

NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS



FEBRUARY

February is black History Month and is a time to recognize and honor important people and events in African-American history.

The February official birthstone - an Amethyst has long been connected with royalty, amethysts were favored by the ruling class. Over time, amethysts have also come to be associated with spirituality, mental clarity, and healing.

February 1, 1978 - First postage stamp to honor a black woman, Harriet Tubman, is issued in Washington, DC

February 17, 1870 -Esther Hobart Morris in Wyoming became the first American woman Justice of the Peace.

February 27, 1922 - U.S. Supreme Court upholds the 19th Amendment to the Constitution, which guarantees women the right to vote.

Elizabeth Blackwell, February 3, 1821 (1910), the first fully accredited female doctor in the U.S. (1849), along with her sister Emily, founded the first medical school for women.

Rosa Parks, February 4, 1913 (2005), "Mother of the Civil Rights Movement," her arrest after refusing to give up her seat on a segregated bus in Montgomery, Alabama, sparked a boycott of the bus system, which eventually led to the Supreme Court decision to integrate buses

Laura Ingalls Wilder, February 7, 1867 (1957), author of beloved Little House books.

Grace Hamilton, February 10, 1907 (1992), first African-American in the Deep South's state government, elected to the Georgia General Assembly 1966-84, credited with Andrew Young's victory in Georgia's Congressional election in 1980

Erma Bombeck, February 21, 1927 (1996), humorist and columnist, began writing obituaries and columns on gardening, eventually wrote books of humor, supported the Equal Rights Amendment, appeared on "Good Morning America" for 11 years.

Click below for more information about women's history:

[National Women's History Alliance](#)

"Build your business success around something that you love – something that is inherently and endlessly interesting to you."

Martha Stewart
businesswoman, writer, and television personality

W.O.W WORKS!

Planning and creating a formal business plan is a great way to begin the process for that momentous leap from either a much-loved hobby or passion for a particular product or service to make an income and begin the entrepreneurial process. The year 2023 was a great growth process for W.O.W. The incorporation of multiple items to showcase the members and future members remains frontal lobe as the year progressed as well as provide them with consistency and in a structured format. Regardless of whether you own or work in a business, government, or non-profit many of the rules for forming good relationships and expanding your intellectual growth are the same. The flow of business takes a shape unique to you. No one else can clone that. Others may be able to model their business after you. I have heard "...imitation or copying someone or their business model is the best form of flattery...." Perhaps this is true but, when I set out to start W.O.W it wasn't to follow someone else's lead. Quite the contrary. I wanted W.O.W to be something different. An opportunity for all women to come together to have a positive experience with other like-minded women, to learn about business, and to find solutions to problems. To uncover topics to which a road to success would develop and receive guidance and acceptance, unlike other experiences I had. I wanted women of all ages and occupations and from different areas to feel openly welcome, accepted, and appreciated. It did not take much effort to have women host the initial W.O.W meetings at their place of business. They were exceptionally gracious and willing to showcase and shine in front of the group of ladies. Relationships grew or began from these events. The formula and process were developed rather quickly and took root. The women knew what to expect and brought others with them or referred others to the W.O.W experience. Its presence on the closed FB page grew, doubling in 2023! A secure website space to showcase private communications and learning opportunities was completed with paid memberships beginning in the late fall. The virtual Monday meetings started a bit wonky in May with each successive meeting bringing forth a co-host and often a special guest to showcase their business or topic to the other members. The January 8th-first of the New Year 2024 virtual meeting could not have been better. The ladies are understanding and engaging in the importance and support a networking group like this provides. The newsletter began taking on a different shape and is co-written by both the founder and the W.O.W virtual assistant-a joint effort of skills. Not only is women's history of importance but, to showcases the members and provide a line or two of information to entice other members to engage and get to know about them and their business. The website is being utilized and seen by both new and returning members daily and the member directory is informative and interactive. The contact list started with a list of FB and EVITE followers as a way to keep a CRM-Contact/Customer Relationship Management system evolving into one formed using Zoho One. It has been particularly useful to organize details of the members for ease of use by our members by simply clicking to email one of the members or, click on their website or social media page to connect and view them. W.O.W has simplified networking. We have done the vetting of ladies in the community. This is most important to all of us as we find the connection to strong, quality relationships vital to our economic success. The benefits of W.O.W could not be more clearly defined. Ask anyone who has attended an event or meeting and they will share the accolades of their experience. This is an experience you want to have and be a vital part of. The low annual membership costs range from \$99.95 to \$299.95 and are affordable for anyone. Knowing that 10% of the annual membership fees are paid toward the previous years' showcased non-profits to give back to our community provides a sense of pride. The volunteerism of the members of W.O.W is of importance.



THE VIRTUAL MEETING EXPERIENCE

In-person and virtual meetings are a great way to connect with individuals, small or even large groups. W.O.W uses Zoho One not just for the contact management but, to host virtual meetings. Benefits of using this particular application has enhanced how we interact and learn and build our business and relationships. The software is compatible with Windows, Mac, & Linux as well as Android and IOS mobile devices. It has built in audio and video capability as well as the ability to record. W.O.W records most of the monthly virtual meetings which, are being archived in a secure area for paid memberships. The meetings are safe and secure providing privacy to its attendees. Large and small scale businesses as well as private one-on-one meetings are practiced with regularity to give an ultimate experience of face-to-face interactions without having to drive in the pouring rain and the recorded monthly meetings can be viewed when you are available. The meetings have a mute capability. Not only can the presenter share their screen with the viewers but the participants, with permission by the presenter, can share their screen! Now, that is amazing! Another feature of this virtual meetings success is the ability to use the chat to communicate with the presenter, co-host or special guest or provide member contact information to the group for a copy and paste for future reference. W.O.W wants to optimize your experience. The goal is simple: to provide as many opportunities to showcase one another on as many different platforms to promote you and your business. In two words: WOW WORKS!!

****WOW HAS MADE A FORMAL APPLICATION FOR A TRADEMARK™ THIS IS A MAJOR TASK AND QUITE EXCITING! ****

NOTEWORTHY WOW Membership includes:

- SIX in-person hosting events scheduled each year (these are at no cost to attendees)
- Newsletter advertising
- Access to member videos and podcasts

WOW Member Spotlight

Each month we will introduce a couple of the WOW ladies via this newsletter - Chit-Chat - and look forward to introducing so many more in the future. Women like:

TJean Wright – Sales Confidence Builder and author of *Selling Your Confidence*. I help women entrepreneurs who must wear the “sales hat” to feel more confident about selling their products or services. Visit my website

<https://sellingyourconfidence.com/> take my What’s Your Personality Sales Quiz and sign up for my free monthly webinar *Unlock Your #1 Sales Challenge*. You can contact me at jeanw9440@gmail.com for more information about my customized coaching services or book me as a speaker for your event.

Denise Sawyer - Realtor - Berkshire Hathaway HomeServices Homesale Realty - Westminster, MD Our exclusive Home Finder program keeps you informed of new listings that match your criteria. I coordinate all aspects of your purchase or sale from search, contract negotiation, inspections and the closing details. Proactive transaction management helps you avoid problems. My goal-to provide you with a hassle-free and enjoyable homeownership experience. I will provide you with a copy of our Best Seller Marketing Services Guarantee and more. Call (410)299-3370. <https://www.denisesawyer.realtor/>

Written by Tricia Soderstrom

THE WOW ANNUAL MEMBERSHIP IS NOW AVAILABLE ON THE WOW WEBSITE:

[HTTPS://WOWWOMENS.COM/MEMBERSHIP/](https://wowwomens.com/membership/)

🌟 Join W.O.W-Women Optimizing Women’s Annual Membership 🌟👤 Elevate Your Network, Empower Your Success! 👤 Are you ready to take your professional and personal connections to the next level? Look no further! W.O.W invites you to become an annual member of our vibrant and supportive community. 📖 Membership Benefits: Exclusive access to a diverse network of ambitious women Monthly virtual networking events Guest speaker series featuring industry leaders Peer mentorship opportunities Online resources and discussions Access to our private online community 🤝 Forge valuable connections: Build lasting relationships with like-minded women who are passionate about personal and professional growth. 📚 Learn and grow: Access valuable resources and insights to enhance your career and personal development.

PLEASE EMAIL YOUR CONTACT AND BUSINESS INFORMATION TO OUR WOW ADMIN, TRICIA SODERSTROM - hello@triciasoderstrom.com

THE NEXT WOW VIRTUAL MEETING IS

February 5, 2024, AT 10 AM VIA ZHO MEETING
WOW Updates.

Co-Host: Judith Marie Kuzmak Viers, Healing Hearts Carroll Therapist and Workshop/ Group Facilitator, Local Author, and founder of Share Hope through Art a suicide prevention non-profit and Rita Palmer-Starting her business and the W.O.W connection <https://meet.zoho.com/6uRxz7W5ue> Meeting ID: 1072730807 / Password: o6Frjb

Visit the WOW EVENTS page for future events

Visit the WOW FB or Website Events Page for details. <https://www.facebook.com/groups/484791698331590/events>

WE LOOK FORWARD TO THE PLEASURE OF YOUR COMPANY!

Barbara E Ringrose, Founder
W.O.W-WOMEN OPTIMIZING WOMEN, LLC™
Manchester, MD 21102
Mobile: 1- 443 797 2104 (USA)
Barbara.Ringrose.wow@gmail.com
<https://www.linkedin.com/in/barbara-e-ringrose-165984a>
<https://www.facebook.com/groups/484791698331590>
<https://wowwomens.com/>



Barbara E Ringrose
Founder-WOW