesdays to

Mondays at 3:00 p.m. effective October 4. The show is also moving from 1150 AM KKNW to 880 AM KIXI and is expanding to an hour-long show. Tune in live at [AM 880 KIXI](#) or listen to past episodes at [reignitingyou.com](#) or on any podcast app.

In the Spotlight



Darci Daniels Talkington, Business and Mindset/Life Coach

[Darci Daniels Coaching](#)

I'm a Mindset Coach, specializing in executive and business performance coaching and general life coaching. I work with people on their mindsets to get more of what they want and less of what they don't! How we think affects everything we do, but we are not generally trained to choose our thoughts. I guide my clients to deliberately cultivate their mindset, supporting and coaching their shifts in thoughts, behavior, and habits to reach their goals.



Tracey Warren, Community Creator

[Ignite Your Champions](#)

Tracey Warren teaches business owners how to grow a business and create profitable community with ease and joy by making marketing fun, simple, easy and effective. She is an author, truth teller, community creator and connection queen. She is a bold example of how authenticity and vulnerability can be a huge asset for entrepreneurs who want to build their business by creating community. Whatever trail she blazes and every journey she travels, including her recent victory over breast cancer, she shows up fully as 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 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)

