



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

December 2020

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President's Message

"Worst purchase ever – a 2020 planner." - Everyone

Welcome to December - we made it to the end of the year! That's an accomplishment worth celebrating!

Despite all the obstacles thrown in our path, WBO persevered in 2020. We held our first-ever virtual Awards Gala, increased our programming, and ended the year poised to succeed in 2021. It has been an incredible honor for us to serve as your co-presidents these last two years, and we appreciate the support our members have shown WBO during our tenure.

This month marks the end of our back-to-back terms as co-presidents of WBO. We are proud to be passing the leadership baton to Aubrey Armes, and we wish her all the best in the coming year! Lauren will continue on the board in the role of Immediate Past President to provide support and continuity to Aubrey, while Brittany will be stepping off the board in 2021. (Lauren speaking here: the board will miss Brittany dreadfully!)

The past two years would not have been

Calendar

Virtual Holiday After Hours

Tuesday, December 8
5:00 pm - 6:30 pm

Theme: Fun & Games

Location: Zoom

[More](#)

Virtual Let's Do Lunch

Tuesday, December 15
12:00 pm - 1:00 pm

Location: Zoom

Hosted by: [Brittany Gautreau](#),

Clarity Capital Partners

Open to WBO Members Only

[More](#)

Brain Trust Circle

Wednesday, December 16
10:00 am - 11:00 am

Location: Zoom

Hosted by: [Jennifer Mastor](#),

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: Tracey Warren
Spark Business Services

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

Membership Co-Chair: Deborah Still
Fairway Mortgage

Secretary: Nancy Linnerooth

possible without the commitment and hard work of the WBO Board of Directors. We can't thank them enough, and we have relied on their vision, time, and hard work to close out this tough year in such a strong position. We also offer a huge thank you to WBO's executive assistant Yvonne Gitchel, without whom WBO would simply not survive.

In November, our final luncheon of the year featured Ridwell co-founder Aliya Marder sharing lessons she has learned while taking a business that started as a father-son side project all the way to a company with 30 employees serving neighborhoods across Seattle. Ridwell is proving every day that it's possible to grow a business while doing good for the community (and the planet) and Aliya's presentation was truly inspiring.

On December 8th WBO is throwing a virtual holiday party, as our After Hours, and we invite you to wear your favorite holiday outfit or hat, pour yourself a holiday beverage, and join us for some virtual fun and games. Details and registration are on our website as always at womenbusinessowners.org.

December will also feature the return of one of WBO's most popular events: Let's Do Lunch! Although for the immediate future these events will be virtual, we hope you are excited to get together with a small group of WBO members to have a virtual lunch together on December 15th, hosted by Brittany Gautreau. Details and registration are, you guessed it, at our website at womenbusinessowners.org.

In 2021, WBO will continue with its virtual programming by kicking off the new year with a virtual After Hours on Tuesday, January 12th, featuring a short presentation on effective goal setting from WBO member Jennifer Kim of Balanced Path Coaching. Our January luncheon on Thursday, January 28th will feature a presentation by Rachael Bozsik, a thought leadership coach and speaker who teaches female entrepreneurs how to become thought leaders in their own niches. Some of Rachel's work includes talks at SPANX HQ and Harvard Business School, and we are fortunate that she will be sharing her wisdom and inspiration with WBO!

We thank you again for the privilege of being your co-presidents for the past two years, and we send you warmest wishes for a wonderful holiday season and great success in 2021!

Sponsorship Chair: Open Position

Treasurer: Lori Stutsman
Extra Mile Marketing

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 2021. 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 encourage you to utilize this group more in 2020. Please join us at our LinkedIn group!

WOMEN BUSINESS OWNERS ON FACEBOOK [Click to "Like"](#) the Women

All the best,
Lauren Burgon and Brittany Gautreau
2020 Co-Presidents,
Women Business Owners

Welcome Aboard



Jennifer Swaim
[LIFT - Life Integrated Fitness Training, LLC](#)
Personal fitness training and coaching.

Did you know?



WBO Members can contribute an article of interest to the monthly newsletter, the WBO Wire?

Feature an accomplishment, or an award you've received, maybe an article you've been featured in. We'd love to learn more about you and your business. Or, maybe you want to acknowledge a fellow member for something they have done. Members can have up to 4 submissions per year.

Renewing Member



April Bettinger
[Nip Tuck Remodeling](#)
Member Since 2016

From our Members

Hana Kern and **Susan Fox** are happy to share recordings from Ryan Swanson's recent [Employment Law Webinar Series](#). These complimentary, information-packed virtual sessions helped business owners stay up-to-date on how to keep their workplaces compliant during the pandemic while reviewing other important employment law updates. Webinar recordings are

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!

Have something to contribute?

Report your news [here](#).

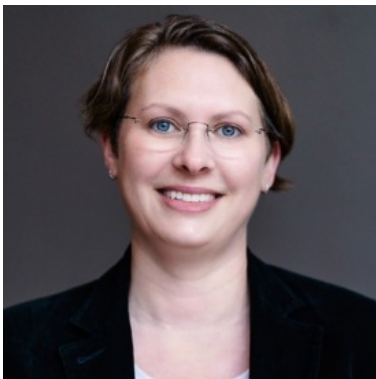
Click [here](#) to check The Wire's news reporting guidelines.

[available here](#).

WBO Member **Jonni Ressler** of [Eleven 11 Solutions](#) has been busy lately with the Washington Technology Industry Association (WTIA) in working towards an anti-racist culture in the technology sector. WTIA's efforts have been featured in [Geekwire](#), the [Puget Sound Business Journal](#), [PR Newswire](#), and [Yahoo Finance](#). Jonni is excited to bring her knowledge and share her learnings with WBO so we may expand our impact and serve a more diverse membership base. WBO members who are interested in learning more about WTIA's Anti-Racism Pact, which is working to actively move the technology sector into a more inclusive space, can [follow this link](#) for more information.

WBO member **Janine A. Southard** edited the recently released speculative fiction book: [Silk & Steel: A Queer Speculative Adventure Anthology](#). The book is full of dashing adventures and women in fantastic situations. Herein, you'll find duels and smugglers, dance battles and danger noodles, and a new Swordpoint story!

In the Spotlight



Jessica Allen, [Allen and Koe PLLC](#)

Born and raised in Kitsap County, I always wanted to live in Seattle, the big shiny city across the water. After culinary school in Portland, OR and working as a line cook, sous-chef and chef de cuisine for ten years, I had the chance to buy my first business in Seattle. It was a catering company and I was terrified of ruining the business and ending up broke. So I went to night school at SCCC after work most nights to learn about business and profit. One of my first accounting classes was so interesting, I just kept going. I went to UW Foster School of Business and got my BA and then worked toward becoming a licensed CPA. I traded a creative, back-breaking career in culinary arts for a serious, rules and numbers-based life. The two

are similar, though. Hungry people and stressed taxpayers are both people that are best served with hospitality and respect. I'm grateful for the opportunity to serve each and every one of them! I live in Seattle now and have my business--two employees and growing. During this pandemic stay-away-from-other-humans time, I spend my free time gardening, meditating, and practicing tai chi.

Annette Bond, [Definitive Style by Annette Bond](#)

Annette Bond, certified image consultant has been working in the image and style industry for 30 years helping successful, smart women who question their style or sense of fashion. She helps them go from feeling 'off' about how they show up, to rocking a signature look that is uniquely theirs so that getting dressed is easy, and they are able to truly step into their excellence and be on brand.



[Read More](#)

WBO members can learn more about our members 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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[\[womenbusinessowners.org\]](http://womenbusinessowners.org)

