



WOMEN BUSINESS OWNERS

PARTNERS IN SUCCESS

The Wire news & updates

April 2023

In This Issue

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



President's Message

What is bringing you joy right now?

As a woman in leadership, in business, in the world right now – there are all sorts of things that can be pulling for our attention and even dragging us down. It's a good reminder to shift our focus or remember those things that bring us joy.

For me right now, the sunshine, the buds starting to bloom, flowers emerging from the ground are all joyful.

But the number one thing bringing me joy right now is YOU. You are doing brave and brilliant work in the world.

And, even when it seems like the work is never ending and no one is paying attention – I see you. The people around you see you too and you might even be inspiring them to keep going on a day when they really need it.

Can you do me a favor? Can you reply to this email and share what is bringing you joy?

Let's stay inspired together.

Tracey Warren

Calendar

After Hours

Thursday, April 13

5:00 - 7:00 pm

Location: Cafe Cesura

1015 108th Ave NE, Bellevue

Sponsored by: [Saloni Gupta](#), Avier Wealth Advisors

[Learn More](#)

Education Workshop

Thursday, April 20

1:00 pm - 2:00 pm

Topic: Record, Repurpose, Reuse, Relax!

Speaker: [Tracey Warren](#), Ignite Your Champions

Location: Zoom

[Learn More](#)

In-Person Luncheon

Thursday, April 27

11:00 am - 1:00 pm

Topic: Don't Hide Your Mistakes, Why Embracing Imperfection is The Secret to

Great Branding

Speaker: [Tiffany Atkinson](#),
Tiffany Atkinson Consulting

Location: [Mercer Island Community and
Event Center](#)

8236 SE 24th St., Mercer Island

[Learn 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 visions of success!



President:

Tracey Warren
[Ignite Your Champions](#)

Secretary:

Heather Skillman
[The Skillman Enterprise](#)

Treasurer:

Laura Doehle
[Elevation Business Consulting LLC](#)

DEI Chair:

Marriot Winquist
[BrightTree Consulting LLC](#)

Education Chair:

Thea Feltz
[Comparative Solutions](#)

Events Co-Chairs:

Coleen Gose
[Life 2.0 Coaching with Coleen](#)

Cosmina Hertog
[HomeSmart Real Estate](#)

Welcome Aboard



**Jean Battersby
Spooner**
[Mastor Recruiting &
Consulting](#) is a

boutique firm that
represents companies
that value people and

consultant with individuals that are looking
to explore their career and individual
potential.

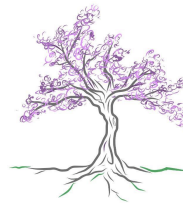
Renewing Members



Saloni Gupta
[Avier Wealth Advisors](#)
WBO Board Member
Member Since 2022



Emily Lang
[Northwestern Mutual](#)
WBO Board Member
Member Since 2022



Michelle Pedersen
[Forest Blooms, LLC](#)
Member Since 2022



Karen Walter
[Extreme Meetings](#)
Member Since 2020

From Our Members

Kris Keppeler
was recently
named North
Seattle's local
businessperson
of the year 2023
by [Alignable](#). Kris

Emily Rapp
[Adasomm, Inc.](#)

Marketing Chair:

Saloni Gupta
[Wealth Manager](#)

Membership Co-Chairs:

Darci Daniels Talkington
[Darci Daniels Coaching](#)

Emily Lang
[Northwestern Mutual](#)

Sponsorship Chair:

Open Position

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



is pleased to announce the release of a beautiful film, [Losing Rose](#), with her voice as one of the characters.



Nancy Linnerooth is a co-author of an Amazon bestselling book, [Your First Year: What I Wish I'd Known: Lessons from Women Entrepreneurs for](#)

[Women Entrepreneurs](#). (Her chapter is *Don't Let Your Subconscious Ruin Your Business*.) The five sections, filled with stories and tips, are: Mindset, Foundations, Marketing, Lifestyle, and Adversity.



BRAVE 2023

Jennifer Mastor will be taking a leave of absence from May-September as she heals from a bone marrow transplant. "I am

sharing because you all have made me just a bit braver than I normally am about sharing. I plan to return to WBO next year."



Ryan Swanson Law Update:

Big Changes with Severance Agreements for Employers! The National Labor Relations Board recently issued a decision that

prohibits employers from offering employees severance agreements with nondisclosure and confidentiality provisions that broadly waive employees' rights under the National Labor Relations Act (NLRA). Business owners should review and analyze their severance agreements and other agreements with employees to

determine whether they should revise such agreements in light of this development. [More information](#) or contact [Hana Kern](#).



At [ILEA](#) - Seattle Chapter's 2023 Emerald City Applause Awards, [GFS Events](#) was honored and excited to win the award for Best Public Event for [Seattle Animal Shelter Foundation's](#)

[Furry 5k!](#) This complicated event included logistics and management for 1500 runners and their furry friends!

In the Spotlight



Emily Rapp is the Founder & CEO of [Adasomm](#), a virtual personal sommelier company. A long-time technology product leader and certified sommelier, she started Adasomm with the goal to provide a virtual work option for the service industry and make outstanding hospitality happen without having to be physically present. Prior to founding Adasomm, Emily was VP of Product at Yieldmo (an advertising technology company) where she oversaw the data and sciences platform. Prior to Yieldmo, Emily held leadership and product roles at Google Cloud, Google ads, Youtube, Rare Crowds (company acquired by MediaMath), Wetpaint, and Microsoft, with a focus on data, cloud infrastructure, ad tech, measurement, analytics, and

media. Emily holds a BS in Mathematics of Computation from the University of California, Los Angeles. She resides in Seattle, Washington with her husband Nick and daughter Ryan.

Want to be featured here?

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

womenbusinessowners.org



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