



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire

February 2020

In This Issue

[President's Message](#)

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

[Welcome Aboard](#)

[Renewing Members](#)

[Promotion Opportunities](#)

[From the Members](#)

[Get Involved](#)

[In the Spotlight](#)

Stay Connected



Calendar

Let's Do Lunch

Thursday, Feb. 6th
11:30 AM - 1:00 PM

Location: [Big Fish Grill](#)
10426 NE Northup Way,
Kirkland

[More information](#)

After Hours

Tuesday, Feb. 11th
5:00 PM - 7:00 PM

Location:

[Banister Advisors](#)
located in the
Stimson-Green Mansion
1204 Minor Ave., Seattle



Greetings!

Welcome to February! We hope you've had a good start to the new year and that you are energized and aiming high for yourselves and your businesses in 2020.

WBO is continuing to build on the changes we made last year, and we hope you see the improvements! The biggest change you may have noticed is our first new and improved Business Owners of the Year Awards (#WBOYA), which will culminate in a fun and festive gala on March 19 at the Bellevue Hyatt.

Attendees at our January luncheon were able to meet the WBOYA finalists and learn more about them by participating in small breakout groups. At the end of the luncheon, all member attendees were given the opportunity to vote for the five winners. The winners will be announced at the gala in March, and we encourage you to buy your tickets now! Sponsorships in levels ranging from \$500 to \$10,000 are also available, and details about tickets and sponsorship are on the [WBO website](#).

In a bit of a 2019 flashback, we unfortunately had to cancel our January After Hours due to snow, which was particularly disappointing because we had been looking forward to visiting Armoire's Pioneer Square location and catching up with Armoire owner Ambika Singh.

[More information](#)

Luncheon

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

Seattle Location:

[Women's University Club](#)

1105 Sixth Ave., Seattle

Speaker: [Amy Nelson](#),
The Riveter

Topic: The Ins and Outs
of Scaling: Decisions,
Hardships, and Mindset

[More information](#)

Women Business Owners of the Year Awards Gala

*Join us for an evening
of celebration!*

Thursday, March 19th
6:00 PM - 9:00 PM

Location: [Hyatt](#)

[Regency Bellevue](#)

900 Bellevue Way NE

[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

Awards Gala Chair:

Jennifer Mastor

In February, our After Hours on the 11th will be at the Stimson Green Mansion, which is home to WBO member Banister Advisors. Banister's Vanessa Laughlin has generously agreed to host all the 2020 Seattle After Hours at Stimson Green, and we hope having a consistent After Hours location will be easier for our members. We are doing the same for our Bellevue After Hours, which for 2020 will all be held at Clarity Capital Partners, WBO Co-President Brittany Gautreau's business. A big WBO thank you to Banister Advisors and Clarity Capital Partners for hosting our After Hours all year!

Our February luncheon on the 27th at the Women's University Club in Seattle will feature Amy Nelson on the topic: "The Ins and Outs of Scaling: Decisions, Hardships, and Mindset". In 2017, Amy launched The Riveter while pregnant with her third daughter in three years and she welcomed daughter number four in June 2019. Amy is a contributor for *Inc.* magazine, has written for *Forbes*, and has contributed to *The TODAY Show*, *Refinery29*, *Buzzfeed*, *The Washington Post* and *The Seattle Times*. Tickets are available now at our website, and early bird pricing ends Friday, February 21st.

We also want to personally thank all of you for your membership in WBO. As the premiere women's networking organization in the Puget Sound, we are all partners in each other's success. We'll be asking you for your thoughts and suggestions this month via our annual member survey, and we need your feedback to keep WBO growing and thriving.

All the best,

Lauren Burgon and Brittany Gautreau

2020 Co-Presidents, Women Business Owners

[TABLE OF CONTENTS](#)



Kelly Smith,

[Willow & Oak Business Solutions](#)

As a Solo-Entrepreneur, I joined WBO for community and mentorship. Rather than "going it alone," WBO offered me the kind of camaraderie and support really needed. I joined WBO in the very early stages of my business, when I really needed to vet out some ideas and get honest feedback. After participating in a BBG, I knew that I was in the right place. The women of WBO are encouraging, supportive, and always willing to listen to an idea or lend advice. I appreciate and respect the experience of the membership and value the connection and friendships very much. I've been honored to be able to return the support and encouragement to new business owners and members.

[TABLE OF CONTENTS](#)

Mastor Recruiting & Consulting

Education Co-Chair:
Aubrey Armes
Awaken Your Greatness

Education Co-Chair:
Patty Pacelli
Pacelli Publishing

Events Chair:
Amy O'Brien
Arboretum Mortgage

Marketing Chair:
Diane Lam
Everything Ally

Membership Co-Chair:
Kelly Smith
Willow & Oak Business Solutions

Membership Co-Chair:
Deborah Still
Fairway Mortgage

Secretary:
Nancy Linnerooth
UnblockResults.com

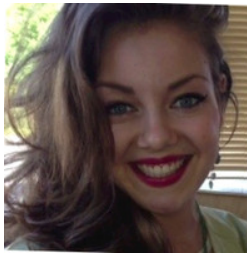
Sponsorship Chair:
Open Position

Treasurer:
Lori Stutsman
Extra Mile Marketing

Board Member At-large
Danelle Williams
EdgeWorks

Have something to contribute?

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



Erin Adams
[Banner Bank](#)

Making dreams come true through the facilitation of financial liquidity of assets (HELOC's, PM2's, bridge loans, etc.), personal lines of credit as well as business and consumer loans. I am happy to help with all your banking needs.



Samantha Alleva

[Evergreen Ink](#) is a technical documentation company that serves engineering, research, and manufacturing firms and groups. With nearly a decade in engineering experience, I have the necessary background to effectively strategize and generate the documentation that

will ensure proper support of your technology.



Angelina Armstrong

[Head 2 Toe Spine & Sports Therapy](#) provides cutting edge sports therapy to people of all walks of life with the goal of getting them pain free, moving well and feeling great again.



Jenny Boyle Penney

[Jennifer Boyle Photography](#)
Portraits, Branding, and Lifestyle Photography



Jennifer Kim

[Balanced Path Coaching](#)

I am a Certified Professional Coach and I help overwhelmed small business owners get their work life balanced back and grow a successful company. I do private and group coaching for small business owners.



Cheri Kuhn

[Traction Advantage/Perfect Planner](#)

I am a Professional EOS (Entrepreneurial Operating System) Implementer for the state of Washington. I help business owners get more of what they want from their business using a set of simple, practical

tools baked into our proven process to help your business achieve what we call Vision, Traction, Healthy. Along the way I created the Perfect Planner to help individuals achieve more.



Nancy Lowe

[Jennifer Boyle Photography](#)

Portraits, Branding, and Lifestyle Photography



Carol Parrish

[Utor Wealth](#)

Utor, Latin for enjoy, is both our name and mission. We work with clients to eliminate stress and confusion around their personal finances and instead have a simple, clear path to financial well-being.



Mikel Sagoian

[Valor Legal Group, PLLC](#)

Mikel Sagoian is licensed to practice in all Washington State Courts. Her areas of practice include family law, adoption, estate planning, and business law. She appears regularly in Superior and District Court in King, Snohomish and Pierce Counties. She is also admitted to the Suquamish and Quileute Tribal Courts.



Allyn Stern

[Beveridge & Diamond](#)

I provide environmental law services within the Pacific Northwest and nationally. I have thirty years of experience as a regulator, which I now bring to businesses, helping them comply with environmental regulations, challenge state and federal rulemaking, and defend agency enforcement cases.



Karen Walter

[Extreme Meetings](#)

We make meetings memorable and engaging. From emcee to audience interaction, to game shows and polling. We moderate, engage and make events dramatically more interactive.



Marriot Winquist

[BrightTree Consulting, LLC](#)



Executive coaching firm helping high-performing professionals (re)discover joy in work through authentic leadership.

[TABLE OF CONTENTS](#)



Laurie Cook
[Wheelhouse Marketing Group](#)
Member Since 2016



Rebecca Kerr
[Global Creative Solutions](#)
Member Since 2019



Vanessa Laughlin
[Banister Advisors](#)
After Hours Sponsor
Member Since 2019



Nancy Linnerooth
[UnblockResults.com](#)
Board Member and Secretary
Member Since 2015

[TABLE OF CONTENTS](#)

WBO thanks **Aubrey Armes**, [Awaken Your Greatness](#) and **Brittany Gautreau**, [Clarity Capital Partners LLC](#) for generously donating door prizes at our January Luncheon.

Aubrey gave away an essential oil kit and **Brittany** donated a candle.

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](#)

Submit Member News

We encourage all WBO members to submit news and information to the *Member News* section of *The Wire*. Member submissions are limited to once per quarter or 4 submissions per year.

Let us know about what you've accomplished and what industry awards you've won.

Have you been featured in a story recently? We want to hear about it!

Do you want to thank another WBO member for their great work? This is the place!

All news and information must be sent via email to news@womenbusinessowners.org with details in the body of your email. Submissions are due by the 25th of each month.

[TABLE OF CONTENTS](#)



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 Amy O'Brien, Events Chair.

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 [Patty Pacelli](#).

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

[TABLE OF CONTENTS](#)



Janine Southard,

[Happiness Coaching by Janine](#)

I help smart, practical women find happiness, motivation, and relaxation. Maybe you've checked all the tick-boxes when it comes to life, or maybe you're just feeling confused. Either way, if you're unfulfilled and don't know why, I'll support you to finding clarity and

focus so that you can forge ahead, energized and ready for life.



Lori Stutsman,
Extra Mile Marketing

Our award-winning agency is comprised of a unique group of marketing geeks with a passion for what we do. Since EMM's inception in 2003, we've helped thousands of companies at every business stage improve their brand presence - from start-ups to Fortune 100 enterprises.

Collaborating with brands like Microsoft, HPE, Ford, Spectrum Enterprise, and Whole Foods, as well as local Seattle-area companies like Lakeview Financial, Unified Logic, Napoli Communications, and Cedar View Dental, we've seen what works and what doesn't. This experience allows our clients to tap into proven best practices from all over the world. As a full-service agency specializing in digital marketing, we can add strategic value from the moment we step in. So whether you are just starting out or have been on the road for a while, give us a call. There's always an Extra Mile to explore.

[TABLE OF CONTENTS](#)