

# 40 YEARS

## WOMEN BUSINESS OWNERS

1979-2019

The Wire

December 2019

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### Greetings!

Happy Holidays!

It's hard to believe that we are nearly to the end of 2019! It's been a great year for WBO, and we are so honored to have served as your Co-Presidents this year.

This year would not have been possible without the commitment and hard work of the WBO Board of Directors. We simply don't have the words to thank each Board Member sufficiently, and we so appreciate every Board Member's dedication of time and resources to ensure WBO's success.

We will miss those Board Members who have completed their terms and are stepping down: Lisa Downs, Stacia Hofmann, and Adrienne Miller - you ladies are AMAZING! We are also excited to welcome new faces to the Board: Andrea Kaempf, Nicole Miller, Amy O'Brien, Patty Pacelli, Deb Still, and Danelle Williams have graciously agreed to give the WBO Board their time and talents, and we are excited to have them! We also really appreciate Yvonne Gitchel, WBO's Executive Assistant, for not only being wonderful in her role, but also being an amazing historian and our "rock" for WBO. We are so lucky to have you on our team!

2019 was the first year in recent memory that WBO had Co-

### Stay Connected



### Calendar

#### After Hours Holiday Party

Tuesday, Dec. 10th  
5:00 PM - 7:00 PM

#### Bellevue Location:

Clarity Capital Partners  
1750 112th Ave. NE,  
Suite D-154, Bellevue

[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:**

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:**

Diane Lam  
Everything Ally

**Membership Chair:**

Kelly Smith  
Willow & Oak Business  
Solutions

**Secretary:**

Nancy Linnerooth  
UnblockResults.com

**Sponsorship Chair:**

Open Position

**Treasurer:**

Lori Stutsman  
Extra Mile Marketing

Presidents, and we have truly enjoyed the opportunity to serve WBO in this role. We've enjoyed it so much, in fact, that we will be continuing as Co-Presidents for another year. We are excited to see some of our changes come to fruition in 2020, especially our new and improved Women Business Owners of the Year Awards, which we will be celebrating in March 2020 with an amazing gala. Mark your calendars now so you don't miss the opportunity to celebrate with us!

(Information and registration is [here](#).)

We were fortunate in November to welcome Nikki Rausch as our luncheon speaker, and especially appreciate that she was willing and enthusiastic to step into this role after our scheduled speakers unexpectedly cancelled only two weeks before the luncheon. Nikki is a marvelous speaker and we always learn so much from her. Her reminder to use our "Here Kitty, Kitty" energy to attract client curiosity rather than overwhelming potential clients with "dog energy" always resonates.

We would love to celebrate the holidays with you! Please join us for our Annual Holiday Party at Brittany Gautreau's Bellevue office on Tuesday, December 10. (Details and online registration are [here](#).)

We have enjoyed serving as your Co-Presidents in 2019, and we look forward to an even-better 2020 with all of you. Best wishes for a wonderful holiday season and great success in 2020!

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

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**Nancy Linnerooth,**  
Procrastination Coach and  
EFT/Tapping Specialist  
[Unblockresults.com](http://Unblockresults.com)

I joined WBO when I was just getting serious about my business. All I knew then about networking was that it was something I was supposed to do. The women at WBO made it so easy. They were warm and welcoming at every event I went to. When I joined a BBG/Mastermind, they were generous sharing the kinds of information and resources a small business owner needs as well as giving other support of all kinds. Giving workshops for members, being an Ambassador to welcome visitors and new members, and being on the board have all helped me gain confidence in sharing my message. I've really appreciated the many ways WBO offers to get involved, help other business owners, and get my own business known. The more I do with the organization, the more I get out of being a member. Oh, and I've also gotten clients through WBO!

**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.

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**Erin Jacobsen**

[Helix Design Build LLC](#)

Residential new home building, remodeling and interior design. We've got experience building homes and we're great with details. We'll work with you to narrow selections, choose color palettes or recommend vendors and contractors.



**Lynn Reifert**

[Caliber Home Loans, Inc.](#) is a National Mortgage company. As your local Caliber Home Loans representative, I'm dedicated to providing superior service and personal expert guidance throughout the home financing process.



**Stacy Schill**

[S. R. Schill Associates](#) is a family-run business that provides a full range of wealth management services for individuals and families while placing an emphasis on one-to-one relationships. We make it possible for everyone to have a financial plan prepared by a fee-only fiduciary.

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**Jennifer Findlay**

[Jennifer Findlay Portraits](#)

Member Since 2017



**Andrea Kaempf**

[Bernstein Wealth Management](#)

Member Since 2018



**Zainab Khan**  
Prudential Advisors  
Member Since 2018

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WBO thanks our November Luncheon speaker, **Nikki Rausch**, Sales Maven, along with WBO members **Annette Bond**, Definitive Style by Annette Bond, **Kristin Hirano**, JUST BETTER BRANDS, **Nancy Linnerooth**, UnblockResults.com, **Jennifer Mastor**, Mastor Recruiting & Consulting, and **Deborah Peterson**, Vineyard Catering & Personal Chef, for generously donating door prizes at our November Luncheon.

**Nikki** gave away a copy of her latest book, "The Selling Staircase", **Annette** donated 2 "Reveal your Radiance" pens, **Kristin** gave away a package of just better.®! fiber, **Nancy** donated a 1-hour Tapping Coaching session, **Jennifer** gave away a holiday candle, and **Deborah** donated a jar of Williams Sonoma mulling spices.

**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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**Diane Lam** is the owner and founder of Everything Ally Operations Management focused on systems, strategy and execution for growing businesses. Last month, Diane was featured in Donna Carlson's "Women, Wine, and Leadership" podcast sharing her best tips on leadership and business success strategies.

**Jennifer Mastor**, MASTOR Recruiting & Consulting, was featured in the November issue of 425 magazine. You can read the article here.



Five Star Professional is pleased to announce that **Kippie Pasowicz** has been named a 2019 Five Star Real Estate Agent! Kippie is among an elite group of professionals honored with the Five Star award in the

Kippie Pasowicz

Seattle area. To receive the Five Star Real Estate Agent award, a real estate agent must satisfy five objective eligibility and evaluation criteria that are associated with real estate agents who provide quality services to their clients.



**Deb Still**, Senior Mortgage Advisor, has again received the **Five Star Professional Award**, for the sixth time! This award recognizes outstanding professionals in the mortgage industry - an award issued to less

than 7% in the area. She has been providing personalized and expert advice to individuals and families for 20+ years.

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**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 2020. 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

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**Kathy Captain**, at [Columbia Bank](#), has over 33 years of banking experience. In her role, she is responsible for finding and developing new commercial loan clients, as well as managing their entire banking relationship. Kathy's passion in life and business is in building relationships and getting to know her customers and their businesses. She is a genuine advocate for each of her clients and is closely connected to what is happening with their businesses. She is a graduate of the University of Washington, where she earned

a bachelor's degree in economics. Kathy is dedicated to serving her local community. She previously served with the Bellevue, Redmond, Issaquah and Woodinville Chambers of Commerce and the King County Sexual Assault Resource Center. Currently, she serves inside her church and with the Northwest Alpha Chi Omega Board.



**Shellie Fredrich**  
[Hand & Stone Massage and Facial Spa](#)

I opened my Hand & Stone Massage and Facial Spa four



years ago because I know the health benefits of regular massage and facials! Our mission is to be an oasis of nurturing and healing where people can relax and rejuvenate from hectic lives! We offer great prices and a flexible

lifestyle membership program which makes it even more affordable to take care of yourself! We have upgrades to support your goals and needs such as Hot Stone, Himalayan Salt Stone, Cupping, CBD Oil, LED Phototherapy, Microdermabrasion, peels, microcurrent, peppermint scalp massage, and more! And this is a great time of year to give the gift of relaxation with spa gift cards and don't forget one for yourself!

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