President's Message

Greetings!

Happy June WBO! We're now only two weeks away from the official start of summer, and I don't know about you, but I'm really looking forward to some great summertime weather and soaking up these longer days of the year. It's also a good time to take stock of how our businesses are doing compared to the goals we've set. How are things going so far in 2018? Are you making progress toward where you want to be with your business? What are you looking forward to?

We have some fun and exciting events on tap for you over the summer as well. In particular, we'll have a great opportunity to get to know our Nellie Cashman Woman Business Owner of the Year Award finalists at the Nellie Panel Luncheon on June 28 at the Women's University Club in Seattle. Click here to register. After last month’s fun After Hours event where we got to meet them for the first time, I'm excited to learn more about their businesses and personal stories. We're also trying something new this year, and that's asking the luncheon attendees to vote for one of the finalists to be the award winner. Your votes will be included as part of the judges' decision for who wins the award in October. Also new this year, we're soliciting questions you may have for the finalists as part of the panel discussion. If you’d like to submit a question, email it to Nellie Co-Chair Laura Christofferson.

We'd love to see you at the luncheon and get your input! Another summer favorite is the annual WBO Trade Show luncheon on July 26 at Maggiano's in Bellevue. It's a unique and special event where fabulous exhibitors share their products and services with our members and their guests. Just look for WBO Trade Show under the Events menu for details and registration. In addition, we'll be having a fun fashion show with help from Annette Bond of Definitive Style featuring the Divalani Style and Lika Love boutiques. Do you
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:
Lisa Downs
Downs Leadership

Past President:
Laurie Nichols
Laurie Nichols Coaching

Education Chair:
Aubrey Armes
Awaken Your Greatness

Events Co-Chair:
Stacia Hofmann

Many thanks to professional voice coach Alicia Dara, who shared her recommendations at our May luncheon for how we can better claim our power through her Three Essentials of Vocal Strength. It's amazing what a difference our body language and use of our voices can make. Also, thank you to four brave volunteers who assisted with some nonverbal communication and vocal demonstrations. Thank you all for making it a fun and energizing day!

I look forward to seeing you at our events both this month and over the summer! I also encourage you to connect with your fellow WBO members by having 1:1 in-person or virtual conversations to learn about each other's businesses and get to know each other on a deeper level. You never know, you may find a great mentor, friend, and/or business partner who is right there in front of you.

All the best,
Lisa Downs
2018 President, Women Business Owners

Nellie News

Congratulations to our Distinguished Candidates:

Amy Balliett is the CEO and owner of Killer Infographics, an industry-leading visual communication agency driving visual strategy and campaigns for Fortune1000 clients. She owned her first company, an ice cream parlor, at the age of 17 before building a successful career in online marketing. In 2009, she partnered to launch Zippycart.com, which was subsequently sold as her focus shifted to Killer Infographics. Considered a thought leader in visual communication, Balliett is a regular instructor at the School of Visual Concepts, LinkedIn Learning instructor, and a public speaker presenting at dozens of conferences each year.

Mary Burris is the CEO and founder of SisAdmin LLC. She started her career before there was a IT college degree available. She earned her Microsoft Certified Systems Engineer Certification, but mostly she learned by having curiosity and a logical mind to chase down answers. She started her company in her dining room in 2000. She was a typical mom who wanted to have a more flexible schedule after she had her first child. Now SisAdmin has
cornerpoint law

**Events Co-Chair:**
Adrienne Miller
Forever Care Services

**Membership Chair:**
Brittany Gautreau
Clarity Capital Partners, LLC

**Nellie Gala Co-Chair:**
Karin Frost Blakley
Waddell & Reed

**Nellie Gala Co-Chair:**
Laura Christofferson
Alden Capital Management LLC

**Secretary:**
Lauren Burgon
Law Office of Lauren Burgon PLLC

**Sponsorship Chair:**
Amy Barnes
Firebrand Wealth Management

**Treasurer:**
Carey Homan, CPA
Taxman and Associates

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**Dani Cone**

**Fuel Coffee**

Dani has three great loves: great coffee, great food, and community. In 2005, Dani opened Fuel Coffee, and by 2007 had expanded it to 3 locations. In 2008, during a troubled economy, High 5 Pie was launched to bring a little "delicious comfort" to tough times. Dani believes that people come together over good food and drink and creates places that offer this experience, opening Cone & Steiner in 2014, now 3 locations in Seattle and growing. Dani’s businesses have gained local and national attention (MSNBC, Martha Stewart, Bon Appetit, PSBJ 40 Under 40) and created speaking opportunities (TEDx, UW). Love of community is a driving force for Dani, who serves on the Capitol Hill Chamber of Commerce Board, Capitol Hill Housing Board, GSBA Small Business Council, is Co-Founder of Seattle Entrepreneurial Women, and is a Founding Member of Seattle Made. Dani holds a BA in Business Economics from Willamette University.

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**Kirsten Curry**

**Leading Retirement Solutions**

An entrepreneur and attorney, Kirsten Curry built Leading Retirement Solutions (LRS), into a full-service retirement plan provider serving businesses in all 50 states. In her early years, Curry plied the seas for over a decade working as a commercial fisherman in Alaska. As an independent commercial fisherman, she developed an entrepreneurial spirit at a very young age. A graduate of Gonzaga University and Seattle University School of Law, Curry is authorized to practice law in the state of Washington. Active in her own community as well as the employee benefits community, Curry serves as an active Board Member of the American Society of Pension Professionals and Actuaries (ASPPA) and is Co-President of Seattle University Women Alumni Association.

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**Margo Engberg**

**PinkaBella Cupcakes**

Margo Engberg the mother of 4 beautiful adopted children and the wife of Doug Engberg who dedicates his life to helping kids in need. Margo is the founder and CEO of Pinkabella Cupcakes and P.B. Franchising. After 20 years of running a successful house-cleaning business, she started baking cupcakes for children who had never had a birthday party. This grew to stores, franchises, and catering for large companies. Margo has donated more than half a million cupcakes to local charities. She was selected as Alumna of the Year for Seattle Pacific University, her alma mater, in 2013.
Susan Jones FAIA, LEED BD+C, architect, is founder and principal architect of atelierjones LLC, an architecture firm founded in 2003 in Seattle. atelierjones is among the premier 100% women-owned firms in Washington State. The firm's design award winning work brings design excellence, research, and community engagement to create projects of reclamation: of forgotten urban sites and buildings; of waste or scrap materials to create renewing and beautiful architectural buildings and spaces. Over the past seven years, the firm has led groundbreaking work with Mass Timber in the US. Her book, Mass Timber | Design and Research was published in 2017 by ORO Editions. A third-generation native of Washington State, Susan became a Fellow of the AIA in 2010, is Affiliate Associate Professor at the University of Washington, and has been working for architects since she was sixteen.

Kathleen Miller is the founder and president of Miller Advisors, Inc., a boutique financial planning firm in Kirkland. She has over three decades of experience in helping individuals and families grow, protect and pass on their wealth. She is an accomplished author and expert in the field of financial planning and divorce-related issues. Kathleen's practice is driven by her passion for understanding men, women, money and relationships, and how we are different. As a partner in a long-term marriage as well as a mother, daughter, sister and friend, all these roles have taught her something that she uses every day in her work to empower her clients around money.

Leslie Rugaber is the CEO and owner of Worktank Enterprises, LLC, a webcast management and video production company. Founded in 2001, Worktank specializes in helping enterprise-level organizations take their important meetings and events online. Their mission is to “connect people, with meaning and purpose, using innovative technology and compelling content.” That desire to connect people is one she has pursued throughout her career, from her days as a producer at KCTS/PBS, through her time as a corporate and commercial video producer. She has a BA in Art History from Wellesley College, and shares her home with two teens, two tuxedo cats, and a gentle yet extremely hairy Irish Wolfhound.

Kara Skinner started Integrity Surety LLC in 2006. Integrity Surety is a national surety only wholesale brokerage firm. Kara is a third-generation surety professional with
over 25 years of specialty surety experience. She obtained her Bachelors of Science in Business and continues her education through many industry recognized programs as well as teaching many groups and industries about surety products. Kara is past President of the Surety Association of Washington, a committee member of the National Association of Surety Bond Producers and is an active member of several committees of other Insurance organizations.

Leah Zaccaria  
hauteyoga Queen Anne  
Leah is an accountant turned yogi entrepreneur. She was a CPA for 15 years with a Masters in Taxation until 8 years ago. She went through a personal transformation and in that process found yoga. She opened hauteyoga Queen Anne in 2009 with 2 other partners. Within 2 years, she bought out her partners, became a yoga teacher, left corporate America and started the process of opening her second studio. shefayoga Roosevelt opened in 2013. She has also created Sendatsu Evolution which holds two different teacher trainings a year. Her book title "Seen" is launching October 2018.

WBO News

WBO Annual Trade Show on July 26!

WBO is pleased to invite you to our 8th Annual Trade Show luncheon featuring exhibitor booths, networking, and a fashion show!

Exhibit Your Business at Women Business Owners 8th Annual Trade Show Every year, WBO's trade show attracts dozens of women who are eager to learn about your products and services. Increase your brand visibility and get qualified leads all in one day! As an exhibitor, you will have the opportunity to sell and discuss your product or services directly with Trade Show attendees. A limited number of booths are available. Full tables have 6 feet of exhibitor space. Half tables have 4 feet of exhibitor space (8 foot long tables are shared with a fellow exhibitor).

The WBO Trade Show is dedicated to women in business. Whether you’re simply looking to browse or ready to purchase, join us for this fun, interactive event! Plus, we'll have door prizes,
discount certificates, and giveaways from our Trade Show vendors and sponsors. We look forward to seeing you!

**Date:** Thursday, July 26th  
**Time:** 11:30 am - 1:30 pm  
**Location:** Maggiano’s Little Italy, 10455 NE 8th St, Bellevue  
[Click to register] Questions? Call WBO offices at (206) 575-3232

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### Welcome Aboard

**Kathy Captain**, at [Columbia Bank](https://www.columbiabank.com), has over 32 years of banking experience. In her role, she is responsible for finding and developing new commercial loan clients, as well as managing their relationship with the bank. Kathy’s passion in life and business is in building relationships. She is a genuine advocate for each of her clients and is closely connected to what is happening with their businesses.

**Jeanne Gunsolus**  
[Savvy on Seattle](https://www.savvyonseattle.com)  
As a School and Relocation Consultant, I assist families moving to the Seattle area either on their own or within a corporate move. I specialize in preschool - high school public and independent education and provide families personalized plans for finding the right-fit school and community.

**Kate Harmer**  
[Hum Creative](http://www.humcreative.com) is a nationally recognized branding studio empowering well-intentioned organizations through holistic creative, such as Theo Chocolate, KEXP, and Pacific Science Center. Hum is focused on positively impacting the community, holding an annual event to benefit a child-focused nonprofit and, once a year, donating the equivalent of the team’s daily salary to organizations voted upon by the studio.

**Kimberly Hereford PhD**  
[K.E. Hereford Fine Arts LLC](http://www.keherefordfinearts.com)  
Fine Art Appraiser and consultant, providing appraisals for estate, estate planning, insurance, equitable distribution, etc. I also provide estate consulting services, planned giving and the disposition of art.
Donna Himpler  
**Columbia Bank**  
Donna has over 25 years of banking experience and believes small businesses deserve as much attention, dedication and innovative problem solving as big businesses. Probably more! Her expertise includes business acquisitions, investor/owner-user commercial real estate, lines of credit, specialty lending, as well as understanding companies' growth and expansion needs.

Mary Miskimen  
At [Miskimen Associates](#), companies small to large are able to engage the benefit of many years of proven success, allowing the option to outsource all or part of the finance function for greater expertise and efficiency.

Tatiana Proctor  
**Tatiana Designs Inc** helps businesses do business. We'll help to establish your online image by setting up an optimized website that is easy to use and integrate social media.

Tina Schaaf is the CEO and Founder of [The Schaaf Group](#), specializing in Senior/Executive level- C-Suite retained searches, Consulting and the Executives Agent™ practice. Industry agnostic with over 20 years of experience focused on both public and privately owned, growing start-up's, small to medium sized companies.

From the Sponsors

WBO thanks [Columbia Bank](#) for their continued support!

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Columbia Bank is a Washington state-chartered full-service commercial bank with locations throughout Washington, Oregon and Idaho. For the eleventh consecutive year, the bank was named in 2017 as one of Puget Sound Business Journal's "Washington's Best..."

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Simplify Experts
Ambassador
Member Since 2016

Marta Cappa
Hall Wealth Management Group of Wells Fargo Advisors
Emerald Sponsor
Member Since 2016

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Alden Capital Management LLC
Board Member & Nellie Gala Co-Chair
Member Since 2017

Sari Davidson
BooginHead
2016 Nellie Finalist
Member Since 2016

Maegan Dornan
Hall Wealth Management Group of Wells Fargo Advisors
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Yvonne Hall
Hall Wealth Management Group of Wells Fargo Advisors
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Member Since 1998

Carey Homan, CPA
Taxman and Associates
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Katy McNaughton
Village Life
Member Since 2017

Susan Segall
New Beginnings
Member Since 2016

Holly Woodson
Uplift Writing
Member Since 2017
June Luncheon Sponsor

Employment Law Update - What you need to know
Laws affecting employers changed dramatically in 2017 and 2018. In 3-minutes, Shannon Lawless of Ryan, Swanson & Cleveland, will highlight Washington's new laws on paid sick leave, paid family and medical leave, and "ban the box" (asking about criminal history during hiring), as well as the U.S. Supreme Court's recent decision about employee arbitration agreements.

Promotion Opportunities

WBO thanks Alicia Dara, Shellie Fredrich, and Jodie Sarah Masiwchuk for generously donating door prizes at our May Luncheon. Our luncheon speaker Alicia Dara, Professional Voice Coach, donated a copy of her booklet, "Your Very Best Voice" along with a free 1-hour voice lesson; Shellie Fredrich, Hand & Stone Massage and Facial Spa in Bellevue, donated a gift card for their Signature 5-Step facial with a Dermalogica product set; and Jodie Sarah Masiwchuk, Art by Jodie Sarah, donated bottle of wine personalized with a label featuring her art work.

DONATE A DOOR PRIZE FOR GREAT PR! If you donate an item or service as a door prize for one of our luncheons, your business will be mentioned in The WIRE, at the luncheon podium, and on our website! To take advantage of this great opportunity, contact Yvonne Gitchel by the 1st of the month in which you wish to donate.

From the Members

Arden Clise, President of Clise Etiquette, had the honor of teaching a tea etiquette class to four KING 5 News anchors before the royal wedding. Click here to view the segment.

Laura Leist, CPO, MOS was published in the May issue of Speaker Magazine with an article titled: Find Your Information Fast: How to Solve Invisible Clutter with OneNote. Speaker Magazine is a publication of the National Speakers Association; Laura has been a member for 14 years.
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 2019. 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 Stacia Hofmann and Adrienne Miller, 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. Remember, if you bring a guest to one of our monthly luncheon meetings, you will be entered into a drawing at the luncheon for a great door prize.

BUSINESS BUILDING GROUPS Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Business Building Groups are the place to receive and give ongoing support. BBG’s 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 Aubrey Armes.

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 would like to encourage you to utilize this group more in 2018. Please join us at our LinkedIn group!
WOMEN BUSINESS OWNERS ON FACEBOOK Click here to "Like" the Women Business Owners fan 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 Fan Page and WBO will "like" you too!

In the Spotlight

Patty Pacelli is co-founder of Pacelli Publishing and the Six-Word Lessons Book series. She edits, formats and publishes short, easy-to-read books for people who want to promote their business, cause or expertise. The books are published and sold on Amazon, kindle and other e-reading platforms. She is the author of two Six-Word Lessons books and also edits and publishes other types of books, making the experience quick and easy for authors. She and her husband/business partner Lonnie have lived in the Seattle area since 1993, living in Sammamish and now downtown Bellevue. They have two adult children in the Seattle area.

Nancy Woodland leads WestSide Baby, in partnership with the community, to provide essential items to local children in need by collecting and distributing diapers, clothing, and equipment. In 2017, the organization served 46,000 children ages 0-12 and distributed $3.5 million worth of items including clothing, diapers, toys, books, car seats, strollers and more. Nancy has dedicated her career to advocate for children's needs. A former attorney that litigated child abuse cases for Washington State, Nancy has served as WestSide Baby's Executive Director through twelve years of rapidly growing impact for King County.

Your Name Here?
Your Company Name Here?
Each month, we highlight two of our members in this section of the Wire. This is a special benefit given to members attending the previous month's luncheon. Two of them are chosen at random and given a chance to share information about themselves and their businesses with our Wire readers.

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