



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

JANUARY

January 1st has been called Commitment Day. While originally for making a commitment to those closest to your heart, use this day to make commitments to your clients, customers, and community.

Did you know people in January tend to be more driven? Capricorns are said to be ambitious, disciplined and driven. These are character traits we can all aspire toward.

The January official birthstone - a Garnet - is said to bring love, luck, health, loyalty and friendship to those born this month.

For you bakers and foodies, did you also know on January 7, 1896 – Fanny Farmer's first cookbook is published in which she standardized cooking measurements. Talk about disciplined! Every cook and chef know the key to a success dish or meal is the carefully measured ingredients.

On January 5, 1895 Rebecca Lancefield was born. She was a pioneer microbiologist, overcame sexism, published effects of streptococcal infections in army in Texas (1919), president of Society of American Bacteriologist (1943), elected to the National Academy of Sciences (1970).

January 11, 1935 – Amelia Earhart makes the first solo flight from Hawaii to North America.

January 29, 1926 – Violette Neatly Anderson is the first black woman to practice law before the U.S. Supreme Court.

Click below for more information about women's history:
[National Women's History Alliance](#)

HAPPY NEW YEAR, 2024!

There is something to be said about endings because they bring forth new beginnings. The dedication and passion for W.O.W have driven me to overcome challenges and create a vibrant platform.

The nine-month journey to launch the website on March 1, 2023 to coincide with National Womens History Month gave me great pride. To accomplish this task was a group effort coordinated by my web designer: Jennifer Lleras of Hampstead Marketing and Design. <https://wowwomenus.com> reflects the care, experience, and thoughtfulness it took from several people to put into its development. There were also so many other people contributing to launching the website and I am indebted to their hard work and assistance. The ability to leverage this network of talented women and relationships built over a decade is commendable. Hiring a Virtual Assistant, Tricia Soderstrom, was one of my best decisions as well as embracing social media and using WTTR for radio podcasts.

The absence of doubt underscores the ongoing confidence and determination to make W.O.W. a success. I must admit there were more challenges of both a personal nature as well as professional than I imagined during the initial design and planning stages. I realized my ability to embrace change and the unexpected was an integral component of taking W.O.W into the future. A future I knew would occur with time but, I had an inkling of what that would look like in 2012. The evolution of a group of focused women and the connections we would make together was something I had always aspired toward. I know there is so much more work to do and I look forward to many years of learning about what women find significant.

My focus on continuous improvement and seeking ways to add more value to W.O.W. is a key entrepreneurial mindset. The dual approach of providing both in-person and virtual meetings showcases adaptability and an understanding of diverse preferences within the community. The growth in the membership directory and the dynamic nature of the website indicate not just a project but a living, evolving entity. Each one of the member's commitment to showcasing various aspects of women's lives, including business, government, entrepreneurship, and volunteerism, is laudable. It reflects a holistic approach to community building and empowerment.

I realized the website, newsletter, media, and meetings required a multi-faceted and engaging platform. Monthly newsletters, in-person and virtual meetings, video libraries, and the addition of pictures made me realize I was not just building a website but a comprehensive ecosystem for women to connect, learn, and grow.

The 11th W.O.W Anniversary in September 2023 was a testament to my desire to bring women together to combine a virtual and in-person event filled with interaction providing yet another way to get to build the rapport and trust based in the W.O.W mission. That mission-BERS-(also my initials) stands for Building Relationships, Establishing Rapport and Trust, Referring business, and Providing Support. Support that is not a burden on any one individual but, an honorable philosophy to strengthen women as they wrestle with their success and dreams. Success does not have to be a burden. Nor should any one woman feel alone. Success for a woman can be shared, and respected and provide the foundation for a future built on a strong base of knowledge and experiences.

The acknowledgment of being a work-in-progress is a healthy perspective that leaves room for evolution and improvement. It's clear that we are not resting on our laurels but are excited about the potential for more growth and development. The ongoing story of W.O.W. is not just about the creation of a website but the cultivation of a community, and our journey is an inspiring testament to the power of passion, collaboration, and continuous learning. As you navigate the exciting path ahead with me may W.O.W. continue to flourish, bringing women together and fostering meaningful relationships.

Did you know only eight percent - that's 8% - of CEOs of Fortune 500 companies are women? You are the CEO of your business or occupation in your career. Lead it like you are a CEO. Take hold of your New Year with vigor and tenacity. Show the world what you can accomplish and PLEASE remember to share all the details with the ladies of W.O.W!!!! Sharing your success is meaningful to the W.O.W community and is a great way to give yourself some exposure on our W.O.W-Women Optimizing Women Facebook page. This page is secure and exclusive to approved W.O.W members.

For the year 2024, W.O.W will be focused on continuing and enhancing opportunities for members to provide benefits to you such as:

- Access to exclusive events, videos and podcasts
- Discounts to other members' businesses-we are hoping our members will embrace this concept and reach out to how we can best help
- An opportunity for a one-on-one meeting with the Founder and/or to host a virtual or in-person W.O.W meeting
- Inclusion in an upcoming Chit-Chat Newsletter
- Priority placement in the Members Directory
- Opportunity for a guest blog post
- Social Media Shout to get your business noticed!
- Featured members on the W.O.W website



****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

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:

Tracy Brown

Instagram: @Tracymichellephoto
From my early days as a young girl, I was captivated by the art of photography. Since enrolling in photography classes during high school and college, my passion for capturing moments has been a constant thread in my life. Yet, life steered me in a different direction, guiding me towards a rewarding 15-year career in Healthcare Sales. In 2016, feeling a desire for change and inspired by my enduring passion for photography, I decided to step away from the corporate world and start Tracy Michelle Photography. Those 15 years in Healthcare Sales taught me invaluable lessons about personal branding and the impact of visual storytelling on a business. As a professional branding photographer located in Harford County, Maryland, my commitment extends beyond creating amazing images – it's about ensuring your visibility and amplifying your voice, connecting you with the ideal audience. I look forward to connecting with the women of WOW!



Tips for Giving Your Website a New Year's Lift

http://



Start the year right by giving your website a fresh New Year's facelift and get ready for business! A poor-quality website can deter future clients and equally, a website that is aesthetically pleasing and easy to navigate can build confidence with future clients.

- Use an intuitive theme that adapts to computers, laptops, and smartphones.
- Create an engaging welcome message and include a headshot.
- Make sure your Home page clearly states who you are and how you serve your clients.
- Update website plugins regularly for best performance.
- Test links especially those that enable clients to reach you!
- Ensure you have links to all your social media accounts listed clearly on your Home page and that all links work.
- Contact your hosting company and ensure you have the most optimized website experience.
- Remove low-value content and replace it with content that will catch your client's attention and bring value.

Written By Tricia Soderstrom

Kayla Solinsky

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

[HTTPS://WOWWOMENUS.COM/MEMBERSHIP/](https://wowwomenus.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

January 8, 2023, AT 10 AM VIA ZOHOO MEETING

WITH Co-Host: Stacy Gillis of Advanced Video Systems and Special Guest:

Kayla Solinsky-Podcasting with Macbethacademy.org

Meeting link: <https://meet.zoho.com/cXk5LSeit1>

Meeting ID: 1056476291

Password: DrjWZw

[click and join on the membership page!](#)



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!

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