



# WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

## The Wire

March 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, March 12th

11:30 AM - 1:00 PM

**Location:** [Zylberschtein's Delicatessen & Bakery](#)

11752 15th Ave NE,  
Seattle

[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



### Greetings!

March marks the official arrival of Spring in Seattle! We've been seeing blooms around for a couple of weeks now, and that distinctive spring softness has been in the air...except for that weird hailstorm on Leap Day Saturday!

Our focus right now is all about #WBOYA! March 19 is just around the corner, and tickets are selling fast for our Women Business Owners of the Year Awards Gala. This event will celebrate our fifteen finalists and will reveal our five winners at a festive and fun evening dinner Gala, with delicious food and local wines, and featuring dynamic local motivational speaker Brooklyn Dicient as our emcee. [Click here](#) to buy your tickets if you haven't already done so!

At February's luncheon in Seattle we had the opportunity to hear from Danielle Hill, the COO of The Riveter. Danielle walked us through several exercises, all designed to help us focus our energies and engage with our teams. Danielle also generously made her materials available to WBO electronically so we could share them with everyone who attended the luncheon.

Looking to get more involved in WBO? Consider volunteering as a Member Ambassador. Our Ambassadors serve on either the membership, sponsorship, or marketing committee whose primary role is to connect our members to WBO resources

**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  
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:**  
Open Position

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

and other members. Ambassadors also host our popular (and consistently sold out) member benefit, Let's Do Lunch. It's a great way to learn about WBO and connect with members beyond our larger events. Please contact [Kelly Smith](#) or [Deb Still](#) for more information. We'd love to have you involved!

Finally, a reminder to keep an eye out for our annual Member Survey! Your feedback is so important to help us know what we need to do better and continue to do to provide the best value we can for your membership. We on the Board of Directors will be analyzing the data and make necessary changes, as needed.

Looking forward to seeing you at the #WBOYA gala on March 19th and throughout the spring at our many events!

All the best,

**Lauren Burgon and Brittany Gautreau**  
2020 Co-Presidents, Women Business Owners

[TABLE OF CONTENTS](#)



**Nellie Cashman:** Entrepreneur, Activist, Philanthropist, Miner, and Pioneer Woman. WBO recognizes Nellie as a #pioneer of women entrepreneurs and we even give out an award in her honor, *The Spirit of Nellie Cashman*.

To learn more about this courageous, kind, and tenacious spirit, [read more here](#).

[TABLE OF CONTENTS](#)



**Amy O'Brien,**  
[Arboretum Mortgage](#)

WBO is not like a typical networking group. I was so impressed with the quality of people and the general vibe at my first meeting as a guest. That has continued to grow over the last two years of my membership. There are many ways to participate depending on your schedule. There are the monthly luncheons as well as monthly After Hours events. The Business Building Groups are a way to really connect with 5-6 members on an ongoing basis to share ideas and support one another to improve in all areas of our businesses. The membership allows me to participate as much as I want with whatever my schedule of life and work has in store. It is truly a quality group that I continue to benefit from being a part of.

**Membership Co-Chair:**  
Deborah Still  
Fairway Mortgage

**Secretary:**  
Nancy Linnerooth  
UnblockResults.com

**Sponsorship Chair:**  
Open Position

**Treasurer:**  
Lori Stutsman  
Extra Mile Marketing

**Have something to contribute?**

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



**Kay Kim**  
[Kay Catering](#)

I love to entertain, cook, and decorate - I have a dream job if you ask me. I grew up in my parents' restaurants, so I couldn't help but absorb their passion for delicious food, served with love and attentive service. I offer a full range of catering services.



**Shannon Noel**  
[Intentional Painting Co.](#)

With over 15 years as licensed painting contractors, we bring mastery to our trade. We love our job. We love our clients. We love our team. It is our joy to shore up your home and elevate your environment to reflect your true value and essence.



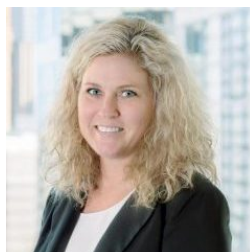
**Traci Tenhulzen**  
[Cabinetree Works, LLC](#)

A woman-owned business since 2007, Cabinetree Works engineers, builds, finishes and delivers fine cabinetry, furniture, wine cellars and closet systems with an eye on accuracy and detail.



**Liz Thomas**  
[Cabinetree Works, LLC](#)

At Cabinetree Works, our mission is to create high quality custom solutions from sustainable sources. We strive to make a difference to our environment by planting a tree for each one that is re-purposed in our shop.



**Stacy Heard**  
[The Law Office of Stacy D. Heard, PLLC](#)  
Member Since 2017





**Adrienne Miller**  
[Forever Care Services](#)  
Member Since 2017



**Kippie Pasowicz**  
[Windermere Real Estate](#)  
WBO Ambassador  
Member Since 2017



**Eric J. Scroggins, Ph.D.**  
[Banner Bank](#)  
Sponsor Since 2017



**Desiree Yuzawa**  
[Fairway Independent Mortgage](#)  
Member Since 2018

[TABLE OF CONTENTS](#)

**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](#)



**Hall Wealth Management Group of Wells Fargo Advisors** is proud to announce that **Yvonne Hall**, Managing Director-Investments has been recognized as a 2020 Best in State Wealth Advisor by Forbes. This is a repeat appearance by Yvonne on the



list. We believe this list represents an impressive list of professionals that come to work with one goal on their mind-helping their clients succeed. *The Forbes Best in State Wealth Advisors ranking algorithm is based on industry experience, interviews, compliance records, assets under management, revenue and other criteria by SHOOK Research, LLC, which does not receive compensation from the advisors or their firms in exchange for placement on a ranking. Investment performance is not a criterion. Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC CAR# 0220-02219*

[Pacelli Publishing](#) edited, designed and published the book, [When Hope Is Not Enough: A 30-Year Journey of Faith & Community](#), the story of [Vision House](#), a local nonprofit that provides transitional housing and services for families experiencing homelessness. The book, from the [Tell Your Story](#) series, is on Amazon in paperback and kindle.



**FREE Organize to Optimize Webinar!** Join fellow WBO member **Debbie Rosemont** for a free live webinar at 11 am PST on Wednesday, March 18! The webinar is built to help busy professionals learn actionable ways to reduce stress-causing clutter, process all incoming work easily, and

prioritize meaningful goals and activities. Now is the time to:

- Stop wasting valuable time sifting through disorganization to find what you need
  - Stop spending your day under a mountain of emails and trying to multitask
  - Stop feeling overwhelmed and stressed that your highest priorities are falling to the wayside
- Sign up for Organize to Optimize today, space is limited!

[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 [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!

 Like us on Facebook

[TABLE OF CONTENTS](#)

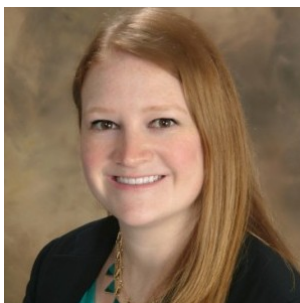


I'm **Jenny Boyle** of [Jennifer Boyle Photography](#), which consists of myself and my studio manager, Nancy. Together, we help businesses and individuals connect with their audience through portraits, branding, and lifestyle



photography. You can follow Jenny and her team on social media:

[Instagram](#) [Facebook](#) [LinkedIn](#)



Attorney **Stacia Hofmann** practices business law and litigation at [Cornerpoint Law](#). A solo practitioner and certified risk manager, Stacia negotiates business deals, drafts customer contract templates and other agreements, advises on the employer/employee relationship, provides advice about insurance coverage, and develops tailored

risk management policies and procedures. Stacia also handles business breakups, breach of contract disputes, and timber trespass claims for her clients. She spent a decade working in high-stakes civil litigation, achieving the highest trial attorney rank bestowed by her employer (a Fortune 100 company), before leaving to start Cornerpoint in 2015.

[Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#)

WBO members can learn more about Jenny and Stacia on the [Member Spotlight](#) page of our website.

The Member Spotlight is a benefit for WBO Members. If you'd like to be considered for a Member Spotlight Feature, the only requirements are that you are a current WBO Member and that your WBO Profile is complete. If you have any questions about Member Spotlight, or any other membership benefits, please send an email [Kelly and Deb](#).

[TABLE OF CONTENTS](#)