

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

June 2019

In This Issue

[President's Message](#)

[Why do you belong to WBO?](#)

[Welcome Aboard](#)

[Member News](#)

[Renewing Members](#)

[Promotion Opportunities](#)

[Member News](#)

[Get Involved](#)

[In the Spotlight](#)

Stay Connected



Calendar

After Hours

Tuesday, June 11th

Note new time:

5:00 PM - 7:00 PM

[WeWork](#) Main Lobby,
Lincoln Square South,
10400 NE 4th Street,
Suite 500, Bellevue

[More information](#)

Education Workshop

Monday, June 17th

11:30 AM - 1:00 PM

President's Message



Greetings!

Happy June! We're only weeks away from the official start of summer, and it's 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 2019? 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. We will be having our June After Hours on June 11th at WeWork in Bellevue - keep your fingers crossed for nice weather so we can enjoy WeWork's spectacular outdoor patio. Then on June 27th we will be hearing from Ambika Singh, the CEO of Armoire, at our June luncheon at the Women's University Club in Seattle. Her topic is "Go Conquer the World - We've Got Your Back!" and will include advice on the best way to support female entrepreneurs, how community informs and fuels business, and ups and downs of creating and building a startup.

Another summer favorite is the annual WBO Trade Show luncheon on July 25 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 [Annual Trade Show](#) under the Events menu on

Location: [Judy Lee Photography](#)

1417 NW 54th St.,
Suite 220 Seattle

Presenter: [Judy Lee, Judy Lee Photography](#)

Topic: The Power of Vulnerability and Being Seen in Your Business
[More information](#)

Let's Do Lunch

Wednesday, June 19th
11:30 AM - 1:00 PM

Location: [Duke's Seafood and Chowder](#)
500 Bellevue Way NE
Suite 212, Bellevue
[More information](#)

WBO Luncheon

Thursday, June 27th
11:30 AM - 1:30 PM

Seattle Location:
[Women's University Club](#)
1105 Sixth Ave, Seattle

Speaker: [Ambika Singh Armoire](#)

Topic: Go Conquer the World - We've Got Your Back

[More information](#)

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!



Co-President:

Lauren Burgon
Law Office of Lauren Burgon PLLC

Co-President:

the WBO website for details and registration. In addition, we'll be having a fun fashion show with help from Annette Bond of Definitive Style. Do you know someone who'd be an excellent exhibitor? Early bird pricing for exhibitor tables ends on June 30; check out the [link here](#).

Many thanks to Melina Palmer, Founder and Host of [The Brainy Business](#), who gave an engaging presentation at our May luncheon about the truth in pricing in our businesses. Melina had some terrific insights into pricing our goods and services, from "priming" to whether our prices should end in a 9, a 5, or a zero. Be sure to check out Melina's podcasts for more!

We look forward to seeing you at our events both this month and over the summer! We 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,

Lauren Burgon and Brittany Gautreau
2019 Co-President, Women Business Owners

[TABLE OF CONTENTS](#)

Why do you belong to WBO?



Jennifer Mastor

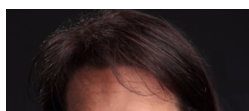
[Mastor Recruiting & Consulting](#)

Why wouldn't I want to be around creative, thoughtful and intelligent women? WBO gives me insight into myself. It holds me accountable to continue my company's growth, learn all I can to be successful, and mostly, speak with others. Having an in-depth

conversation with other women has allowed me to be more open with myself and my thought process. Yes, I have received referrals, very enduring referrals from women who took the time to get to know me, my business and why I do what I do. In return, I get to do the same; not because I have to, but because I want to. WBO members are real women with a caring and respectable heart. To be surrounded by them twice a month gives me pleasure and allows me to grow as a professional woman as well. Question is, why aren't you a member?

[TABLE OF CONTENTS](#)

Welcome Aboard



Nathalie Boss

[John L. Scott](#)

Brittany Gautreau
Clarity Capital Partners
LLC

Past President:

Lisa Downs
New Aspect Coaching

Education Chair:

Aubrey Armes
Awaken Your Greatness

Events Co-Chair:

Stacia Hofmann
Cornerpoint Law

Events Co-Chair:

Adrienne Miller
Forever Care Services

Marketing Chair:

Open Position

Membership Chair:

Kelly Smith
Willow & Oak Business
Solutions

Secretary:

Nancy Linnerooth
UnblockResults.com

Sponsorship Chair:

Open Position

Treasurer:

Lori Stutsman
Extra Mile Marketing

Board Member At-large

Laurie Cook
Wheelhouse Marketing
Group

Board Member At-large

Jennifer Mastor
Mastor Recruiting &
Consulting

Have something to contribute?

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



I am your local expert and can provide up-to-date information on home values, strategies for buying or selling, and market trends. I have chosen to partner with John L. Scott in part because they are an industry leader that is continually recognized nationally.



Suzanne Fortune
[Windermere Real Estate](#)

I have over 18 years of experience in real estate, leading, advocating, and collaborating with my clients on the most defining moments of their lives: improving their quality of life by buying or selling a home. My specialty is estate sales because I absolutely love working with families going through transitions in life and have a unique skill set in order to best serve them.



Riah Gonzalez
[Admin Prestige](#)

Admin Prestige is a boutique administrative service provider and a customer experience consulting firm in the Pacific Northwest.



Kristina Hull

[Kristina Hull CPA LLC](#) provides exceptional service specializing in estate tax as well as individual income tax return preparation for self employed, owners of rental properties, and people with various sources of investment income.



Brittany Jamison

[Alliance Business Monitoring, LLC](#)
Business Consulting and Monitoring



Ingrid Johnson

[Talent Savant, CO](#) is the world's first 10% direct hire talent acquisition firm, focused on ethics, transparency and integrity. Proudly woman and family owned and operated.



Samara Lane

[Conscious Coaching](#) provides personal, relationship and business coaching. I'm certified through Seattle



Life Coach Training and specialize in relationships, communication and anxiety.



Rebecca Mullins
[Studio Saudade, SPC](#)

We craft unique experiences and heirloom-quality products to commemorate lives lived and loved ones lost. Rebecca is visionary with heart and soul. Generating endless ideas for inspiration, she founded Studio Saudade to serve people in sustainable and meaningful ways as they navigate profound moments in their lives.



Alicia Peterson
[First Citizens Bank](#)

With over 15 years of banking experience, I have the benefit of working with an incredible team of highly successful professionals at a thriving organization. This allows me to do what I do best for the business owners I have the luxury of serving.



Ingrid Vimont
[Boutique Aesthetics](#)

Nurse-owner Coolsculpting practice in Bellevue since 2014. Non-invasive body contouring using FDA-cleared technology.



Danelle Williams
[EdgeWorks](#)

Delivering the one relationship that investors, closely-held business owners, and accomplished families need on the journey of their affluence.

[TABLE OF CONTENTS](#)

From our Sponsors



Lisa Downs, President and Owner of [New Aspect Coaching](#), provides 1:1 career transition coaching for those currently in the workforce who are looking to make a career shift and may be stuck with what to do next, those who are new leaders and need support

with managing people, and those who are contemplating retirement and have no vision or idea of what to do for their "third act."

Do you know someone who could use help figuring out how to make a career change? Or someone who has been talking about retirement or semi-retirement and is putting off making the leap? Or someone who just got promoted into a management role with no prior management experience? If so, Lisa can help. She makes sure to "meet clients where they are" in their journey and has access to a number of assessment tools at her disposal to support her coaching, including work style, personality type, strengths, and feedback profiles.

Contact Lisa by email at lisa@yournewaspect.com, by phone at 425-216-3015, or through her website at yournewaspect.com to schedule a conversation or make a referral or introduction. All introductions are welcome!

[TABLE OF CONTENTS](#)

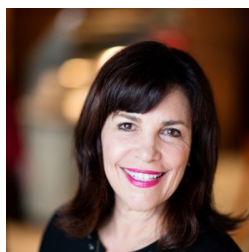
Renewing Members



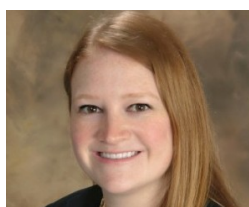
Maegan Dornan
[Hall Wealth Management Group of Wells Fargo Advisors](#)
Member Since 2016



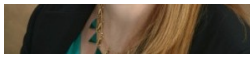
Shellie Fredrich
[Hand & Stone Massage and Facial Spa](#)
Ambassador
Member Since 2018



Anne Hess
[n2 Publishing](#)
Member Since 2016



Stacia Hofmann
[Cornerpoint Law](#)
Board Member & Events Co-Chair
Member Since 2017



Gayle Johnson
[EVOLVE Coaching Seattle](#)
Member Since 2018



JD Klein
[Minuteman Press of Redmond](#)
Sponsor
Member Since 2018



Kathleen Miller
[Miller Advisors, Inc.](#)
2018 Nellie Finalist
Member Since 2018



Susan Segall
[New Beginnings](#)
Member Since 2016



Lori Stutsman
[Extra Mile Marketing](#)
2017 Nellie Finalist
Board Member & Treasurer
Member Since 2017

[TABLE OF CONTENTS](#)

Promotion Opportunities

WBO thanks **Kippie Pasowicz**, [Windermere Real Estate Co.](#), for generously donating a door prize at our May Luncheon. **Kippie** gave away a lovely flower pot.

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.

[TABLE OF CONTENTS](#)

Member News

For April's Mentor Monday, Education Chair **Aubrey Armes** hosted Events Co-Chair and attorney **Stacia Hofmann** for a discussion about written customer contracts: why they are valuable, what key written provisions to consider to manage your business's risks, and how they can be used to instill in your clients a sense of trust and confidence in you. A recording of "When Handshakes Are Not Enough: The Why, What & How of Written Customer Contracts" is available to members in the [Resource Library](#). And speaking of contracts, on May 20, Stacia was quoted about indemnity agreements, risk management, and liability in a [Seattle Times article](#) on scooter-shares in Seattle.

K'ai Roberts Fu of [Magnus Media Group Video Production](#) was recently published in the Winter/Spring issue of "The Higher Standard", a publication of the Northwest Wall and Ceiling Bureau. Her article talks about the many ways video can help companies in the construction industry succeed.

[TABLE OF CONTENTS](#)

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 2019. Please join us at our LinkedIn group!

View our profile on 

WOMEN BUSINESS OWNERS ON FACEBOOK [Click here](#) to "Like" the Women Business Owners business 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 business page and WBO will "like" you too!

 Like us on Facebook

[TABLE OF CONTENTS](#)

In the Spotlight



Katy McNaughton co-founded [Village Life](#), a homebuilding and land development company creating thoughtfully designed communities in the North Puget Sound and Central Washington since 2010. She now serves as Board Member and Co-CEO. Before starting Village Life, Katy worked in marketing and sales at Coast Real Estate Services. She graduated with a BS in Business from the University of Southern California.

She is also a Board Member of the McNaughton Foundation, a family foundation focusing on children and education, and Kid's Co, a non-profit childcare organization in Seattle. Katy lives in Shoreline with her husband and daughter.



Amy O'Brien
Arboretum Mortgage

Caring and advising people like she would family and friends is an honor and privilege for this Seattle-area native. With residential financing, whether purchasing a home or refinancing or full custom construction build, experience and a heart is what Amy brings to her clients. She has over 30 years in the industry in the Seattle area. Her client base is strong and continues to grow based on the personal care and attention she gives. She works with everyone from seasoned real estate investors to first-time homebuyers and everyone in between. The mortgage world has its nuances. She focuses on educating and preparing people for the best possible outcome. Beyond closing, she remains an ongoing support and resource to them for all the years to come.

TABLE OF CONTENTS

206.575.3232

info@womenbusinessowners.org

www.womenbusinessowners.org

© 2019 Women Business Owners