

# WomenBusinessOwners

INSIGHT. NETWORKING. INSPIRATION. SUCCESS.

## The Wire

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### Calendar

#### WBO Luncheon

Thursday, July 22

Luncheon Speakers:

Roger Stark, M.D.

Topic: How Will Health Care Reform Affect Me?

11:30 a.m. - 1:30 p.m.

Washington Athletic Club,  
Seattle

[www.wac.net](http://www.wac.net)

[Click here to register](#)

#### After Hours

Tuesday, July 13

5:30 PM to 7:30 PM

[Sizzleworks Cooking School](#)

Bellevue

[Click here to register.](#)

#### Business Building Group -

WBO Business Education

Wednesday, August 18

5:30 PM to 7:30 PM

Waddell & Reed, Inc.

11811 NE 1st Str., Suite 301

Bellevue, WA

[Click here to register](#)

Have something to contribute?

[Report your news here.](#)

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

### Dear Member,

In this economy, our country is still reeling from the financial crisis and many neighboring countries reel in their own debts. Yet here in the Puget Sound region, our economy is holding its own. I attribute a lot of this strength to small business that are surviving, and thriving in our area. There are more companies starting up monthly than ever before and, of those start-up companies, over 60 % are owned by women! What are we doing to stay in front of our customers and create business? I asked several business owners and found that they are really going back to basics. Creating and strengthening relationships took the lead, with referrals being a close second. Cold calls seem to be at the bottom in effectiveness.

I sat down myself to evaluate what works, what doesn't and what I can create in my own business. I realized that I wasn't using my networking group, Women Business Owners, as effectively as I could. I meet wonderful women, and I use the services of those women as much as I can; now it is time to take it deeper. Nurturing those relationships and keeping in touch is important, I know.

But sometimes, I just get busy. So now, I am reevaluating my priorities and realizing that I want to focus on growing those relationships.

This is a time to get creative, utilize what is right in front of me, and grow my own business even more. We are interested in hearing from you. What are you doing to market your business effectively in this economy?

Debbie Leviton  
President

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### What's New

#### 2010 Events Calendar

A downloadable calendar has been posted on the website for 2010. [Click here](#) to download it. Print it out to post on your wall and plan on joining us at the great events!

#### Please join us for a special eastside After Hours event!

This month's After Hours will be held at the Sizzleworks

Cooking School. In addition to the usual fun, food, teambuilding and networking at our After Hours events, this time teams will create very special appetizers for all to enjoy. It's a cash bar, so bring your singles. The event will be held on Tuesday, July 13th, from 5:30 to 7:30, 14111 NE 24th, Bellevue.

This should be a great event! Don't miss it!

#### **Opportunity to "Help a Mother Out"**

WBO is collecting diapers for [Help a Mother Out](#), a grassroots organization "helping needy families one diaper at a time." **Please bring a box of diapers to the July luncheon.** Our collected diapers will go to [WestSide Baby](#) in West Seattle.

#### **Business Building Groups - WBO Business Education**

Join us for an evening of wine & hors d'oeuvres, business education and the opportunity to find advocates for your business.

Offered once every other month, our educational events provide a setting for top-notch education provided by our own members in many aspects of running a business. At the same time, we help you get linked to a Business Building Group (BBG) - a group of like-sized business owners who can serve as an accountability group, a board of directors and a support group.

Please join us August 18, 2010, 5:30 p.m. - 7:30 p.m. at Waddell & Reed, Inc., 11811 NE 1st Street, Suite 301, Bellevue, WA. WBO member Linda Stubblefield will answer for us "Five Key Questions for Every Business Owner."

#### **Sign up today! An Exclusive Benefit for WBO Members. Become a Klondike Sponsor!**

Meet and mingle with the 2010 Nellie Award Finalists & WBO Sponsors. Your \$300 Investment includes:

- ~ An Invitation to The Nellie VIP Reception - *mingle with the finalists & WBO sponsors*
- ~ One Nellie Gala Dinner Ticket
- ~ Your Business Name in Nellie Cashman Awards Program
- ~ Recognition at WBO's monthly Luncheons ~ August through November
- ~ A sponsor ribbon on your name tag ~ August through November
- ~ Your Business Name listed on the WBO website Sponsor Page

To take advantage of this exclusive offer, call the WBO office at (206) 575-3232 or [email](#) us. *The deadline to have your business name listed in the Nellie Cashman Award Program is September 1, 2010.* [Click here](#) for more information about the 2010 WBO Nellie Cashman Awards Gala.

#### **Donate a door prize for great PR!**

If you donate an item or service to be one of our door prizes, your business will be mentioned in the Wire, at the luncheon podium, and on our website! Take advantage of this great opportunity.

### **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. We are starting a grass roots campaign to expand our membership, utilizing social media as one of the major tools. Be a part of the future of Women Business Owners by bringing awareness of our organization to the business community around you! Encourage everyone you do business with to go to our [Fan Page](#) and "Like" us!

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## **From the Members**

### **Yvonne Hall & Connie Greenwood support battle against breast cancer**

WBO members Yvonne Hall & Connie Greenwood, with their team (The Hall Wealth Management Group of Wells Fargo Advisors) and over 30 clients and friends successfully completed the Seattle Rock n Roll Half Marathon (13.1mi). The group ranged in age from barely 20 to over 65, and from first time participants to serious marathoners - all who were serious about having a great time, and they sure did! After the event, participants and their family and friends attended a celebration hosted by The Hall Wealth Management Group to honor this healthy accomplishment with food, drink and massages at the Pyramid Ale House. The team ran in support of the battle against breast cancer and will match donations (up to \$2000) through the end of July. Visit <http://pugetsound.info-komen.org/goto/hallwmg> if you would like to donate and have your contribution matched. Yvonne and Connie would like to thank their friends and clients for sharing this motivating and inspiring event.

### **Morgan Stanley Smith Barney Presents...**

Andy Friedman and "The Washington Update". Topics include:

- Health Care and other legislative initiatives
- Federal budget outlook
- Persona, corporate and estate tax changes
- Retirement accounts
- Election outlook
- Action Steps for you

Andy Friedman is one of the nation's most sought-after public speakers on political and legislative developments and their effect on the government's tax, fiscal, and retirement policies.

Monday July 12, 2010 6.00 p.m., Bellevue WA  
Reservations Required. Includes appetizers.  
RSVP: LeeAnn Huggins, Vice President, Financial Advisor  
By reply to [leeann.huggins@mssb.com](mailto:leeann.huggins@mssb.com) or Phone 425-455-8036

#### **News from Annie Searle**

Annie Searle & Associates, the Seattle-based risk consulting firm, will celebrate its first anniversary on July 7th with improved navigation and news at its website, [www.anniesearle.com](http://www.anniesearle.com). ASA has also announced a series of small workshops going forward for professionals to improve their risk management skills. For detailed course and pricing information, contact [info@anniesearle.com](mailto:info@anniesearle.com).

#### **Kristi Mandt in the Press!**

Kristi Mandt, CFP and President of Millikin Mandt Associates was mentioned in a Wall Street Journal article on June 12 on strategies for opening Roth IRA's for your children who have earned income. Congratulations, Kristi!

#### **Breast Health Awareness Night at The Seattle Storm**

Join WBO member Shari Sewell and Northwest Hope & Healing for Breast Health Awareness Night on Thursday, August 5th, The Seattle Storm vs. Connecticut @ 7:30 p.m. We will celebrate and recognize cancer survivors in an effort to continue the fight against breast cancer. Your participation in this event helps to support breast cancer patients while enjoying a unique opportunity to experience Seattle Storm basketball! A portion of every ticket purchased will benefit our organization!! Click this link to RSVP and get tickets now:

[www.wnba.com/storm/community/bha.html](http://www.wnba.com/storm/community/bha.html)

#### **Susan Huenefeld's company recognized!**

A local Sammamish gift basket business, Accents Et cetera has a strong recycling ethic throughout and their continued effort in recycling and waste reduction earned them recognition for the third year in a row. This year they have moved to a new location and have onsite composting of food and floral scraps and the trimmings from biodegradable cellophane. The second change has been using an iPhone as a calendar, notepad and for e-mail. Accents Et cetera staff are amazed by how much paper has been saved just through using a smartphone for all of those functions.

The company kept in place all of the previous reuse and recycle policies from last year, and has been able to purchase more products with recycled content. In response to customer requests, Accents Et cetera has created an "Eco-Friendly Options" category on their Web site that features environmentally sound gift baskets and other items.

Accents Et cetera has also found more vendors that are now providing recycled content and compostable components. For instance, Accents Et cetera now carry raffia ribbon made out of paper and gros grain ribbon that

is made with recycled plastic water bottles. Many of their eco-friendly gift options contain locally produced foods, while organic cotton is used in their baby toys and clothing.

[Read more on the King County website!](#)

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## Get Involved



### **WOMEN BUSINESS OWNERS ON FACEBOOK AND LINKEDIN**

We invite you to check out our our [Women Business Owners](#) group on LinkedIn. With our events listings, discussions, opportunities to post and respond to job openings, news and marketing tools, we would like to encourage you to utilize this group more in 2010. Please join us at our [LinkedIn group!](#)

We now have a [Facebook Fan Page](#). As soon as we reach 25 fans, we will be able to lock in our name with our fan page. I encourage you to click on the link above, go to our Fan Page and click "Like" so that you too will be a fan and receive event updates and news of our organization's activities!

### **LOOKING FOR COACHES & FACILITATORS FOR BBGs**

Are you a professional facilitator or business coach? Would you like to be included as a resource for our Business Building Groups? If you are interested in offering your services to fellow WBO members in this capacity, please contact Shawn Mercalde at 206.607.4161.

### **LOOKING FOR SPEAKERS**

Have you heard a great speaker recently? Think your fellow Women Business Owners members would enjoy them too?

We are looking for high caliber speakers to make our luncheons outstanding. If you have speaker suggestions, please let our Luncheon Program Chair, Joy Fischer, know. Joy can be reached at 206.290.8514.

### **CALLING ALL VOLUNTEERS!**

#### **Interested in volunteering**

to be on a committee or to help at the event? Let us know. Speak to any board member or send an e-mail to [yvonne@womenbusinessowners.org](mailto:yvonne@womenbusinessowners.org).

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## Welcome Aboard

**June Bachman**  
**[bWyse LLC](#)**

Internet Marketing Website design and Development, Search Engine Optimization, Website Hosting, Email and Social Media Consulting.

**Erika Colson**  
**[Autonomix Inc.](#)**

[Autonomix](#) provides information technology (IT) services and computer support for small and mid-sized businesses throughout Washington State. Since 1999, the company has helped companies make the most of their technology investments.

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

Legal

**Terra Misner**  
**[Artist Touch Painting, LLC](#)**  
**[www.terramisner.com](http://www.terramisner.com)**

**Wendy Ogryzek**  
**[bWyse LLC](#)**

Internet Marketing Website Design and Development, Search Engine Optimization, Website Hosting, Email and Social Media Consulting

**Patricia Parsons**  
**[MassMutual Financial Group](#)**

Patricia Parsons, MBA is a Financial Services Representative with MassMutual Financial Group. She is dedicated to building trusted and lasting relationships with the people she serves as she helps each client create a personal financial strategy.

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**In the Spotlight**

**[Karin Frost Blakley, CRPC, Financial Advisor](#)**  
**[Waddell & Reed](#)**

As a Financial Advisor and Chartered Retirement Planning Counselor with Waddell & Reed, I not only share your dreams, I help provide resources and direction as you strive to achieve them during these challenging and complex times. My passion is building financial plans and providing support to help business owners, individuals and families. No matter what your financial goal: if you want to retire when and where you want to retire, or you want to provide a college education for your children, or a better benefits package for your employees; I would be happy to see if I can help. [kfblakley@wradvisors.com](mailto:kfblakley@wradvisors.com)

**[Margaret Purvine](#)**  
**[Next Step Solutions, Inc.](#)**

Margaret W. Purvine is a business professional with a

career spanning more years than she would like to admit.

A graduate of the University of Michigan, she spent the first part of her business career at IBM. There, she learned the organizational, project, and management skills necessary to get large computer systems implemented properly. After leaving IBM, she and her husband Dennis founded a business consulting firm, [Next Step Solutions, Inc.](#), focused on the operational and management needs of small businesses.

Margaret shines in her work with people. Experienced as a manager and facilitator, she is able to work with her clients to make sense of big tasks by breaking them into digestible chunks. She helps her clients build and direct teams of people to get these big tasks done. Margaret enjoys teaching and finds that moment, when the light goes on in the student's eyes, particularly rewarding.

Complementing Dennis' skills with numbers, Margaret excels with words. Writing is a major passion she currently feeds with her business blog, [Business In Washington](#). As well, Margaret has written many business articles for a number of business publications and the Web, including a column for the Puget Sound Business Journal. Writing a book is her next big goal!

#### **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.

Don't miss this great opportunity! Women Business Owners members, join us for lunch and earn a chance to have the Wire spotlight shine on you!

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206.575.3232

[info@womenbusinessowners.org](mailto:info@womenbusinessowners.org)

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