



WELA

ELEVATE

Elevate

A Community Guide: Winter 2020 Issue

A Note From The Founder



Join our mailing list to learn
about all things WELA

2020 has taken our breath away BUT it has ignited a creative fire, energy and excitement to Imagine, Dream, Explore and more importantly Elevate each other during these challenging times of Covid.

We will not be setback by Covid; instead WELA aims to make a difference and impact for all business communities. Our mission is to Connect, Celebrate and Contribute as leaders and women entrepreneurs.

As a small business owner of multiple locations, Kua Body Studios, and founder of WELA, I'm very conscientious of my responsibilities and obligations as a business owner to my team and the community at-large. There is not a day or minute when I am not thinking of the wellbeing of my teammates or other fellow business owners. As a young Samoan girl growing up in the SF Bay Area, I learned early on the lessons of hard work, service, humility, grit and grind or in Samoan "Faigaluega mamafa".

To support WELA Members and other small business owners during this unprecedented time and upcoming holidays, I'm proud to share the unveiling of ELEVATE: WELA's Community Guide to Support Local, Support Women-Owned, Winter 2020 issue! ELEVATE is meant to inspire, bring together, and promote what our WELA community and surrounding local businesses have to offer. This quarterly online digital guide is interactive, allowing you to click links directly to participant's website and social media pages. It will include business events, promotions, helpful business tips, local business stories, and WELA happenings.

Did you know that WELA is led 100% by volunteers and not-for-profit? A special thanks to WELA members Ariana Ibarra and Juliana Stoy of [VAAI](#) who graciously volunteered to provide the design and assistance of our beautiful and elegant ELEVATE Winter 2020 issue.

We are also excited to share the launch of our new member programs - Wise Women Circles, WELA Live, WELA Podcast and WELA Channel. Learn more in ELEVATE!

Contributions for our Spring 2021 issue will begin December 2020, and we would love to include you! Email welamarketingteam@gmail.com to learn how you can support and be a part of ELEVATE.

Be well, stay healthy, and continue persevering!

Cheers,

A handwritten signature in black ink that reads "Upuia". The signature is fluid and cursive, with a large, stylized "U" at the beginning.

Upuia Ahkiong, WELA Founder

ELEVATE is an online digital guide, meaning it's filled with interactive links! If you see a website, social media icon, product, or button make sure to click! You will see your mouse hand turn into a pointer finger with a light yellow background, which indicates it's a clickable link. It will redirect you straight to their website so you can learn more about their business, or purchase a product or service. It will also redirect you to their social media pages where you can show your support and follow them!

Questions on how to use the guide? Email welamarketingteam@gmail.com

Wise Women Circles

We are so excited to announce the launch of Wise Women Circles in October, a mastermind group for members of WELA to come together, dive deeper on their business goals and learn from one another.

These groups are scheduled for one meeting a month, and is currently moderated by guest host Kirsten Romer. This circle is a safe space for you to share ideas, gain knowledge as a business owner, as well as a tool to grow your business!

Registration will open in December for our Spring 2021 circles!

Email welaevents@gmail.com to join the waiting list!



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"Whether you are coming or going, I believe nothing is more important than family. And home is where family resides. Finding the right home is a blessing. I like being part of making that happen."

I'm Rosanne Hoffman and I am a Realtor® with Venture Sotheby's International Realty.

What distinguishes me from the others? My credentials. I am a CPA and former corporate CFO and have spent many years in public accounting, property management, mortgage banking, and county government. In those roles my job was to analyze data, develop strategy, negotiate contracts, and manage people and processes to lead the organization forward to success. These are the same critical skills needed for a successful real estate transaction. I consider myself an expert in this area. I am not a stager, a photographer, or a videographer, so I hire experts in these fields and together we craft the narrative of your home. I give that narrative to Sotheby's International Realty and they give it life. They are the experts in marketing real estate.

Whether you are coming or going, I believe nothing is more important than family. And home is where family resides. Finding the right home is a blessing. I like being part of making that happen.





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Dr. Morvari Ahi

Dear Neighbor,

My name is Dr. Morvari Ahi and I am the owner of Los Altos Eyecare in South Los Altos. I opened my practice almost 5 years ago with the goal of serving the community that provided me with so much growing up.

As we approach the new year, we would love to invite you in for an eye exam and a new pair of glasses or contact lenses. This is a wonderful time to use vision benefits or FSA funds that will expire soon!

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Dr. Caroline Cherng



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2020 Vision:

A look back at the year that changed the world.

2020 is one for the books. Like almost all business owners throughout the SF Bay Area and nation, WELA had to pivot in this time of uncertainty. We rallied to make sure our members had the most up to date information on loans, regulations, and had access to support from other business owners going through the same frustrations and unknowns. Members and local businesses stepped up and volunteered their time and expertise to help other WELA members, and answer their many questions about how to navigate this new world. Take a look back at how WELA came together to support each other when it mattered most. Thank you all for supporting WELA, your fellow WELA members, your local communities, small businesses, and your neighbors during the past year. We are so proud of the community we've grown, and the members that are a part of it!



JANUARY 2020

WE Lunch WE Learn with Annette Bevers + Wendy Hsu



Started planning WELA's 4th anniversary event at Google



FEBRUARY 2020

WE Mix Happy Hour with Kayla Mueller, Eryn Johnson, Prerna Sethi & Pratima Sethi



Announced WELA's March 19th Google Event



MARCH 2020

WELA'S 4th year anniversary

Google cancels all events



Bay Area and California shuts down, shelter in place begins



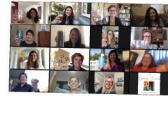
APRIL 2020

WELA Launches COVID-19 Resource Page



Support Local social media campaign begins

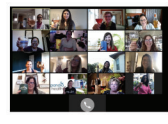
WELA pivots to virtual events:



• Taxes + Finances with CPA's Annette Bevers + Wendy Hsu

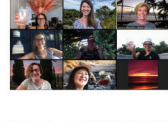
• Employment Law with Ferber Law

• Meditation 101 with Varsha Prakash



• WE Mix & S.I.P, Los Altos + Pleasanton Happy Hour led by Upuia Ahkiong

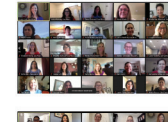
• Guided Imagery + Qi Gong with Jessica Wakeman



• Virtual Fashion Show at Gitane Los Altos with Shashi Murthy

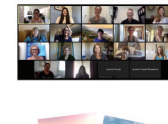


• Digital Marketing with Nicole Ruccolo and Christina Latorraca



MAY 2020

How to Master Zoom with Kristin Link



Basics of Social Media with Ariana Ibarra, Upuia Ahkiong, Kristin Link, Nicole Ruccolo and Brian Gillman



JULY 2020

Planning a Trip During a Pandemic with Suzanne Kostalnick



Hybrid Happy Hour at The Nature Gallery with Carol Garsten



Update on PPPL, EIDL + Unemployment with Annette Bevers



SEPTEMBER 2020

Held first in person socially distanced WELA event since February. WE Lunch + WE Learn "Spilling the Tea on Finances" with Rosie Poliquin



OCTOBER 2020

Wise Women Circles with guest host Kirsten Romer



Virtual Happy Hour: Holiday Party Platter Demo with Cristina Mejia

In the last few months of 2020, WELA is continuing to hold both virtual and in person events. Check out our events page to see what's in store the rest of the year.

[MORE WELA EVENTS](#)



Another podcast for your downloads list? Yes, please!

WELA is coming to the podcast world! We are in the works for developing a show for YOU, Women Entrepreneurs, Bosses, and CEOs.

Our WELA podcast will be hosted by Sarah Traube, WELA member and owner of Talking Circles Podcasts! Sarah will be paving the path to learn how our members have dealt with recent struggles for small businesses related to COVID-19, the steps they took to get their business off the ground, and what it takes to be a women leader.

WELA and Talking Circles are perfecting the show, with an expected release date in early 2021!

[Join the WELA Podcast Release Date Mailing List](#)



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Pleasanton, CA 94588
925.227.6642
michelle_l_massey@ml.com

Michelle Massey, AAMS® Financial Advisor

Michelle Massey is a Financial Advisor at Merrill Lynch. Michelle's tenure at Merrill Lynch extends 19 years. She enjoys working for her clients on comprehensive wealth management strategies. She earned an MBA in Business Administration through The University of Phoenix in 2010 and holds the Accredited Asset Management SpecialistSM (AAMS®) designation.



Michelle is inspired when she enhances and empowers her client's financial decisions. Her motivation continues by serving her clients through purposeful conversations that navigate the investment world and focus on their goals.



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Carol Garsten

Owner, Curator, Designer



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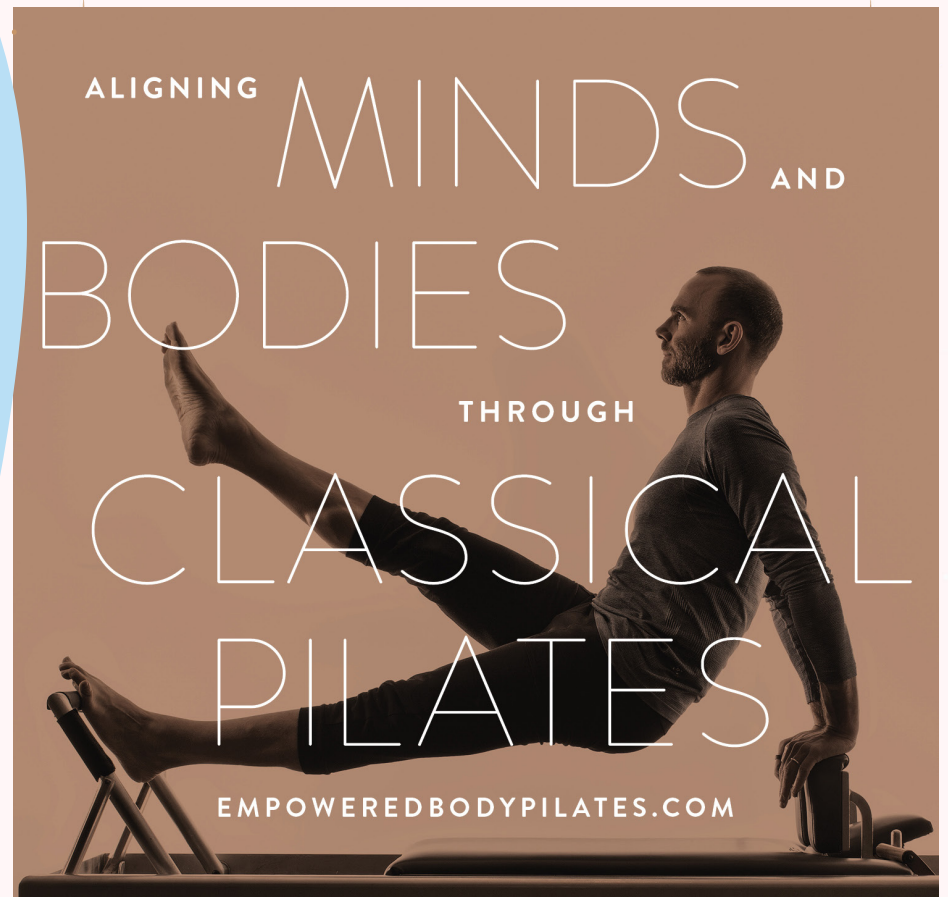
SuzanneK with My Path Unwinding Travel provides concierge travel planning services for busy professional families who need assistance in planning vacations that range from short weekend getaways to bucket list adventures and anything in between!



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I provide mompreneurs with a systematic approach to living a healthier, more active and balanced life! We work together to progress with small wins leading to big results!



WELA LIVE

@the_WELA Instagram Live Series

Kristin Link of Link Coaching is kicking off our NEW series "WELA Live" on Instagram Live this month! Kristin will be joined by other WELA Members who will speak on what's new in their business, how they pivoted during COVID, and share any product launches or upcoming events for this holiday season.

Make sure you're following @the_wela on Instagram so you'll be notified when we go LIVE!

[Follow Us!](#)

 *Recording Live in November*



Shop Small and Shop Right

Written by Shiloh Jess - Rochester, MI

The holiday season is almost upon us. Soon our days will be filled with family, food, and shopping. Imagine it, this year you are going to buy the PERFECT gift for that aunt, husband, cousin, or sister of yours: a coffee themed ornament because everyone knows her obsession with Lattes.

Now where do you go to buy it? You could run to Target, but then you risk her already having the one you pick out. Instead your mind goes to the phrase you hear every year, but never think too deeply about. Shop Small.

Local vs. Big Box

Say that you bought the coffee themed gift at an independently locally-owned brick and mortar in town. What happens next?

The money that you and others spend on items in that local shop is likely to stay in the community, help create jobs in the area, and help support a small business owner. More money that is spent in a single community equals more money likely

to be invested back into that same community. Money invested in the community equals more jobs and more opportunities. All of which benefit the community as a whole and all the individuals affected.

These individuals are regular everyday people just like you and me. They are young adults, parents, single moms, and more. Whether they are the owner of the shop or employed by it, purchases at that establishment go straight to helping them afford to not only run the business, but also earn a wage. Your little purchase of that mug shaped ornament could help to do all that!

Uniquely Online

Okay, let's be honest: between your ever growing schedule and Covid, 2020 has been your year for online shopping. So let's say you bought the coffee lover's gift from an individual maker or artist online.

Not only would you be guaranteed a unique, one-of-a-kind gift, but your purchase most likely is going directly to someone's livelihood. You are directly investing into their craft so they can keep on creating. If selling their handmade goods is their main hustle, you may have just paid their wages for the day or helped them buy a new set of paint brushes.

This way of shopping is also a wonderful way to invest in a community of your choice. You can decide to shop from a maker that is a part of a specific community. For example, maybe you want to shop from a woman-owned business or from a maker that supports children in poverty. Not only would your purchase affect an individual in that community, but by spreading the word about

where you got the present it raises awareness for individuals in those communities.

Skip the Crowds and Shop Right

Shopping at a larger corporation or chain store does not offer you the same amount of opportunities to directly affect a community around you, a community of your choice, or an individual as shopping small does.



Black Friday floods large stores with a large amount of sales. Consider skipping the crowds this year and instead shopping small early on, or on Small Business Saturday or Cyber Monday. Not only does this help you avoid crowds, which is a plus for all of us this year, but it also benefits your communities or individual small business owners.

Whether it's the holiday season, wedding season, or a regular Tuesday night, that purchase you are considering could do so much more for people than you think. This year, consider the phrase you hear every year and consider the action.

Consider Shopping Small.

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UPCOMING EVENTS

www.thewela.com/events

WELA Members: If you're interested in hosting an event in 2021, please email welaevents@gmail.com!

NOV
12

Zoom Virtual Event
with Ferber Law

The Good, The Bad and The Ugly:
2021 Employment Law Update



Michelle Ferber



John Babione

Save Your Seat, RSVP!

DEC.

SAVE THE DATE!

WELA's
Holiday Party

Will be in person

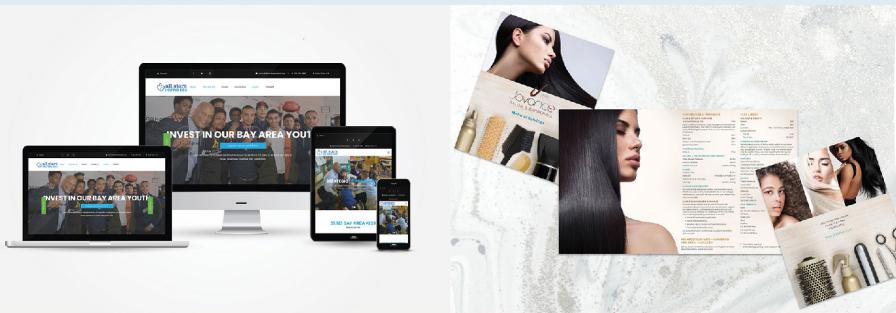


Nice to meet you
WE ARE MODFOX

ModFox Consulting is a digital marketing and design firm based in Silicon Valley, California, run by co-owners Nicole Ruccolo and Christina Latorraca.

We help businesses achieve their unique goals by creating compelling work through a holistic marketing and design approach. Our work includes logos, brand identities, websites, and digital marketing campaigns.

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Diana Dean Gendotti

Attorney at Law

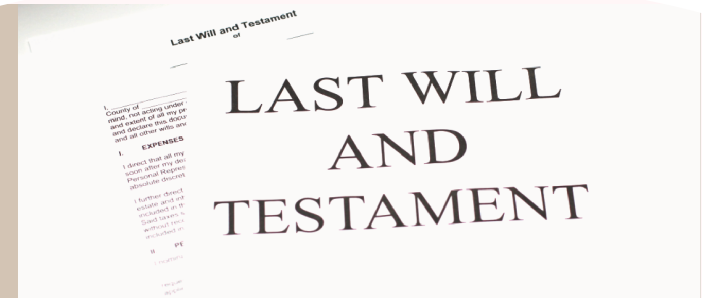
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Diana Gendotti has been estate planning and trust and estate administration attorney for thirty years. Diana received her law degree from Santa Clara University in 1989, after obtaining a Bachelor of Arts degree from UCLA in 1983. In 1996 Diana received her Masters of Law in Taxation (with honors) from Golden Gate University. Her emphasis is on personal service to her clients, who are primarily based in the mid-Peninsula area.



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**Belinda M., Thrivent
financial professional**

Cheers to My Fellow Entrepreneurs- And a Toast to a Better 2021!

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Become a Member!

We've expanded our membership to all of the Bay Area! Start by joining our Pleasanton or Los Altos chapter, and soon we'll start a chapter in your town!

WHAT ARE THE BENEFITS OF JOINING WELA?

- Access and Member rates to ALL WELA events
- Access to Business + Educational Resources and Opportunities
- Eligible to host a WE Mix or WE Lunch event
- Member highlights on our social channels
- Access to our Wise Women Circles (Coming Soon!)
- Eligible to be featured on our upcoming WELA Podcast, WELA Live, and WELA Channel
- Leadership opportunities
- Access to private Facebook groups to connect and collaborate with fellow members

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FHI (Francis Hewitt Incorporated) is your one stop, full service marketing, printing and strategy authority. FHI maximizes revenue for business owners who are unable to afford an in house marketing department. In a nutshell, FHI becomes your personal Chief Marketing Officer (CMO)

FHI focuses on cost effective and less time-consuming strategies for their clients.

Ms. Francis Hewitt, founder and owner, possesses the drive to help others be more productive in a global arena. Have a product or event you need to launch in the community and not sure where to start? FHI has contacts throughout the Tri Valley, Diablo Valley and East Bay to help your event or product launch at an incredible rate!



Frances M. Hewitt
Chief Marketing Officer
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Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with plaque design) logo in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements. The *Confident Retirement* approach is not a guarantee of future financial results. Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser.
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EVELYNE KEOMIAN

Mother
Social-Entrepreneur
Philanthropist
Author &
DoGooder

Founder of the Karat School Project (KSP), a nonprofit improving children & women lives in Africa and here in the Bay Area by using education as a weapon to help break the cycle of poverty.



Evelyne is currently working on a children's book to help children identify & listen to their inner voice to gain strength and build resiliency in the face of life challenges. All proceed from the book will be supporting the mission of the KSP.

[Learn More About The KSP](#)



Sign up to receive information about the book including articles about how to help children in times of crisis.

The Power of Numbers Is In The Trajectory

Are you tired of running your business with your eyes closed?
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I provide virtual CFO services for mission driven women entrepreneurs that are ready to become a true CEO in their business. I help them use their financial information to run and grow their business so they can fulfill their dreams.



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Transform Your Numbers into Profit - 7 Steps to Effectively Use Your Numbers to Set Goals and Grow A Profitable Business



DOWNLOAD



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Joy Adare

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COMING SOON TO WELA CHANNEL: “LET’S TALK BUSINESS”

Going into the heart of our communities, WELA members Upuia Ahkiong and Sarah Traube will be speaking with local small business owners on the trials, tribulations, and successful pivots throughout the Coronavirus shutdown. Along with digging deep into the struggles of small business owners during COVID-19, we will bring a spotlight to the real business matters and issues that arise when running a local business.

VAAI

Digital design and marketing services with the mission to inform, educate, and empower

VAAI means to see, to envision (in Samoan). Our team VAAI is rooted in our desire and passion to help our clients see and share their story through digital media – the story of their people, community, product, service, and dreams.

WEBSITE DESIGN

The first place your audience will look for your company is not Instagram or Facebook, it's your website. You have 15 seconds to make a good impression on your potential customer before they decide whether to stay or leave your website; that's where we come in. With navigation that makes sense to use, SEO to get your business seen, and a design that shows off your brand, let's drive in those sales together.

SOCIAL MEDIA

Instagram and Facebook are the two most popular social media platforms, and that's how VAAI will get you front and center with your audience. Communicating your products, services, and missions has never been easier. Increase brand awareness and drive traffic to your website, all the while strengthening your relationship with your customer. We can make your feed look pretty too!

BRANDING

"I just need a logo for my business". Wrong, you need a BRAND. You want your customers to not only recognize you by your logo, but also your aesthetic, your imagery, and your overall brand personality. Branding design focuses on bringing out the best of your business through logos, brand patterns, a color palette, typography, and much more. Some of the most successful businesses are made from successful branding.

WELA Members receive 10% off VAAI services



Thank you to all those who contributed to the first issue of ELEVATE!

Issue designed by VAAI

“Shop Small and Shop Right” written by Shiloh Jess

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