



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

May 2021

In This Issue

President's Message
Welcome Aboard
WBO News
Renewing Members
From the Members
Get Involved
In the Spotlight



President's Message

Dear WBO,

Welcome to May! We've been gifted with much more daylight, fragrant blooming flowers, and hope on the horizon of being able to gather again in person. I'm feeling an energy that I haven't felt in the last year - one of moving forward to brighter days. Are you feeling that too?

Last month I asked you to look for evidence that you are starting to hit your stride as you level up in your business. Evidence may look like making healthy choices as a top priority instead of the bottom one, missing puzzle pieces falling into place, gaining greater clarity or insight, feeling like you've found your groove - or your new team member is finally hitting theirs, or making more money than you ever have before. Have you seen the signs? I want to hear all about them! Drop me an email, a note in our private Facebook group, or tag me in your Insta post.

I'm EXCITED!

I'm very excited about the events that WBO is hosting this month! Want to exponentially grow your business AND have it be easy?

Calendar

After Hours

Tuesday, May 11

5:00 pm - 6:30 pm

Topic: Pitch to Partnership!

Location: Zoom

[More](#)

Brain Trust Circle

Wednesday, May 19

10:00 am - 11:00 am

Location: Zoom

Hosted by: [Jennifer Mastor](#),

Mastor Recruiting & Consulting

[More](#)

Education Workshop

Tuesday, May 25

11:30 am - 12:30 pm

Location: Zoom

Presenter: [Cynthia Kaiser](#), Kaiser Advisors

LLC

Topic: Improving Business Communication
(Through COVID)

[More](#)

Luncheon

Thursday, May 27

11:30 am - 1:00 pm

Location: Zoom

Speaker: [Kelly Smith](#), Willow & Oak
Business Solutions

Topic: Profitable Scaling: Best Practices for
Exponential Revenue Growth

[More](#)

Book Club

Thursday, June 3

4:00 pm - 5:00 pm

Location: Zoom

Facilitator: [Patty Pacelli](#), Pacelli Publishing

Book: [Building a Story Brand](#) by Donald
Miller

Open to WBO Members Only

[More](#)

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!



President: Aubrey Armes
Awaken Your Greatness

Immediate Past President: Lauren Burgon
Law Office of Lauren Burgon PLLC

Awards Gala Co-Chair: Jennifer Mastor
Mastor Recruiting & Consulting

We are helping you take tangible steps toward success by helping you build powerful partnerships who will become your advocates and champions, shouting your talents from the mountaintops for all to hear. So be sure to register for our May After Hours.

We are also getting to hear from our very own WBO Member, Kelly Smith, [Willow & Oak Business Solutions](#) to learn how she scaled her startup marketing firm to multi-six figures and won the Women Business Owner of the Year Award, Solo Business, in 2019 all while only working 24 hours a week to maintain her healthy priorities of family and personal care. You definitely don't want to miss this event!

Are YOU a WBO Success Story?

Have you seen substantial growth and success in your business since you've become a member? If so, I want to hear from you! We want to feature your success story in the upcoming future.

What's happening in the Boardroom? Diversity, Equity, & Inclusion

I'm very pleased to announce Marriot Winquist, [BrightTree Consulting](#) as our second Diversity, Equity, & Inclusion Co-Chair. Marriot will be working with Dr. Jen O'Ryan, [DoubleTall Consulting](#) in leading WBO through our Diversity, Equity, & Inclusion Efforts. A special mention to our member and former Nellie Cashman Award Winner, Regina Glenn, [Pacific Communications Consultants](#), for serving as our DEI Advisor as we break fertile ground laying the foundation for the future of WBO.

Return to In-Person Networking

Thank you to those who participated in the Listening Sessions last month to share your thoughts and feelings about returning to in person networking. Our intention is to host an In-Person Let's Do Lunch in June (limit of 6, members only). However, we will adjust accordingly as needed, depending on local regulations as your safety is our main concern. As things can change quickly, please stay tuned monthly for updates on what's coming next for in-person events.

A reminder of your greatness

Darling, it's your time. It's your time to shine and fully blossom. For some of you, you are well on your way. Keep going! Don't dim your light to make anyone else comfortable - especially at WBO! For others, it may feel like you are still a seed, covered by the earth, just starting to peek your way up. Keep going! You may have to tread a lot of mud to get to the light, but it's there and

Awards Gala Co-Chair: Gazala Uradnik
GFS Events

DEI Co-Chair: Marriot Winquist, BrightTree
Consulting LLC

DEI & Education Co-Chair: Jen O'Ryan
Double Tall Consulting

Education Co-Chair: Patty Pacelli
Pacelli Publishing

Events Co-Chair: Lissy Des Voigne
LDV Business Solutions

Events Co-Chair: Janine Southard
Happiness Coaching by Janine

Marketing & Sponsorship Co-Chair:
Tracey Warren
Spark Business Services

Membership Co-Chair:
Darci Daniels Talkington
Darci Daniels Coaching

Membership Co-Chair: Deborah Still
Fairway Mortgage

Secretary: Sam Alleva
Evergreen Ink

Sponsorship Chair: Cheri Kuhn
Traction Advantage / Perfect Planner

Treasurer: Lori Stutsman
Extra Mile Marketing

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

Get Involved

CALLING ALL VOLUNTEERS! Interested
in volunteering to be on a committee or to

waiting for you. Keep doing the work to
break through. You'll be glad you did. And
remember, you have a whole community of
women who are cheering you on!

In service to your greatness,
~Aubrey Armes
2021 President,
Women Business Owners

Welcome Aboard



Heidi Carlson
[Carlson Marketing Group](#) is passionate
about health and
wellness and serves
the Health and
Wellness industry.
Their services include

marketing strategy work, website
development, marketing coaching, social
media consulting and training, branding and
logos, company messaging, and content
development.



Krista Larrison
[Kita Events Northwest](#)
Private event
planning for
businesses, families,
and communities.

Did you know?



**WBO Members like
to refer WBO
Members!** Take a
few minutes and
update your profile in
our member directory
with your photo and
business bio. This

helps members put a face to a name and to
better understand your area of expertise.
Questions? Connect with our [Membership
Co-Chairs](#).

Luncheon Sponsor

[Magnus Media Group
Video Production](#)
provides smartly
focused, story driven

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 Lissy Des Voigne and Janine Southard, 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.

WBO MASTERMIND GROUPS Would you like to get to know other women who are building their businesses? 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. Please join our LinkedIn group!

WOMEN BUSINESS OWNERS ON FACEBOOK [Click 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!



video production for companies of all sizes: About Us videos. Speaker demos. Event highlights. Fundraising videos. Full-length lecture production. Legacy Videos for organizations and individuals.

To meet the needs of our clients during pandemic restrictions, we now "Tele-tech", which includes remote and on-site tech support for your DIY video set up; remote coaching to help you feel more comfortable and confident on camera; and professional editing for self-recorded videos.

Our clients include the Northwest Wall and Ceiling Bureau; MCAWW; GFS Events; Balanced Path Coaching; Northwest Care; and Seattle Area Pipe Trades.

To put our commitment to social justice into action, we provide video production support for the annual fundraiser of a Seattle-based anti-racist organization.

Whatever your video needs, Magnus Media Group can create the videos you need to drive business, enhance brand awareness, and celebrate your stories.



Door Prizes are Back!! WBO Members: Donating a door prize is an excellent way to get more visibility and

public recognition during our luncheon events. If you'd like to donate a door prize, please [complete this form](#).

Renewing Members

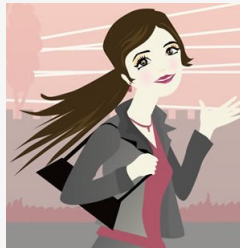


Marta Cappa
[Hall Wealth Management Group of Wells Fargo Advisors](#)
Member Since 2016

Yvonne Hall
[Hall Wealth Management Group of Wells Fargo Advisors](#)
Member Since 1998



Brittany Jamison
Alliance Business Monitoring, LLC
Member Since 2019



Deb Still
Fairway Mortgage
Board Member & Membership Co-chair
Member Since 2017



Lori Stutsman
Extra Mile Marketing
Board Member & Treasurer
Member Since 2017

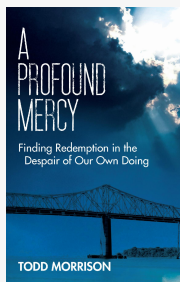


From our Members



Then the day comes when a Private Equity firm

calls you and says, *“We’ve been researching your industry. It’s hot right now! Your firm is a stand-out. We are very impressed with everything we’ve learned about you. What are your thoughts about the future of your firm?”* Eeeek! That was exciting! **Gina Cotner**, Founder & CEO, [Athena Executive Services](#)



[Pacelli Publishing](#) has published the memoir [A Profound Mercy: Finding Redemption in the Despair of Our Own Doing](#) by Todd Morrison of Woodinville WA. It is the gripping story of overcoming addiction, abandonment and more.

Cover design is by WBO member Rachel Ronan of [Kiwi Creative](#).

In the Spotlight



Gina Cotner

[Athena Executive Services](#) provides part-time, high caliber, virtual executive assistants for swamped and successful entrepreneurs, executives and business owners.

Gina Cotner is the Founder and CEO of Athena Executive Services, a firm that pairs virtual executive assistants around the United States with swamped and successful entrepreneurs and executives. She has worked remotely for over 15 years on national and international teams. For the last five years she has been focusing on the work-life balance and personal satisfaction of busy professionals. She is also known for developing leaders and having them rise up around her. Born and

raised in the Seattle area, she earned her dual degree in Human Resources and Public Relations from Syracuse University, then went on to have her career center around training and personal development. She has led seminars for one of the world's leading personal development organizations.

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 profile in the WBO website's member directory is complete. If you have any questions about Member Spotlight, or any other membership benefits, please [send an email](#) to Deb and Darci.

WOMEN BUSINESS OWNERS
[\[womenbusinessowners.org\]](http://womenbusinessowners.org)

