



**WOMEN
BUSINESS
OWNERS**

45 Years

The Wire news & updates

February 2024

President's Message



Hello fellow business leaders!

Last month, I shared about possibilities. That is the focus for the year at WBO.

- What is possible when we come together?
- What can happen when we focus on collaboration and not competition?
- How can we inspire one another by sharing our wins?

And speaking of celebrating – I want to make sure something is on your radar.

This year, we are celebrating our 45th year as an organization. That's such a remarkable accomplishment. We are still here today because of the brave, bold women who came before us and built a legacy.

And there continues to be a group of women sharing their brilliance, support, and so much more.

And, we want to invite you all to our ***"Birthday Party!"*** Please save the date – March 28th from 6-9 p.m. at Mercer Island Community Center. It's about celebrating our past and looking ahead to what's next for the collective and each of us independently. Registration will be up shortly!

There will be food and drinks, dancing, raffles, and other surprises - and most of all – connecting with a group of remarkable folks just like you!

Would love to hear back from you...what are YOU celebrating right now?

Let's lift each other up as we continue to strive for whatever success looks like for us!

See you soon!

Tracey Warren

February Calendar

After Hours

Thursday, February 8

5:00 pm - 7:00 pm

Location: [Averro](#),
325 118th Ave SE, Bellevue

Network with fellow members in a casual environment.

Deadline: Early bird prices end today, Monday, February 5th.

[Learn more](#)

Luncheon

Thursday, February 22

11:00 am - 1:00 pm

Location: Mercer Island Community and Event Center, 8236 SE 24th St., Mercer Island

Topic: Level Up Your LinkedIn Presence!

Speaker: [Karen Rosenzweig](#),
Senior Social Media Specialist,
Western Governors University

Sponsored by: [Magnus Media Group Video Production](#)

[Learn more](#)

Welcome Aboard



Alina Araujo

[Windermere Real Estate](#)

To me, real estate is much more than buying or selling a single home, condo, or piece of land. It is about developing long-lasting relationships with my clients and becoming their trusted real estate advisor for whatever their current and next chapters hold. I promise to provide the market information you need to make important real estate decisions and help you achieve your unique goals.



Leslie Jones

[SeenHR](#)

I focus on providing fractional HR and project-based HR support for small to mid-size companies. I help companies develop HR programs that support their business objectives.

Renewing Members



Kelly Anderson
[Kelly Anderson Photography](#)
Member Since 2023



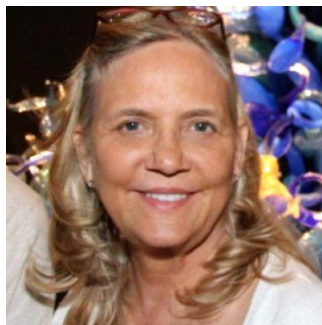
Laurie Cook
[Wheelhouse Marketing Group](#)
Member Since 2016



Trish Gallant
[Gallant Physical Therapy](#)
Member Since 2021



Marian Gibbs
[Windermere Real Estate](#)
Member Since 2023



Susan Gray
[10kInfo](#)
Member Since 2004



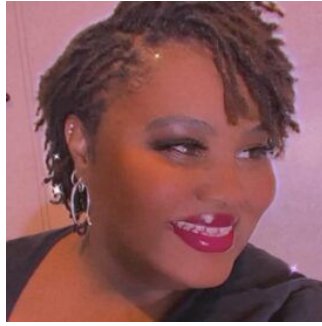
Rummy Grewal
[US Bank](#)
Member Since 2023



Andrea Lines
[IBA, Inc.](#)
Member Since 2022



Tana Materi
[Carney Badley Spellman, P.S.](#)
Member Since 2010



Rosie Mayes

[I Heart Recipes & Rosamae Seasonings](#)

Member Since 2023



Emily Rapp

[Adasomm, Inc.](#)

Member Since 2023



Claire Stanley

[Creative Balance Health, LLC](#)

Member Since 2023

Mastermind Groups

New groups are forming! If you are interested in being part of a group that can support you as you move forward in your business, please [send Tracey an email](#).



From Our Members



Come to **Nancy Linnerooth's** free Fast-Track Day: Upgrade Your Identity to Uplevel Your Business on Tuesday, February 13th, from 8 am to noon on Zoom. Join other amazing women and identify your specific blocks to reaching your goals. Then, using EFT, release those blocks with Nancy. [Register here](#).



Jen O'Ryan's new book is available for pre-order!

[What's Behind Your Brand?](#) is for anyone who designs, writes, publishes, or selects content for humans. This comprehensive guide provides unique perspective on how word choice and images can bring people in—or shut them out—of your brand's message.

In the Spotlight



Rose Harrow

[Rose Harrow Coaching](#)

[Authentic Marketing from the Heart System](#)

[Authentic Leadership from the Heart System](#)

Rose is a Leadership Coach, coaching heart centered executives and other ChangeMakers on how to use leading edge tools to survive and thrive as leaders, so they can make a difference in the world while fulfilling their own life purpose and without burning out.

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 Emily and Adrienne.



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: Leah Fritz Johnson, [Transcend Financial Group, LLC](#)

Events Co-Chair: Jennifer Berns, [Mastor Recruiting & Consulting](#)

Events Co-Chair: Stephanie Larsen, [Primerica Advisors](#)

Marketing Chair: Bijal Fotedar, [Laser Luxe Studios](#)

Membership Co-Chair: Emily Lang, [Northwestern Mutual](#)

Membership Co-Chair: Adrienne Stanton, [Newrez \(Caliber\) Home Loans](#)

Board Member At-Large: Camille Rapacz, [B2E Consulting, LLC](#)

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