



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS



APRIL

April is the fourth month of the year in the Gregorian and Julian calendars. Its length is 30 days. April is commonly associated with the season of spring in the Northern Hemisphere, and autumn in the Southern Hemisphere, where it is the seasonal equivalent to October in the Northern Hemisphere and vice versa.

Diamonds, the birthstone of April, often associated with love making them a perfect gift for a loved one. White diamonds are most common, fancy colored diamonds come in various colors like yellow, blue, pink.

April is National Stress Awareness Month and Move More Month featuring National Walking Day.

IMPORTANT DATES

April 1st Easter Monday is the day after Easter Sunday. It is not a federal holiday in the United States of America (USA). Some Easter traditions continue on Easter Monday, such as the egg rolling race at the White House.

April 8, 2024, a total solar eclipse will cross North America, passing over Mexico, the United States, and Canada.

April 11, 2024 - National Pet Day

April 22, EARTHDAY.ORG's founders created and organized the very first Earth Day in 1970

April Showers Bring May Flowers

It's truly inspiring to see the growth and evolution of W.O.W over the past 13 months with added information and modifications to the W.O.W website.

Spring has always been a spectacular time for creativity and growth time for me in business. It's when I shed the gray cold days from my memory and look upward to the warm sun as the daylight hours continue to get longer and the temperatures rise. Although I focus on a business plan in the fall for the upcoming year, the spring is when I launch new ideas and reflect on my past performances. Our commitment to creating a vibrant and supportive community for women professionals is commendable thanks to the many members both past and present. We want our newsletter to be informative with contact information and links to other aspects of the W.O.W community. We value the time of our fellow members. We want to get to the point of who we are and what we do. Here are some key points and positive aspects to consider when joining the W.O.W community:

Diverse Celebration of April Events: To name a few; W.O.W acknowledges and embraces the diverse events and celebrations in April, from April Fool's Day to Arbor Day and Passover to Community College Month creating a sense of commitment and belonging among members.

Strategic Use of Platforms: A website, like the people who put it together, needs to leave a dynamic impression on its viewers. I was introduced to utilizing Zoho for my contacts in August of 2022 and found they have many applications under their umbrella to assist me when the business climate is friendly or not. Zoho also provides periodic updates of the visitors to the site, what pages are viewed by new or repeat members as well as how much time is spent viewing the website. As a business owner, this information is valuable and critical to understanding what visitors are focusing on the site for me to support the W.O.W members better. I chose Mighty Networks to manage and secure the W.O.W paid memberships and maintain a library of podcasts, interviews, and newsletters. Members can also upload their podcasts, create chats, and view upcoming events. This app demonstrates a thoughtful approach to technology. The World Wide Web (WWW) is a complex medley of information that requires a skilled team to assist me with providing a platform to showcase the women of W.O.W. I sought 3 bids and took the middle bid. I am pleased with our connection since that time. It also led me to another W.O.W member to help with marketing and branding. These two women have been an integral and ongoing source of reference and support to W.O.W. The third? Wasn't what I was looking for at a price too high for me to consider. It's essential for a community-focused organization to leverage platforms that enhance communication and collaboration. After the period of shuttering people and businesses, we found ways to connect and thrive. We managed to make face-to-face connections whether virtual or otherwise.

Dynamic Branding: W.O.W has been my passion for over a decade from which day of the month to meet, to the logo designed by its members, to scheduling a host for upcoming events. The original logo is black and white; clearly defined in its business values and impactful. For the website, I needed something more; something to appeal to the eye. A fresh face to the viewers on the W.O.W website appeared by adding "fun colors". A dynamic and visually appealing element to the brand as part of a commitment to stand out in the competitive landscape. The salmon color represents the sunset and the aqua the water. They are the essence of life as the basis for without them we cease to exist. Where the day begins and ends and transforms on the horizon. Perhaps my inward strength comes from the fourth sign of the zodiac Cancer from my birth. My deep concern for others gives me the strength to negotiate and lead. I want the challenge and embrace those close to me as we travel on this journey of growth and bloom into an amazing collection of diversified businesswomen. **Membership Tiers and Affordability:** Offering different membership tiers with consulting opportunities showcases flexibility and consideration for members' needs. W.O.W is a partnership of many women. The commitment to keeping W.O.W affordable for women from various locations is inclusive and aligns with the organization's values. This concept is more affordable than any other networking or professional women's group I have encountered. The W.O.W membership is tax deductible. Check with your tax advisor for details. I should further add that, standing on its own from any other networking or professional group, W.O.W is unique in that we want you to learn how to meet other women, refer business, build confidence and learn about topics such as technology to increase your confidence and income. Not just a means to have a meal and collect business cards. **Virtual Opportunities:** W.O.W offers monthly virtual meetings.

Recognizing the importance of virtual interactions in the changing world is forward-thinking. This approach not only saves time and money but also allows for a broader reach and inclusivity. The Zoho app is user-friendly.

Structured Business Format:

The shift towards a structured business format after the initial learning curve demonstrates adaptability and a commitment to improvement. We want you to know what W.O.W is and what to expect from your membership. Change creates purpose and growth changing old habits to ones for success. **Monthly Meetings with Varied Focus:**

The approach of having monthly meetings with different hosts, co-hosts, and special guests focusing on diverse topics creates engagement and learning. The combination of local in-person and virtual meetings gives W.O.W another dimension of interaction while networking.

Content Accessibility: Making podcasts, interviews, recorded meetings, and newsletters easily accessible to paid members showcases a commitment to providing value and knowledge-sharing within the community. A library of these items is easily viewed for your ease of reference through Mighty Networks.

Emphasis on Well-being: Introducing the Mind Body Wowness page in March will include fellow members providing an understanding of the holistic approach to life and work. A valuable dimension to our members to reduce stress and improve your overall mental health and physical capabilities.

Networking Opportunities: Encouraging members to connect through closed FB pages, LinkedIn, and Mighty Networks provides multiple channels for networking and relationship-building. The narrative paints a vivid picture of W.O.W's journey. The organization is not just a networking group but a dynamic and evolving community that supports women in their personal and professional growth. Our focus to empower and enlighten women in the business world. Accessible and affordable. Plant your seeds and watch them grow!

IMPORTANT PEOPLE

I wanted to draw attention to what it was like for a 17-year-old female during a war between countries and her desire to help. To me, it showcases the tenacity of a young woman to fight for something she believes in at a time when men did the fighting and experienced these heroic attempts to help their country.

<https://www.historynet.com/simone-segouin-famed-french-resistance-fighter-dies-at-97/> What do you think?

It may be unfathomable to think in terms of such dire circumstances. We see them on our feeds, reels, and news platforms. We witness them through the eyes of others. Stay safe.

Click below for more information about women's history:

[National Women's History Alliance](#)

"April's challenges are the seeds of May's success. Embrace the growth."

Anonymous

IN-PERSON W.O.W

W.O.W WOMEN'S NETWORKING EVENT

Wed, April 17, 5 pm – 7 pm

Flowers by Wendy Carol
1847 Ridge Rd, Westminster, MD 21157

HOST: WENDY VAUGHT WEINER
FREE EVENT AND PARKING. LIGHT
REFRESHMENTS.
BRING A FRIEND OR YOUR DAUGHTER!

Navigating Tax Season

April is tax month and it's also National Stress Awareness Month. If you find this part of your business challenging and stressful here are tips to help reduce your stress and make sure you are filing on time.

1. **Stay Organized:** Start by gathering all your financial documents, including income statements, expense receipts, and any relevant tax forms. Keep them organized in a dedicated folder or digital space to streamline the filing process.
2. **Maximize Deductions:** Take advantage of every available deduction to minimize your tax liability. Consult with a tax professional to identify additional deductions specific to your industry.
3. **Understand Changes in Tax Laws:** Tax laws are subject to change, so it's crucial to stay informed about any updates that may impact your business. Keep an eye on industry publications, attend workshops, or consult with a tax advisor to stay abreast of the latest regulations.
4. **Utilize Technology:** Leverage accounting software and apps to simplify the tracking of income and expenses throughout the year. Cloud-based platforms can provide real-time insights into your financial status, making it easier to spot potential issues and address them promptly.
5. **Collaborate with a Professional:** Consider hiring a tax professional or accountant to ensure accuracy and compliance with tax regulations. Be sure to look within WOW first.
6. **Plan for the Future:** Use tax season as an opportunity to evaluate your overall financial strategy. Consider long-term goals, investment opportunities, and ways to optimize your business structure for future tax benefits.

Remember, staying proactive and informed is key to a smooth and successful tax season. By implementing these tips, you'll not only meet your tax obligations but also position your business for financial success in the coming year. Wishing you a stress-free and prosperous tax season!

Tricia Soderstrom

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:

Stephanie Grabowski of Travel Weavers

takes the stress and overwhelm out of travel planning and provides our clients with custom travel experiences, where no detail is left unturned. We turn travel dreams into realities.

443-854-4902

<https://travelweavers.com>

stephanie@travelweavers.com

BethAnn Lederer of Working Wonders LLC

a sustainable living consultant. She also sells Solar Panels to save you money on your energy costs, and is a Realtor. You can reach her by phone or on her website. 443.834.4792

www.workingwonders.com



NOTEWORTHY

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

WOW Membership includes:

- SIX in-person hosting events scheduled each year & monthly virtual meetings (these are at no cost to attendees)
- Newsletter advertising
- Access to member videos and podcasts
- And many benefits to spotlight you

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 April 1, 2024, AT 10 AM VIA ZOHOO MEETING

WOW Updates. Co-Host: Wendy Vaught Weiner - Owner - Flowers by Wendy

LINK: <https://meet.zoho.com/bzbR6W8M85>

Meeting ID: 1038885781

Password: 2zgnD2

[click and join on the EVENTS page https://wowwomens.com/events/ !](https://wowwomens.com/events/)

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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