

# CHIT-CHAT W.O.W-WOMEN OPTIMIZING WOMEN

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Retirement is a great accomplishment after hard work, loyalty, reaching a level of pride, and respect. I retired on July 29, 2022. 22 years in the same line of work; seventeen plus with the same employer. I introduce: WOW -WOMEN OPTIMIZING WOMEN mission:

- Establishing Relationships
- Building Rapport and Confidence
- Referring Business
- Support and Guidance

## IT ALL STARTED WITH A VISION ON A HOT, AUGUST 2012 DAY

I realized women really needed help with networking. Especially, some very basic protocols in small and group settings. I reached out to 12 business and entrepreneurial women in the community and they agreed with my concept. WOW began. It took time, a lot of persistence, and word-of-mouth. My objective was to increase both the referrals and the revenue of the local women and keep business inside the community. We began on the premise of our strengths; individually and collectively. We grew to over 200 local interested business women, started a Facebook presence, and had 10 in-person meetings per year hosted by either a business owner, professional business woman, or a non-profit. This allowed women to engage in conversations to network. The host would introduce the business/entity and speak uninterrupted with a Q&A followed by each WOW member stating a 60 second elevator speech introducing themselves and what they did.

Can insert a picture here....

You got it! On the Insert tab of the ribbon, just tap the option you need.

### Q: How can you insert a hyperlink?

A: Find even more easy-to-use tools on the Insert tab, such as to add a hyperlink, insert a comment, or add automatic page numbering.

### Q: Think a document that looks this good has to be difficult to format?

A: Think again! To easily apply any text formatting you see in this document with just a tap, on the Home tab of the ribbon, check out Styles.

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*“A WOMAN IS LIKE A TEA BAG—YOU NEVER KNOW HOW STRONG SHE IS UNTIL SHE GETS IN HOT WATER.” Eleanor Roosevelt*

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Sitting on that back porch on that very hot day, I knew there would be another time for WOW to go into a different direction-to a different level. Talk about hot?! That time for WOW is now!

That was 10 years ago. Every step, each year, provided a new rung on the ladder to rise upward. My local college-Carroll Community College-mentor of small business-Tom Mazerski opened my eyes to WOW's potential. The college I graduated from.



Tap here to add a caption

He has continued to act as a mentor and supporter toward my start-up business. Apparently, I possessed all of the main ingredients as well as a logo. In the meantime, that day came-that moment in time-when I realized the corporate world had to come to an end for me. I learned and experienced so much. I have had continual support from so many of the WOW girls-from the very beginning. They provide support in my decision. Very hard to believe so much has happened and here I am-joining the many ladies of WOW and becoming one of THEM-an entrepreneur! And, there are so many more WOW ladies out there I cannot wait to meet and spread WOW's mission.

I will introduce you to a couple of the WOW ladies and look forward to doing introduce so many more in each monthly Chit-Chat. Women like: Stacey Gillis of Advanced Video in Florida. Stacey had formed a business with her husband, Larry, and is the true driving force at networking. That is where we met WOMTEC in Baltimore, MD. Stacey's company makes remarkable and memorable heirloom videos for her clients.

Wendy Vaught Weiner, once a manager of a local florist in Westminster, Maryland Wendy consulted with me about starting her own business. People in the community recognized a champion and sought her services and floral arrangements.

Patty Martin of Execuhome Realty. A driven, local real estate agent licensed in Maryland and Pennsylvania.

Jennifer Lleras



## HAVE MORE TO SAY?

Sure, this is a newsletter, not a novel—and you want to keep it short and sweet to keep your reader's attention. But if you need a bit more space, we've got you covered...

To add another page, just click in the last sentence of the sample story above this one and then press Ctrl+Enter.

This story and the mailer will move to the next page—and the mailer will automatically be in the right spot. You can then click back in the text on this page and add more.

*Tap here to add a caption*

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