



Contact: Madeleine Orton  
12600 SE 38<sup>th</sup> St; Ste 205  
Bellevue, WA 98006  
425.746.1572  
madeleine@emminc.com

---

February 29<sup>th</sup>, 2018

FOR IMMEDIATE RELEASE:

**Bellevue Business Owner Elected Treasurer of Women Business Owners Organization**

SEATTLE—One of Puget Sound's leading organizations for Seattle-based women entrepreneurs, Women Business Owners (WBO), has elected Bellevue business owner and President of Extra Mile Marketing, Lori Stutsman, as Treasurer beginning January, 2019.

Lori has been an entrepreneur for over 15 years since founding Extra Mile Marketing (EMM) in 2003. She is an award-winning industry expert with more than 25 years of experience as a senior marketing executive and has consulted with or trained more than 5,000 technology companies throughout her career.

With Lori's guidance and vision, Extra Mile Marketing has become a leader in technology marketing and supports national and international companies alike including Microsoft, HPE, Navisite, Avanade, and Pyramid Consulting.

In October of 2017, Lori was a finalist for the Nellie Cashman award, honoring women who have made outstanding contributions to the status of women in business through their leadership and community service. Lori was recognized for her incredible industry leadership, entrepreneurial drive, passion for her clients' businesses, and support for women in the community.

Lori is extremely enthusiastic about her future as a member of WBO's board, with the intention to continue fostering the growth of women and minority-owned businesses, educating the community on the importance of gender-inclusion and diversity, and maintaining the financial prosperity and integrity of WBO.

She sends her gratitude to her fellow board members for the opportunity to join this accredited organization and aid in the continuation of the organizations' goals of empowering women in the workplace.

**About Extra Mile Marketing**

Founded by Lori Stutsman in 2003, Extra Mile Marketing (EMM) is a full-service, strategic marketing agency specializing in strategy, consulting, training, and tactical execution of marketing plans. EMM creates clear, concise messaging that connects employees, customers, and partners worldwide. While specializing in the technology sector, the Extra Mile team has expertise in a variety of industries, bringing

best practices from finance, agriculture, professional services, healthcare, manufacturing, telecom, retail/grocery and more.

They serve local, national, and international companies alike, including Microsoft, Navisite, HPE, Avanade, CherrCo, CedarView Dental, and Visual Mobility Inc. (VMI). More information can be found at [www.extramilemarketing.com](http://www.extramilemarketing.com).

### **About Women Business Owners Seattle**

Women Business Owners Seattle is an organization for Women business owners in the greater Puget Sound area, focused on connecting and empowering all members of the community. Since 1996, WBO has honed in on recognizing successful women entrepreneurs by presenting the annual Nellie Cashman Women Business Owner of the Year Award to individuals who have made outstanding contributions to that status of women business owners within society.

Overall, WBO strives to maintain a powerful business referral network, provide business education, and create a reliable source for business support and inspiration. Learn more about WBO's values and their membership opportunities here: <https://womenbusinessowners.org/>