

Brenda Handley
Karen Armstead
Gobo Enterprises
Karen@gobo.us
Brenda@gobo.us
425-746-0155

Melody Biringer
CRAVE Party
crave@craveparty.com
206-282-0173

FOR IMMEDIATE RELEASE

OLD BOY NETWORKING RETREATS, LADIES STYLE

Northwest women leaders take a well-deserved break in an innovative new forum to celebrate rejuvenate and transform

SEATTLE, Washington – April 12, 2008 – On Thursday June 19, female philanthropists, business leaders, CEOs and full-time moms who seem to have it all will convene for The Broader View, a unique day of celebration, rejuvenation and transformation for women at the top of their game who are contemplating their next act. This exclusive women's enclave is being presented by Gobo Enterprises along with CRAVE Party, two businesses whose successful female leaders know all too well about the need to recharge for the next challenge ahead.

The event is being held at the Columbia Tower Club from 8:30 am to 4:30 pm. Limited tickets cost \$550 before May 24th; \$650 on or after May 24th. For more information, please visit www.thebroaderview.com.

Gobo Enterprises' Brenda Handley and Karen Armstead are partnering with Melody Biringer of CRAVE Party to offer this rare day filled with inspirational speakers, soul-quenching activity and carefully selected boutique shopping for women who don't often take time out for themselves. While many networking and personal development seminars exist, the organizers wanted to create something entirely new that celebrates women's resilience and achievements in a supportive, rejuvenating forum. The event is for these power women to take their guards down, connect on a personal level, inspire each other and contemplate their next adventure.

"Many of the women interested in this event are at the top of their fields - driven and successful," says Handley, "We wanted to provide a forum for them to take a breath, celebrate all they've already achieved, and dare to think about what's next in a supportive and rejuvenating environment."

"Women leaders give so much of themselves to their businesses, their constituents and their families and, as a result, lose touch with their girlfriends and with celebrating their own accomplishments," says Biringer. "We wanted to give them a day to reflect, connect and have a

little fun while getting to know women they see in business and community circles in a whole new light.”

Highlights of the day include:

- **Catherine Meeks, Ph.D**, speaker, philosopher, author, community advocate and educator on women’s lives, spiritual dimensions and the search for wholeness. Catherine will discuss self-identity and goal setting as she guides attendees to explore “What’s next” both personally and professionally.
- The delicious **Garden of Delights Marketplace**, where women can indulge their style cravings with handicrafts, jewelry, handbags, books and more from the Northwest’s finest boutiques.
- **Carrie and Danielle** of www.carrieanddanielle.com and authors of the just published *Style Statement: Live by Your Own Design*. These “style psychotherapists” transform people’s outlooks and simplify their personal missions. Through stories and exercises, Carrie and Danielle will help attendees articulate their personal style and inspire authenticity.

Handley and Armstead have long held a vision for unique workshops for strong, dynamic and inspiring women. Dubbed *Kyokai*, a Japanese term that means “association leadership,” this spirit of female leadership, business savvy and creative prowess has been something they wanted to foster among women whether at the peak of success or just starting out. In 2007 they launched the Pan Asian Women’s Leadership Initiative to interview and honor women of passion and spirit; The Broader View is their newest workshop venture. For this first of what they hope to be many Broader View events, it was a natural fit to partner with CRAVE Party, a brand all about urban-minded, stylish, successful women who want to take time out to sip, shop and splurge with their girlfriends.

Handley, Armstead and Biringer all know a thing or two about success themselves. Handley founded Gobo Enterprises to bring her creativity, energy and business savvy to bear for clients who seek new business opportunities and relationships, both in the U.S. and abroad. Prior to Gobo, Ms. Handley was CEO of Northwest Suites (now Aboda) which she sold in 2005 when it was recognized as the largest privately owned temporary housing company in the world. A believer in giving back to the community, Handley serves on the boards of vital Seattle-area cultural organizations and major medical institutions. Ms. Handley’s tireless work on behalf of her community and culture has been recognized with numerous awards and honors, including *Washington CEO Magazine’s 2005 Best Companies to Work For*.

Armstead, working with Handley, leads Gobo clients on the journey of professional and personal growth. She is adept at evaluating business needs and customizing tools for business development, sales and marketing, operations and organizational effectiveness. She is an author, consultant, and leader in intercultural communications, business development and leadership. Armstead has consulted with a wide range of corporate, government and non-profit clients, ranging in size from start-ups to Fortune 500 companies to large Federal agencies. Armstead believes with great achievements come great responsibility as she serves as a volunteer program leader for Church of Mary Magdalene, a day shelter for homeless women,

and as an advisor to non-profits and foundations such as First Green Foundation and the City of Sammamish. In 2007, she was honored as an invited Scholar-In Residence by Wesleyan College.

Self-avowed “start-up junkie,” Biringer has built companies that range from Biringer Farms, a family-run specialty food business to home furnishings to a fitness studio. After launching CRAVE parties in Seattle, Biringer has branched out to over 13 cities including Phoenix, Vancouver BC, Portland & San Francisco. CRAVE Parties have also gone international, in cities like Rotterdam. CRAVE Party has expanded into CRAVE Business, a resource for innovative “entrepreneuses” and CRAVE Media, which published CRAVE city books which highlight small businesses. Melody is a loyal community supporter, versed traveler and strong advocate for women-owned businesses in Seattle.

Tickets to The Broader View are extremely limited and will go fast. Please visit www.thebroaderview.com for more information.

About Gobo Enterprises

Gobo Enterprises is a Seattle area advisory and business consulting firm dedicated to providing innovative ideas and approaches to clients in need of corporate marketing and strategic planning solutions. Our premiere marketing division brokers and markets products to international corporations like Costco, consulting with corporations as they launch new products and services to assure their readiness to go to market and operate more profitably.

Gobo empowers companies to manage high growth, improve efficiency, enable high performance and gain a competitive advantage while continually adapting to the demands of emerging economies. Through our signature process, Gobo assesses and evaluates corporate goals, customizes business plans, provides ongoing business coaching and facilitates networking and connections. For more information on Gobo Enterprises, please visit www.gobo.us

About CRAVE Party

What is a CRAVE Party? A CRAVE Party is an exclusive, festive, glam-gal gathering of fun, entertainment, personal pampering, specialty shopping, sippin' & noshin' and just hanging with the girls. “Everything you CRAVE”...All under ONE roof. For more information on Crave Parties, please visit www.craveparty.com

CRAVE Party, Gobo Enterprises and The Broader View are registered trademarks of their respective owners. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.