

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

August 2019

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Calendar

Let's Do Lunch

Wednesday, August 7th

11:30 AM - 1:00 PM

Location: [Tutta Bella](#)

15600 NE 8th St.,

Suite J1, Bellevue

[More information](#)

Monthly Luncheon

Note Special Date:

Thursday, August 15th

11:30 AM - 1:30 PM

Seattle Location:

[Women's University Club](#)

President's Message



Greetings!

Happy August! We hope you're finding time to enjoy our incredible (if a bit toasty for some of us) weather with family and friends and that you're able to beat the heat! In this season of fairs and festivals, Seafair events, and longer days, it's a good opportunity to slow down, take stock, and focus on fun activities.

Speaking of fun, we had a great July as many of our members and guests enjoyed WBO's annual Trade Show Luncheon. We'd like to give a big thank you to all of our trade show vendors and those who helped bring our featured fashion show to life: Annette Bond of Definitive Style by Annette Bond, Marta Hardin of Divalani Style, and Tami Weiss of Tempó, as well as our member volunteers who did a fantastic job modeling the fashions for us. Many thanks as well to our Event Co-Chairs, Adrienne Miller of Forever Care Services and Stacia Hofmann of Cornerpoint Law, and to Yvonne Gitchel of Executive Support Advantage for all of their hard work and dedication in pulling the Trade Show together and making it a great day.

The After Hours are taking a break for the summer, but we have other events coming up that you should be sure to check out. Right around the corner is Let's Do Lunch on Wednesday,

1105 Sixth Avenue
Seattle

Speaker: Jade Makana,
[Author and Storyteller](#)

Topic: Building Your
Personal Brand: Sell
More By Being Your
Boldest, Sparkliest Self
[More information](#)

Education Workshop
Thursday, August 29th
10:30 AM - 11:30 AM

Location: Bellevue
Library, 1111 110th Ave.
NE, Bellevue

Presenter: Cindy
[Mueller, The Society For
Financial Awareness](#)

Topic: Baby Boomer
Bootcamp For Women
Approaching Retirement
and Beyond!
[More Information](#)

Save the Dates:

After Hours

Tuesday, Sept. 10th!

Annual Wine Walk in the
Woodinville Warehouse
District

Monthly Luncheon

Thursday, Sept. 26th!

WBO's 40th Anniversary
Celebration

Bellevue Location

Mentoring After Hours

Tuesday October 8th!

*Mentoring Master Class
with some of our favorite
Nellie alums, as well as
other established women
business owners.*

Location: Ryan
Swanson, Seattle

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

August 7th. Hosted by Shellie Fredrich of Hand & Stone
Massage and Facial Spa, this members-only separate checks
lunch will be at Tutta Bella in Crossroads from 11:30 am -
1:00 pm. Be sure to RSVP at the WBO website by August 6,
as this event is limited to six attendees.

August's regular luncheon will be one week earlier than usual,
on Thursday, August 15th at the Women's University Club.

We're excited to welcome author and storyteller Jade
Makana's insights into the topic "Building Your Personal
Brand: Sell More By Being Your Boldest, Sparkliest Self."
Registration discount ends Friday, August 9th.

It's the time of year that we start looking for a few good
women to serve on the WBO Board of Directors. This all-
volunteer board is the backbone of WBO, and we will be
looking for several members to join the Board in January. We
will be offering a series of members-only informational
sessions in August and September about how to join the
WBO Board of Directors and what that entails. These free
sessions are for any members who are interested in learning
about how WBO functions, the variety of roles on the board,
and the process to volunteer. Our annual call for board
nominations is fast-approaching, and this is a great
opportunity to see if you want to throw your hat in the ring for
2020, or at least learn a bit more about the organization. More
information about these sessions will be available soon.

Wishing you all a wonderful rest-of-summer!

All the best,

Lauren Burgon and Brittany Gautreau

2019 Co-President, Women Business Owners

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Why do you belong to WBO?



Lori Stutsman

[Extra Mile Marketing](#)

I joined WBO because of the amazing
women I had met during the Nellie
Cashman awards process. It is rare to
have such a group of smart, fun and
helpful colleagues all in one room.

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Welcome Aboard



Mary Jane Creighton

[MJ Creighton Design](#)

Thirty-one years of experience as an
Interior Designer with a history of
Project Management and Design

embrace their vision of success!



Co-President:

Lauren Burgon
Law Office of Lauren
Burgon PLLC

Co-President:

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



Integration within all levels of construction. Carefully curated design detail and implementation within budgetary goals tailored to each client.



Marlena Grundy

[PNW Strategic Legal Solutions, PLLC](#)

I advise clients on a wide variety of issues including personal injury claims, workers' compensation, and healthcare transactions, litigation, and regulatory issues.



Toni Pinto

[Pinto Portrait](#)

I have been photographing people and events for more than 20 years. My experience allows me to capture the moment creatively or guide you to achieving the perfect look. I have a unique way of putting my clients at ease, no matter how timid or uncomfortable they are in front of the camera lens. My attention to detail and extensive training lends a sophisticated touch to post-production so you will love the final result.



Jen O'Ryan, PhD

[DoubleTall Consulting](#)

Dr. Jen O'Ryan completed her PhD in Human Behavior, specializing in the experience of gender identity and sexual orientation. After 15+ years developing programs in the tech industry, Jen now designs LGBTQ+ inclusion strategies for organizations. She provides consulting services, ranging from employee training to managing large-scale organizational changes.

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Sponsor News



Lawyers since 1897

Ryan Swanson's 31st Annual Employment Law Seminar

For over three decades, the attorneys at Ryan Swanson have been keeping clients, business partners and friends up to date on recent developments in employment law. On September 24, 2019 our attorneys will discuss a wide range of employment law trends and provide practical solutions to help business owners and human resources professionals navigate workplace challenges.

Board Member At-large
Jennifer Mastor
Mastor Recruiting &
Consulting

Tuesday, September 24, 2019
Block 41, Seattle, WA

[Agenda and registration](#)

WBO members receive a 20% discount using code WBO20.

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**Have something to
contribute?**

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

Renewing Members



Aubrey Armes

[Awaken Your Greatness](#)

Board Member & Education Chair
Member Since 2015



Annette Bond

[Definitive Style by Annette Bond](#)

Member Since 2011



Lauren Burgon

[Law Office of Lauren Burgon PLLC](#)

Board Member & Co-President
Member Since 2016



Mimi Kirsch

[Paradigm Communications Group](#)

2004 Nellie Winner
Member Since 2004



Valerie LaRoque

[Alpha & Omega Financial Services,
Inc.](#)

Member Since 2015



Silvia Peterson



[SLP Consulting LLC](#)
Ambassador Committee Chair
Member Since 2013

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Promotion Opportunities

WBO thanks **Sonja Anderson**, [Rainy Day Organizer](#), **Shellie Fredrich**, [Hand & Stone Massage and Facial Spa](#), **Jeanne Gunsolus**, [Savvy on Seattle](#), **Gayle Johnson**, [EVOLVE Life Coaching](#), **Laurel Jones**, [Ryan Swanson](#), **JD Klein**, [Minuteman Press of Redmond](#), **Mandy Mills**, [Holistique Naturopathic Medical Center](#), **Patty Pacelli**, [Pacelli Publishing](#), **Toni Pinto**, [Pinto Portrait](#), **Eric Scroggins**, [Banner Bank](#), **Ingrid Vimont**, [CoolSculpting Boutique Aesthetics](#), and **Tami DeLaurenti Weiss**, [Tempo](#) for generously donating door prizes at our July Luncheon and Trade Show. **Sonja** donated a \$160 gift certificate for organizing or home inventory services. **Shellie** donated a gift card for a one-hour signature facial and 5-step rejuvenating facial. **Jeanne** gave away a "Welcome to Seattle" children's book gift pack. **Gayle** donated a choice between a 30-minute life coaching session or Reiki energy healing session. **Laurel** donated two registrations to their upcoming Employment Law seminar. **JD** donated a set of custom thank you cards and envelopes valued at \$200. **Mandy** donated an introductory naturopathic doctor visit and acupuncture treatment valued at \$400. **Patty** gave away the books *Why Don't They Follow Me* and *Six-Word Lessons for Autism-Friendly Workplaces*. **Toni** donated a professional portrait valued at \$195. **Eric** gave away a custom wine basket. **Ingrid** donated a gift certificate for one free small treatment valued at \$750, and **Tami** donated a \$200 gift certificate to Tempo.

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.

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Member News

On July 25, [Banister Advisors](#) celebrated both their anniversary and recent move to office space within [The Historic Stimson-Green Mansion](#). Their new [First Hill location](#) positions the Banister team to expand their healthcare navigation, end-of-life strategy, and bereavement services offering. They look forward to the year ahead and continued growth.

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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.

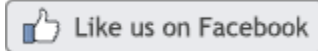
TELL YOUR FRIENDS ABOUT WOMEN BUSINESS OWNERS! Be sure to share your association with Women Business Owners with your friends, acquaintances, clients and fellow business owners. Remember, if you bring a guest to one of our monthly luncheon meetings, you will be entered into a drawing at the luncheon 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 [LinkedIn](#)

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!



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In the Spotlight



Stacy D. Heard, JD
[The Law Office of Stacy D. Heard, PLLC](#)

Ms. Heard is an attorney who exclusively practices family law in Seattle, Washington, where she has served clients for over 20 years. Her family law practice includes cases involving high-conflict

parenting/custody, international custody disputes, the Hague Convention on the Civil Aspects of International Child Abduction, relocation, complex financial issues, restraining orders, and child support. Stacy is trained in cross-border mediation, arbitration, mediation, collaborative law, and as a Guardian ad Litem. She is a member of the American Bar Association Family Law Section and serves on the council and as Chair of the International Law Committee. She is also a member of the Association of Family and Conciliatory Courts ("AFCC") U.S. and Australian chapters. She is a past president of the Washington State AFCC chapter. Stacy is the author of *Washington Family Law* (LexisNexis Practice Guide 2019). She is currently co-authoring a book for the ABA Family Law Section on attorneys working with Parenting Evaluators. Stacy is a frequent speaker on parenting plans in the state of Washington, nationally, and internationally.

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