



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

November 2021

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Calendar

After Hours

Tuesday, November 9
5:00 pm - 6:30 pm

Location: Zoom

Topic: Celebrating Simplicity

[More](#)

Luncheon

Thursday, November 18
11:15 am - 1:00 pm

Location: Zoom

Speaker: [Andrea Heuston](#), Artitudes Design Inc.

Topic: The Three Key Steps to Creating a Life of Opportunity and Grace through Gratitude

[More](#)

Have something to contribute?

Report your news [here](#).



President's Message

Dear WBO,

Change is in the air! Not only has Fall fully arrived and the calendar has clicked over to November (my birthday month!) - but there have been changes behind the scenes at WBO as well.

I have resigned as WBO president and have passed the leadership torch on to Tracey Warren of [Ignite Your Champions](#). It has become clear to me that what I need personally, what my business needs, and what WBO needs from me as a leader are no longer aligned.

Being a leader of integrity is very important to me. As soon as I realized that the decisions I needed to make for myself and WBO were not aligned, I knew it was time to step aside. I love this organization and all of you who make up this community of smart, talented, passionate, go-getter women business owners and I don't want to get in the way of the growth and momentum we've experienced all year.

While this was not an easy decision to

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

Get Involved



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: Tracey Warren
Ignite Your Champions

Immediate Past President: Lauren Burgon
Law Office of Lauren Burgon PLLC

Celebration Co-Chair: Jennifer Mastor

make, I know it is the correct one - for WBO and for myself.

I am stepping back from the WBO board altogether, but will continue to support and mentor Tracey as the incoming president to ensure a successful transition. Lauren Burgon will continue on the WBO Board in 2022 to support Tracey and the new Board of Directors as well. I truly believe that Tracey is the perfect leader for our organization at this time and know she will continue to amplify the beauty and value of WBO.

Tracey, Lauren, and I had a beautiful transition meeting where we took an honest look at the current trends of virtual networking and I believe we have created a brilliant strategy to continue to offer great value to our members while keeping simplicity and ease in mind. It's been a tough year for a lot of us, and it's important to honor the reality of life as we head into our second winter of the pandemic while still supporting the success of our leaders and members.

Even though my term is ending earlier than anticipated, I'm proud of the work that the leadership team has accomplished thus far in 2021. We've put action behind our values of Diversity, Equity, & Inclusion by creating two board positions, updating our website to reflect our values of being more inclusive, and have crafted a beautiful DEI statement as a foundation for all that will follow. We have offered multiple educational workshops that have brought so much value to our members.

Additionally, we've implemented some back end technology that will allow us to collect more data in an automated fashion so we can run WBO from our data insights and much more like a business. We also created an infrastructure to house our intellectual property and have developed more concrete documentation of leadership roles and responsibilities so we don't have to recreate the wheel each year, but can build from year to year. I truly believe all of this has strengthened our foundation so we are positioned well for another 40+ years of amazing service to the Women Business Owners community.

For all the ways that you have engaged in our community this year, thank you! We wouldn't be the same group of dynamic powerhouse women without you!

It's been an absolute pleasure to serve as your 2021 WBO President. If you'd like to

Mastor Recruiting & Consulting

Celebration 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:
Open Position

Marketing Chair:
Open Position

Membership Co-Chair:
Darci Daniels Talkington
Darci Daniels Coaching

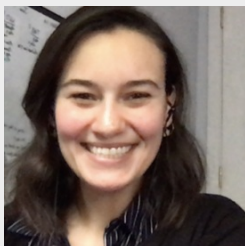
Membership Co-Chair: Deborah Still
Fairway Mortgage

Secretary: Sam Alleva
Evergreen Ink

Sponsorship Chair:
Open Position

Treasurer: Lori Stutsman
Extra Mile Marketing

From our Members



Sam Alleva is very excited to announce that she has officially transformed her scientific writing business into a data science business! She will be focusing on

data analysis, mathematical modeling, and developing data analysis automation tools to help green tech and aerospace teams work smarter.

stay in touch, you can always reach me at aubrey@awakenyourgreatness.guru or on social media via [LinkedIn](#) or [Instagram](#). I'll be sharing more about my journey through grief, mental health, and the new rules of business that are emerging during these tumultuous times. I'd love to continue to engage with you on these other platforms.

Wishing you all the success your heart desires.

~*Aubrey Armes*
2021 President,
Women Business Owners

Did you know?



All WBO members have the opportunity to submit news and information to the Member News section of The Wire. Submit your news,

[according to The Wire's guidelines](#), to news@womenbusinessowners.org. Submissions are limited to 4 per year.

Welcome Aboard



Valerie Moseley
[Valerie Moseley, CPA PLLC](#) empowers curious business owners like you with the financial and tax information you need to navigate the way to

business success.



Dana Robinson
[Sather Robinson Consulting LLC](#) helps leaders to give pitches and presentations with impact, clarity, and authenticity, even online. Dana

emphasizes how to make the most of your natural conversational style - whether in a large group, small meeting and even on line – to be memorable and keep your listeners engaged.

Genet Simone

Sam Alleva would like to thank and give kudos to **Lauren Burgon** for all her recent work in transitioning Sam's business into an LLC. Lauren is an intelligent, compassionate, and empathetic attorney who patiently and attentively addressed all of Sam's concerns and questions. "I recommend Lauren for all your legal needs!"



Marlena Grundy was selected a Super Lawyers Rising Star. Super Lawyers magazine uses peer nominations and evaluations that they combine with their own independent

research. Each candidate is evaluated on 12 indicators of peer recognition and professional achievement. See Marlena's [Super Lawyer magazine bio here](#).



Genet Simone
[Educational Consulting](#)
provides personal and professional coaching for people at all levels of education, especially graduate students completing a master's thesis or dissertation.

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



Darci Daniels
Talkington

[Darci Daniels](#)
[Coaching](#)

Member Since 2019
Board Member &
Membership Co-Chair



Diana Djuranovic

[Edward Jones](#)

Member Since 2019



Laura Doehle

[Elevation Business](#)
[Consulting](#)

Member Since 2020



Amy O'Brien

[Arboretum Mortgage](#)

Member Since 2018

Jennifer Swaim

[LIFT - Life Integrated](#)



[Fitness Training, LLC](#)
Member Since 2020



Gazala Uradnik
[GFS Events](#)
Member Since 2019

Board Member &
Celebration Co-Chair

In the Spotlight



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

LDV Business Solutions helps small business owners to overcome the overwhelm of running a business on their own. Lissy Des Voigne, owner and operator of LDV Business Solutions, is a certified QBO Pro Adviser and bookkeeping professional. She combines basic bookkeeping services coupled with a customized deep dive financial review and business / administrative support services to help small business owners and solopreneurs manage, and more importantly understand and connect with, their business financials. Her background includes winery and brewery owner, yoga instructor, certified life coach, and divorce coordinator. As a serial entrepreneur, Lissy brings this experience and understanding of small business ownership and bookkeeping skills to her clients to help them make better decisions in their businesses.



Nancy Linnerooth, [UnblockResults.com](#)

With straight talk and humor, Nancy Linnerooth releases subconscious blocks holding women entrepreneurs back from the next level in their business so they can make more money, become more visible, and have a bigger impact. She draws on her experience as a Harvard Law School-trained attorney, a therapist, and an EFT/Tapping practitioner. With Nancy's help, clients finally follow through on dreams and create the life they've always wanted. All of which impresses her 14-year-old daughter not one bit.

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.