



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

December 2021

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President's Message

Hello and happy December!

It seems weird to start a newsletter talking about ease and joy – especially in December, but that is where we are for today. It sure seems that as women in business, it can be complicated, messy and sometimes downright distracting to get all the things on our lists done every day. Add in the “most wonderful time of the year” and WOW!

But, what if it were easy?

What if, at the end of the day, you felt complete and energized?

If we haven't had the pleasure of meeting, my name is Tracey Warren and I have taken over the reins as President of WBO and I'm in the process of designing a life and business that centers around ease and joy and want to bring those same ideas and feelings into the way you experience WBO!

You may notice a little simplification on our end, with a focus on our core events – our virtual Luncheon, After Hours and Education. In the last year and a half, we

Calendar

Education Workshop

Monday, December 6

11:30 am - 12:30 pm

Location: Zoom

Presenter: [Jennifer Swaim](#), LIFT – Life Integrated Fitness Training

Topic: Five Simple Steps to Continuity Planning for Small Businesses

[More](#)

After Hours Holiday Party

Tuesday, December 14

5:00 pm - 6:30 pm

Location: Zoom

[More](#)

Have something to contribute?

Report your news [here](#).

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
[Mastor Recruiting & Consulting](#)

Celebration Co-Chair: Gazala Uradnik

pivoted so well that we kept adding and adding events that were valuable and divided our time and energies.

Back to basics.

Getting back to a schedule where we have less events that offer more opportunity for connection, sharing successes and getting the support we all sometimes need.

And, we are SO HAPPY to share we are going back to live After Hours in January! Please watch our emails for our upcoming events!

There is so much to look forward to and I'm grateful we get to do it together.

Happy celebrating December and all you have achieved this year!

Tracey Warren
2021 President,
Women Business Owners

Did you know?



WBO members can submit a testimonial about great services or products they've received from fellow members. Members

can write kudos or recommendations that

will appear as part of the provider's WBO profile, letting people know about the great experience you had and supporting each other's businesses.

To give a Member Testimonial for someone you've worked with:

- Log in to the WBO website using your member account login
- Navigate to the member's profile area using the menu items: "Membership / Directory"
- In the search box, enter the name or business name of the member you want to recommend
- At the member's profile page, type your testimonial in the box provided and click "SUBMIT" - it's that easy!
- Your testimonial will be posted within a few days.

Welcome Aboard

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
Data Science Technologies, LLC

Sponsorship Chair:
Open Position

Treasurer: Lori Stutsman
Extra Mile Marketing



Nazira Sousa
Amantikir Coffee sells specialty coffee from my family's farm in Brazil, both retail and wholesale. I am committed to high quality coffee and to positively impacting

families in need in Brazil.

From our Members



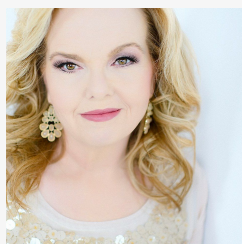
Diana Djuranovic, Edward Jones, was recognized as one of the best financial planners in Best of Issaquah 2021.



Kelly Smith, Willow & Oak Business Solutions, started a podcast! The Marketing Solutions Podcast is a place to learn the most relevant marketing

strategies, tactics, and best practices for service-based businesses. Kelly talks about how professionalism is changing and how we market our businesses must change as well. Subscribe and listen wherever you like to listen to your podcasts. You can listen on Apple podcasts [here](#).

Renewing Members



Jennifer Findlay
Jennifer Findlay Fine Art
Member Since 2017



K'ai Fu
Magnus Media Group Video Production
Member Since 2018

In the Spotlight



Marta J Cappa, CFP®, CDFA®,

[Hall Wealth Management Group of Wells Fargo Advisors](#)

As a financial advisor since 1993 and with certifications of CERTIFIED FINANCIAL PLANNER™ and Certified Divorce Financial Analyst®, I have a passion for planning. I enjoy providing my clients a full range of services for all transitions, including marriage, the birth of children/grandchildren, college planning, retirement, windfall or inherited assets, and divorce.

Many of my clients are high-achieving people whose lives are consumed by their careers, families, hobbies, and community and often want help finding ways to balance competing financial demands. With these

complexities in mind, I maintain organization and discipline so clients can feel more relaxed and confident about their financial lives. Above all else, I have a desire to help clients see the positive possibilities for the future.



Patty Pacelli,

[Pacelli Publishing](#)

We edit, format and publish books and guide authors in writing books for our “Six-Word Lessons” and “Tell Your Story” series to promote their business and expertise. We also publish stand-alone books for authors and consult on the publishing process. Books are published and for sale on Amazon in both paperback and kindle versions.

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.

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womenbusinessowners.org

