

40 YEARS

WOMEN BUSINESS OWNERS

1979-2019

The Wire

September 2019

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Calendar

After Hours Wine Walk

Tuesday, Sept. 10th

5:00 PM - 7:00 PM

Location: [Ambassador Wines](#) & [Pondera Winery](#)
19501 144th Ave NE,
Suites C400 & B400,
Woodinville

[More information](#)

Let's Do Lunch

Tuesday, Sept. 17th

11:30 AM - 1:00 PM

Location: [Coho Cafe](#)

President's Message



Greetings!

Greetings WBO! As we get ready to head into fall (hard to believe it's the end of summer already), we have a lot to share with you.

Our August luncheon featured self-described "Petite Powerhouse" Jade Makana, who walked us through the different ways that we can identify and promote our individual brand, even for those of us who didn't think we actually had one! So how do you determine if you already have a personal brand? Jade says, "If someone can dress as you for Halloween, then you have a personal brand."

You may have noticed WBO's personal brand has looked a bit different lately. For 2019, we are using a revised logo to celebrate the fact that WBO is 40 years old this year! To further celebrate, September's luncheon will be a birthday party, with cake, a game, and a panel discussion with long-term members of WBO as well as brand new members, plus lots of decorations featuring pictures and articles about WBO over the past 40 years. The luncheon will be at Maggiano's Little Italy in Bellevue on Thursday, September 26th from 11:30 - 1:30, and the early registration discount ends Friday, September 20. Visit our [website](#) to register now!

6130 E Lake
Sammamish Pkwy SE,
Suite A, Issaquah
[More information](#)

**Monthly Luncheon &
40th Birthday
Celebration**

Thursday, Sept. 26th
11:30 AM - 1:30 PM

Bellevue Location:
[Maggiano's Little Italy](#) -
Lincoln Square
10455 NE 8th St,
Bellevue
[More information](#)

Save the Dates:
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

WBO Awards Gala
Thursday, March 19th
Hyatt Regency, Bellevue
**Awards nominations
are now open!** Click
[HERE](#) to nominate a
Women Business Leader
in the Puget Sound area.

**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!



Late summer is also the time of year that we start recruiting for next year's Board of Directors. WBO's all-volunteer board is the backbone of WBO, and we will be looking for at least five members to join the Board in January. We will be offering informational sessions at the September Wine Walk and September luncheon for any members who are interested in learning about how WBO functions, the variety of roles on the Board, and the process to volunteer for the Board. If you can't attend either the September Wine Walk or the September luncheon but are interested in learning more about the Board, please feel free to contact either of us directly.

WBO's monthly After Hours is back after taking a brief summer hiatus! In September, please join us in the Woodinville Warehouse district for our annual Wine Walk, and if you have any influence over the weather spirits, please request no wildfire smoke this year (fingers crossed). The Wine Walk will be Tuesday, September 10th at Ambassador Wines of Washington and Pondera Winery. Register now on the WBO [website](#); early bird prices end Friday, September 6th and registration closes Monday, September 9th.

Lastly, be sure to save the date on your calendar for WBO's new Women Business Owners of the Year Awards gala. This new and improved event will be Thursday, March 19, 2020 at the Hyatt Regency in Bellevue, and will feature new awards categories and a revised awards process, with gala-related events in January and February as well. More details to follow, but be sure to mark your calendars now for the big event on March 19. #WBOYA!

All the best,

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

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Why do you belong to WBO?



Laurie Cook
[Wheelhouse Marketing Group](#)

I am continually inspired by this vibrant, gracious group of women. I feel uplifted with each conversation and encounter. If you are seeking a welcoming, collaborative, fun group of fellow business owners to encourage and propel you forward, WBO is for you!

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Welcome Aboard



Julia Cossé
[Cossé Financial Independence Group](#)
Financial Advisor

Co-President:
Lauren Burgon
Law Office of Lauren
Burgon PLLC



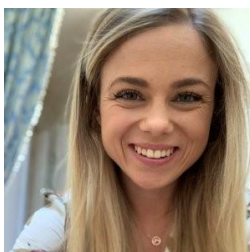
Co-President:
Brittany Gautreau
Clarity Capital Partners
LLC



Melissa Lloyd
[4-Group Math](#) is an early learning math program that helps children ages 2-7 establish a solid number sense foundation.

Past President:
Lisa Downs
New Aspect Coaching

Education Chair:
Aubrey Armes
Awaken Your Greatness



Isabella Popa
[Urbanvisory, LLC](#)
We provide commercial leasing services to place business owners in spaces where their company will thrive.

Events Co-Chair:
Stacia Hofmann
Cornerpoint Law

Events Co-Chair:
Adrienne Miller
Forever Care Services



Melissa Reaves
[Story Fruition, LLC](#)
Public speaking & storytelling coaching for: executives, entrepreneurs, lawyers & business professionals.

Marketing Chair:
Diane Lam
Everything Ally

Membership Chair:
Kelly Smith
Willow & Oak Business
Solutions

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Secretary:
Nancy Linnerooth
UnblockResults.com

Sponsorship Chair:
Open Position

Treasurer:
Lori Stutsman
Extra Mile Marketing

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.

Sponsor News



Ryan Swanson's 31st Annual Employment Law Seminar is on Tuesday, September 24 at Block 41 in Seattle. 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. [Click here to register.](#)

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Renewing Members



Jessica Allen
[Allen + Koe](#)
Member Since 2011



Karin Blakley
[Waddell & Reed](#)
Ambassador
Member Since 2009



Jennifer King
[Three60 Law Group PLLC](#)
Member Since 2014



Diane Lam
[Everything Ally](#)
Board Member & Marketing Chair
Member Since 2018



Nicole Miller
[Miller Advisors, Inc.](#)
Member Since 2018



Laurie Nichols
[Laurie Nichols Coaching](#)
Member Since 2015



Deborah Peterson
[Vineyard Catering & Personal Chef](#)
Ambassador
Member Since 2004

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Promotion Opportunities

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

Jeanette Betton and [Dynamic Designs Jewelry](#) are celebrating 35 years in business! It's exciting to look back on all the years of creating beautiful jewelry and lasting client relationships. We will also be featured in September's Kirkland LifeStyle magazine. RSVP to join us for our Anniversary Celebration Sept. 9-14, 425-827-7722.

Adrienne Miller is excited to announce that in addition to her work at [Forever Care Services, LLC](#) with seniors as a Senior Housing Referral and Placement Specialist, she has joined Expedia Cruise Ship Centers as an Independent Cruise Agent. Contact her at 206-383-2001 if you'd like to receive info on cruise specials.

Succession planning expert, **Laurie Nichols**, CPC, has completed extensive training in the science-based methodology of Conversational Intelligence® (C-IQ) to earn this prestigious designation for coaches. As a CIQ trained coach, Laurie empowers clients to improve team engagement and results by mastering higher-level conversational skills and embracing the qualities of a caring leader. "Change your conversations; change your life."

Are you a little nervous about being on camera? At a recent WBO Mentor Monday webinar, Our mentor, **K'ai Roberts Fu**, [Magnus Media Group Video Production](#), shared her hard-earned lessons about what works best on camera, from how to pace and pitch your speaking voice, to where to look, and what to wear and NOT to wear on camera. [Click here](#) to learn more.

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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 2020. 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.

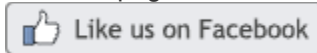
BUSINESS BUILDING GROUPS Would you like to get to know other women who are building their businesses? Now is the time to jump in and get connected. Business Building Groups are the place to receive and give ongoing support. BBGs are an excellent place to share ideas and plans with like-minded women. 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



Diane Lam

[Everything Ally](#)

Diane is the Founder and CEO of Everything Ally, Business and Operations Management. Her firm focuses on managing the operations and growth projects for service-based business owners who are overwhelmed and frustrated in their business, who struggle to manage their current

business and can't take on new opportunities without losing their sanity or working significantly more hours.

Diane was the right hand to entrepreneurs and C-level executives for over 13 years and managed everything from the creation of 5 hedge funds to overseeing multiple business lines and executing infrastructure initiatives while hiring teams and creating systems and processes to support these initiatives. Her superpower is taking an idea and bringing it to fruition.



Jennifer Mastor

[MASTOR Recruiting & Consulting](#)

Jennifer is known for being a straightforward, honest recruiter/consultant who gets results. She has so far placed over 2500 individuals in her 27 years of being a Professional Recruiter.

Jennifer uses her stellar interpersonal communications and relationship building skills as well

as the ability to recruit and manage resourceful, top-performing candidates to keep her successful. She has developed a reputation as the "go-to" recruiter for filling those "purple squirrel" roles.

Jennifer started MASTOR Recruiting & Consulting 2 ½ years ago so that she could be selective in her dealings. She vets all clients, meets with the hiring managers and personally tours the facilities of where a person might be working. When Jennifer's clients and applicants ask her a question, she will let them know her truthful opinions. If she is not the right resource, she will guide the person to the correct one. Her biggest take away for doing what she does is, "watching people work where they want, with whom they want and see and feel their own success." It is a true rush to see the smile on an applicant's face when they learn that they got the career

they wanted, and even a bigger thrill when a manager/owner gets to hire the person they have been missing from their team. As a career consultant, Jennifer helps applicants with interviewing, resumes and their confidence, plus so much more; and for employers, Jennifer is certain that they hire the correct person, not just any person. She is always open for questions, speaking and training events as well.

Jennifer has lived in the PNW for 28 years, via Southern California; and yes, she does miss her beaches! She has two adult children, Athan who is in the Air Force (and just became a Staff Sargent) and Raiya who has a passion for dogs and is becoming a Professional Dog Groomer for PetSmart. (There is nothing like seeing your son and daughter accomplished and happy).

WBO allows Jennifer to become more connected, empowered and successful; and keeps her business and personal online connectivity visible and inspiring. She joined WBO in July 2017 and became a board member in 2018-LOVES IT AND WOULDN'T CHANGE A THING. Get to know Jennifer at our next event; she is the one at the door saying hello to you all!

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www.womenbusinessowners.org

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