



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire

July 2020

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Calendar

Virtual After Hours

Tuesday, July 14th

5:00 pm - 6:30 pm

Location: Zoom

Topic: Marketing and Networking in Today's Virtual World

[More information](#)

Virtual Luncheon

Thursday, July 23rd

11:30 am - 1:00 pm

Location: Zoom

Speaker:

[Beth Montag-Schmaltz](#),
71 & Change

Topic: What is my Change X right now? And how can I make it work for me?

[More information](#)

Monthly Virtual Business Support

President's Message



Greetings!

Happy July, WBO! We're getting into the heart of the summer, and with a summer unlike any other in recent memory, WBO is doing things a bit differently.

As the pandemic and related restrictions continue, WBO plans to stay virtual. We will be pressing ahead with more summer events than most summers, with the thinking that doing things the way we have always done them just doesn't work in today's world.

At WBO's virtual June luncheon, we were fortunate to hear from Denise Lones of The Lones Group, who provided a compelling presentation aimed at helping business owners interact with their clients with love and grace. Denise reminded us that conflict among humans is inevitable, but it always helps to bring empathy and understanding when addressing conflict. She recommended that we all "give people the love, the grace and the freedom to be amazing." Her presentation will be available to all WBO members on the WBO website.

On July 14th we will have our next virtual After Hours, when we'll discuss "Marketing and Networking in Today's Virtual World". The After Hours will start with a short presentation from WBO Co-President Brittany Slater-Gautreau, sharing the lessons she's recently learned while virtually interviewing WBO members for social media. Then we will move into virtual breakout rooms to further discuss. The event is \$10 for WBO members and \$20 for non-members, and advance registration via our website is required.

Open to all at no fee.
Registration required.

Power Hour

First Thursday of each month

9:00 am - 11:00 am

Location: Zoom

Hosted by:

[Nancy Linnerooth](#),

UnblockResults.com

Bring your to-do list and get it done!

[More information](#)

Brain Trust Circle

Third Wednesday of each month

10:00 am - 11:00 am

Location: Zoom

Hosted by:

[Jennifer Mastor](#), Mastor Recruiting & Consulting
Q&A for best business practices

[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

Our July luncheon will again be virtual, on July 23rd. We will hear from Beth Montag-Schmaltz of 71 & Change, as she teaches us her "ChangeX" framework, which will equip us and our teams with a common language to foster conversations and better express complexities as we all navigate our ever-changing world. The luncheon will be \$15 for members and \$25 for nonmembers, with advance registration required.

As our country continues to discuss and protest continuing social injustice and racial inequality, WBO will be launching a series of discussions around how we as a community can take concrete steps to make a difference, in WBO, our neighborhoods, and the country. We invite you to participate in shaping these events and will have more information coming soon.

Lastly, we're entering our recruiting season for serving on the WBO Board of Directors in 2021. If you have an interest in volunteering for WBO at the leadership level, talk to any of our 2020 Board Members listed here on the left side of the newsletter. We'd be happy to share our experiences with you and what to expect. There are a variety of opportunities to help and we'd love to have your involvement. The WBO engine runs on volunteers and we can't keep it humming without you.

All the best,

Lauren Burgon and Brittany Gautreau

2020 Co-Presidents, Women Business Owners

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Why do you belong to WBO?



Sam Alleva

[Evergreen Ink](#)

I first joined WBO because of the very first event I attended. It was a luncheon and I was so nervous - as I always am before a networking event - but for some reason as soon as I walked into the room I felt the atmosphere was different from other networking events.

It was a warm, comfortable, and supportive welcome, complete with plenty of introductions and big smiles. Since I became a member, my love of WBO has only grown - between my WBO Mastermind Group, monthly luncheons, informative Mentor Mondays, and other creative events, I feel I am truly supported not only in my challenges, but also in my successes. After sticking my roots into the soil of WBO, my business has blossomed. I am more confident in my business acumen, my business itself is improving inside and out, and I know I always have a place where I truly belong in my community.

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Renewing Members

Jessica Allen

Awaken Your Greatness

Education Co-Chair:

Patty Pacelli
Pacelli Publishing

Events Chair:

Amy O'Brien
Arboretum Mortgage

Marketing Chair:

Erin Adams
Banner Bank

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

Have something to contribute?

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



Allen and Koe PLLC
Member Since 2011



Karen Galbraith
Mary Kay Cosmetics
Member Since 2016



Micheline Palmer
Palmer Residential, LLC
Member Since 2013



Rachel Ronan
Kiwi Creative
Member Since 2015



Debbie Rosemont
Simply Placed
Member Since 2012



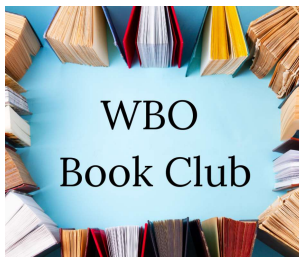
Linda Teachout
Linda M Teachout, CPA, PLLC
Member Since 2009

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WBO News

Introducing a NEW WBO Event:

Join us for the **WBO Book Club!** The book for the next discussion is [Leapfrog: The New Revolution for Women Entrepreneurs](#), by Nathalie Molina Nino and Sara Grace.



Enjoy connecting with other WBO members while discussing a common book on a relevant topic. You'll learn and grow in your knowledge and insight while getting to know other members.

Discussion Facilitators: [Patty](#)

[Pacelli](#) and [Kelly Smith](#).

WBO Book club meets every 2 months, on the second Thursday of the month at 4:00 to 5:00 pm. There is no commitment. You can attend for any books you would like to discuss.

Free and open to WBO members only. [More information](#).

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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 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.

WBO MASTERMIND 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. Mastermind Groups are the place to receive and give ongoing support and 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

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In the Spotlight



Kris Keppeler

[KK Aria Productions](#)

I'm Kris, writer, audiobook narrator, voice actor, and award-winning podcast producer. A specialist in bringing your business content to life with words, sound, and images. I narrate and produce audiobooks for upload to Audible, create, and produce podcasts, turn "dry as dust" blog topics into insightful

articles with fun visuals or combine all of the above to produce a short commercial for your business.



Jennifer Mastor

[MASTOR Recruiting & Consulting](#)

is a boutique firm that represents companies that value people and consults with individuals looking to explore their career and individual potential. I am a dedicated and performance-driven recruiter with a growth mindset and passion for reading people. I am valued for my stellar interpersonal

communication skills, relationship building, and ability to recruit and manage resourceful, top performing candidates. I have proven success in creating recruitment and networking strategies, employee referrals, complex industry research, and developing an extensive pipeline of passive candidates to fill potential needs.

WBO members can learn more about **Kris** and **Jennifer** 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 to [Kelly and Deb](#).

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www.womenbusinessowners.org

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