



2019

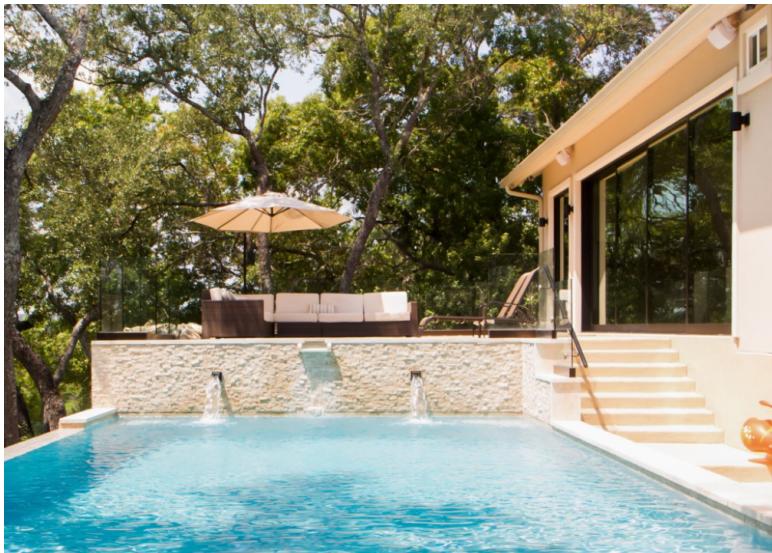
DOMINA RETREAT

APRIL 15 - 17, 2019

AUSTIN, TEXAS

HOSTED BY KALEIGH MOORE + EMMA SIEMASKO

<https://go.storiesbyemma.co/domina-retreat/>



Hey business girl... **WELCOME TO DOMINA!**

We are SO excited to be getting this wonderful group of women together to discuss owning a business, managing clients, making more money, and balancing our lives.

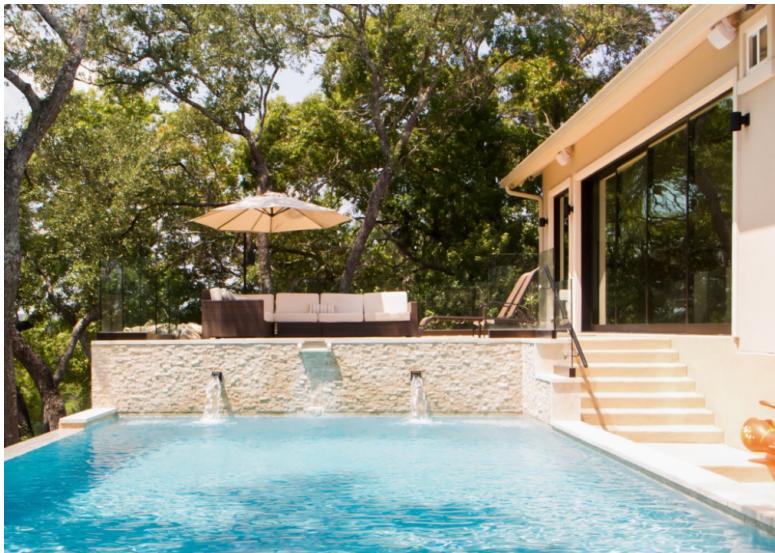
Our 2.5 day retreat will be packed with activities, advice, and time to explore. We can't wait to meet you.

WHY DOMINA?



We believe that meeting up in person is one of the best ways to get support, foster new ideas, and ultimately build the businesses of our dreams.

We've met up twice in person, and both times we swapped ideas and set goals. We looked for a retreat so that we could have that experience on a larger scale, but couldn't find the intimate mix of business talks + nature walks that we were looking for. That's why we decided to host Domina!



WHAT'S IN THIS DOC?

This doc is here to give you an intro to your new best friends.

You can think of it like a Facebook for our retreat.

It's a booklet that features hosts and attendees with a little bit of info to get you familiar before we all get together.

LOGISTICAL DETAILS

Retreat Dates

Monday, April 15
Tuesday, April 16
Wednesday, April 17

Retreat Address

4828 Eck Lane
Austin, TX 78734

Retreat Leaders

Kaleigh Moore
Emma Siemasko



KALEIGH MOORE

Describe what you do in a sentence or two.

I'm a freelance writer creating blog content for ecommerce platforms and the software that integrates with them. In my free time, I also do some reporting on retail and direct to consumer brands for publications like Glossy and Fast Company.

What do you like to do when you're not working?

Yoga, running, hiking, reading (especially outdoors in the hammock!), watching movies, eating all the foods.

What's a business challenge you're facing?

Loneliness is an ongoing struggle living in such a rural area, but also quantifying "enough" and maintaining a stable work/life balance.

What are you most looking forward to?

Building a sense of community with this group of smart women and making new friends

Location:
Central Illinois

Website:
<http://kaleighmoore.com>

Email:
kaleigh@wearelumen.com

EMMA SIEMASKO

Describe what you do in a sentence or two.

I have my own copywriting business that provides web copy, longform content, and case study services. I also offer confidence coaching to service-based business owners.

What do you like to do when you're not working?

I enjoy reading fiction, hanging out with my cats, eating good food, improv + comedy, spending time with friends/family, and traveling.

What's a business challenge you're facing?

I'm having a baby (!) in July. I want to figure out how to effectively go on a maternity leave and come back to my business afterwards without taking a substantial revenue hit or losing momentum.

What are you most looking forward to?

Women business owners are MY FAVORITE. I can't wait to meet new people and learn about their businesses.



Location:
San Jose, CA

Website:
<http://storiesbyemma.co>

Email:
emma@storiesbyemma.co

REBECCA MATIMBO



Describe what you do in a sentence or two.

I'm a Production Coordinator for GoDaddy Social. I'm also a Full-Time Photographer - Weddings/Editorial and Portraits. Love to storytell and an actor as well.

What do you like to do when you're not working?

Paddle boarding, travel to a new country/city, bbq and be at the ocean with friends, laugh at gifs, watch new films

What's a business challenge you're facing?

How continue to scale my business

What are you most looking forward to?

Learning!

Location:

Austin, TX

Website:

<https://www.bmatimbaphoto.com/>

Email:

Beccamatimba@gmail.com

MEG HARTLEY



Describe what you do in a sentence or two.

I create community building programs for software companies. I've been doing this work for a decade. In my previous life, I was an educator specializing in learning disabilities.

What do you like to do when you're not working?

yoga - all kinds!; dancing; long walks; hiking; taking the doggo to the park :-)

What's a business challenge you're facing?

How to build clientele and manage the business logistics as an independent consultant.

What are you most looking forward to?

Connecting with other women who are working for themselves and learning

Location:
Portland, OR

Website:
<https://www.linkedin.com/in/meg-hartley-560b702a/>

Email:
Meg.hartley@gmail.com

KELSEY O'HALLORAN



Location:
Portland, OR

Website:
<https://www.kelseyohalloran.com/>

Email:
hello@kelseyohalloran.com

Describe what you do in a sentence or two.

I write website copy for holistic health and wellness practitioners. I've been doing a bit of work on the side for a year or two and just took my business full time in January 2019. My business is Kelsey O'Halloran, Copywriter.

What do you like to do when you're not working?

Running, doing yoga, reading, napping with my dog and watching movies with my cinephile husband.

What's a business challenge you're facing?

Since I'm still very new, my main challenge is figuring out how to build a sustainable client base.

What are you most looking forward to?

Making new friends, learning how to run my business better, doing yoga, going on nature walks, seeing Austin in the spring — all of it! :)

LINDA PERRY

Describe what you do in a sentence or two.

I run a brand strategy & copywriting business for people in the health and wellness industry (mostly). Also, as a master life coach, I work with clients and business owners to help them bust through limiting beliefs so they can grow their business.

What do you like to do when you're not working?

Winter? Skiing. Summer? Biking and Hiking. Always? Anything with my GSP (German Shorthair Pointer)

What's a business challenge you're facing?

I personally am still working on growing my business, my income and finding balance.

What are you most looking forward to?

Sharing some of my work with other amazing women and helping them move forward.

Location:
Edwards, CO

Website:
<https://soulgeniusbranding.com>

Email:
linda@soulgeniusbranding.com



TRACEY WALLACE



Describe what you do in a sentence or two.

Global content marketing & SEO.
Been doing it for almost a decade now - yikes! Currently for BigCommerce and Doris Sleep.

What do you like to do when you're not working?

Hike, bike, read, eat, drink, watch movies, traveeelll. All the things!

What are you most looking forward to?

Meeting everyone and knowledge sharing!

Location:
Austin, TX

Website:
<https://linkedin.com/in/traceywallace/>

Email:
tracey.wallace1@gmail.com

KRISTEN HICKS



Location:
Austin, TX

Website:
<http://austin-copywriter.com>

Email:
kristen@austin-copywriter.com

Describe what you do in a sentence or two.

I'm a freelance content marketing writer, using the brand Austin Copywriter. I specialize in blog posts and longform content like guides and ebooks and have been doing it for 8 years now.

What do you like to do when you're not working?

Stories in whatever form—mostly books, TV shows, and movies.

What's a business challenge you're currently facing?

I've been thinking a lot lately about how best to approach my pricing and rethink my business strategy to earn more. The system I have now is working OK, but I'd love to get some insights from how other people are doing it.

What are you most looking forward to?

Making connections with women in similar roles. Networking has been hands-down the most valuable thing I've ever done for my business, and I appreciate that this will be a more intimate, focused version of it than something like a conference.

KAT AMBROSE



Location:
Makawao, Hawaii

Website:
<https://www.katambrose.com/>

Email:
hello@katambrosecreative.com

Describe what you do in a sentence or two.

I write blog posts for eCommerce and SaaS companies. I've been freelancing full-time for a year now :) My business name is Kat Ambrose Creative. I added the "Creative" part when I first started freelancing because I was doing both writing + social media management/content creation at the time.

What do you like to do when you're not working?

Read, hang at the beach, snorkel, explore different parts of Hawaii, and watch movies.

What's a business challenge you're currently facing?

How to better manage cash flow/pay yourself and general financial wellness advice. Also anything related to managing clients.

What are you most looking forward to?

Getting to know other women who understand what I do and learn from them/share our experiences. I also want to make more friends and build connections.

NIKKI LEVINE

Describe what you do in a sentence or two.



I am a Health & Wellness Coach and founder of Nikki Wellness. I have been a health coach for 3.5 years and just launched my own biz in January!

What do you like to do when you're not working?

I actually have a lot of fun working and love it...BUT, when I am now working, I love spending time with my 3 kiddos and loved ones, working out, cooking, traveling and LAUGHING.

What's a business challenge you're currently facing?

I can't wait to learn from everyone and use those insights to continue to grow my business. Specifically, I would love to learn how to scale my business.

What are you most looking forward to?

Relaxing, work time, girl time, the location, yoga, hiking, wine... pretty much all of it had my name on it from the get go!

Location:

Weston, Florida

Website:

<http://nikkiwellness.com>

Email:

nikki@nikkiwellness.com

VERONICA DOMEIER



Describe what you do in a sentence or two.

Freelance Graphic Designer for 12yrs.

What do you like to do when you're not working?

Recently snowboarding.
Anything outside; walks,
exploring, hikes, catching up with
friends and drinking wine!

What's a business challenge you're currently facing?

Moving from client base to services and/or products.

What are you most looking forward to?

Getting out of my comfort zone and making some authentic connections.

Location:

Japan

Website:

<https://linkedin.com/in/ronicadesign/>

Email:

hellodomeier@gmail.com

MIRANDA HIXSON HANNA



Location:
Oakland, CA

Website:
<https://www.milkwoodmade.com/>

Email:
m@milkwoodmade.com

Describe what you do in a sentence or two.

I'm the principal of Milkwood Design, a workplace design studio based in the Bay Area. Since 2013 we've designed offices for startups and tech companies and specialize in custom furniture.

What do you like to do when you're not working?

I'm a yoga teacher, artist in residence and facilitator at my hubs summer camp style corporate retreat program. I spend a lot of time hiking with my pup in the Oakland hills or up at our off the grid yurt in the Sierra Foothills.

What's a business challenge you're currently facing?

Time management aka being a boss at prioritizing, resourcing/outsourcing, hiring contractors (where to find good freelancers, how to setup the contracts if they are working on more than one project etc). And more information about this work/life balance thing I hear so much about.

What are you most looking forward to?

Getting to connect with other women who run their own businesses. I have men in my life who are great mentors and can give me advice when needed. Buuuut there's a lot of things that are totally different for a lady boss.

ADRIENNE JACK



Describe what you do in a sentence or two.

I write blog posts and case studies for businesses in global marketing and SaaS. I've been working in marketing for four years and flying solo for two.

What do you like to do when you're not working?

Reading, baking, lifting, pole dancing, and going for long walks.

What's a business challenge you're currently facing?

Finding time to market myself and build my network.

Location:
Columbia, MO

Website:
<https://linkedin.com/in/adriennejack/>

Email:
agracejack@gmail.com

What are you most looking forward to?

Meeting new people and exploring a new state!

ANNA MACLACHLAN



Location:
Austin, TX

Website:
<http://linkedin.com/in/annacmaclachlan/>

Email:
anna.c.maclachlan@gmail.com

Describe what you do in a sentence or two.

I'm currently the in-house director of content at Sensu, where I've developed company messaging and editorial style, and help them tell compelling stories.

What do you like to do when you're not working?

Go on runs or hikes with my dog ☺

What's a business challenge you're currently facing?

At some point I'd like to take the leap from in house to consulting (helping startups establish their messaging and editorial plan). I'm hoping this retreat will give me more insight into running my own business, and maybe even be the push I need in that direction

What are you most looking forward to?

Aside from chatting with ladies running their own companies (and what I can learn from them), I'm also excited about the house. It looks beautiful! I love that the retreat is a combination of learning and movement (hikes and yoga) as well.

ASHLEY R. CUMMINGS



Location:
Provo, UT

Website:
<https://ashleyrcummings.com>

Email:
Ashleyrcummings@gmail.com

Describe what you do in a sentence or two.

I am a freelance writer, specializing in marketing, data science, and CX. For fun, I take on the occasional travel writing project.

What do you like to do when you're not working?

Travel, hang out with my kids, and read all the books.

What's a business challenge you're currently facing?

Looking to branch out. I'm solidified in the marketing niche, and it's great and lucrative. I want to start writing for some bigger publications about current events/pop culture/travel/creative writing. I always push those projects aside because marketing articles pay and the payout is immediate. I'm also building an online e-course about how to start a freelance business. I'm about half way through.

What are you most looking forward to?

Networking!

TANIALEE GONZALES



Describe what you do in a sentence or two.

I'm the owner and lead photographer of my business, Tanialee Gonzalez Photography, since 2010.

What do you like to do when you're not working?

When I'm not drinking copious amounts of coffee or trying queso all around town, you can usually find me at the karaoke bar. I love to sing!

Location:

Austin, TX

Website:

<https://www.tanialeegonzalez.com/>

Email:

catchstars@gmail.com

What's a business challenge you're currently facing?

1. Keeping up with market trends
2. Ways to keep from getting burnt out
3. How to ensure a consistent client base
4. Tips on making local connections

What are you most looking forward to?

Getting to know local ladies and learning something useful that I can integrate in my business.

AMANDA DAHLER



Location: Toronto, ON

Website:
<http://intelligentsiaproductions.com>

Email:
amanda@intelligentsiaproductions.com

Describe what you do in a sentence or two.

I run Intelligentsia Productions as the chief creative strategist & lead designer. I work with corporate clients to brand large-scale events (200-2,000 attendees), design the environment and all pre- and post-event collateral, and create conference content (PPT, videos, interactive sessions) that helps attendees retain & action messaging & strategy.

What do you like to do when you're not working?

Reading (magazines, books, web publications), Journaling / drawing: ideas, stories, screenplays

What's a business challenge you're currently facing?

How to either scale this service model sustainably or pivot to something more product-based so I can share skills with many without having to perform all the work myself and still grow revenue

What are you most looking forward to?

The space / time / permission to take a hard look at my business, what's working, what's not working, and figuring out where to take it next instead of just going, going, going all the time! And getting to know a community of smart & interesting people closely, forming supportive bonds that carry us beyond the retreat.:)

VINIMA AGGARWAL



Describe what you do in a sentence or two.

GetSetGo Marketing. Copywriting services for B2B Tech companies. Formally launched in Dec 2018.

What do you like to do when you're not working?

Cartooning, Journaling, Pilates, Taking care of my son, Taking a walk.

What's a business challenge you're currently facing?

Finding an income generating copywriting niche within B2B tech, getting insights into the copywriting landscape for B2B SaaS, personal branding, establishing a sales funnel.

What are you most looking forward to?

Networking with fellow freelancers and gaining an understanding of the market, branding, and positioning myself. I am so looking forward to meeting fellow freelancing women.

Location:
Sunnyvale, CA

Website:
<http://getsetgomarketing.com>

Email:
vinima@getsetgomarketing.com

YAY!

QUESTIONS? CONCERNS?
JUST WANNA SAY HI?

You can find us at:

kaleigh@wearelumen.com
emma@storiesbyemma.co