



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS



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MARCH

HAPPY ONE-YEAR ANNIVERSARY TO W.O.W.!

March is Women's History Month. The month is set aside to honor women's contributions in American history. **EASTER IS MARCH 31ST!**

March 8th is International Women's Day.

March is also National Nutrition Month. During the month of March, everyone is invited to learn about making informed food choices and developing healthy eating and physical activity habits.

The March official birthstone is Aquamarine and is not only the birthstone for March, but the gem is also given as a present on the 19th wedding anniversary.

IMPORTANT DATES

March 3, 1913 – Women's Suffrage Parade in Washington, DC, where over 8000 women gathered to demand a constitutional amendment guaranteeing the right to vote.

March 20, 1852 – Harriet Beecher Stowe's novel *Uncle Tom's Cabin* is published and becomes the best-selling book of the 19th century

March 31, 1888 – The National Council of Women of the U.S. is organized by Susan B. Anthony, Clara Barton, Julia Ward Howe, and Sojourner Truth, among others, the oldest non-sectarian women's organization in the U.S.

IMPORTANT PEOPLE

Dorothy Ainsworth, March 8, 1894 (1976) believed that sports are healthy and develop the values, skills, and character required in a democratic society, chaired the U.S. Joint Council on International Affairs in Health, Physical Education and Recreation (1950-57)

Lilia Ann Abron, March 8, 1945, entrepreneur and chemical engineer, the first African American woman to earn a Ph.D. in chemical engineering (1972)

Matilda Joslyn Gage, March 24, 1826 (1898), suffragist, women's rights and Native American rights activist, historian, and founding member of the National Woman Suffrage Association.

Dorothy Height, March 24, 1912 (2012), served over 40 years as President of the National Council of Negro Women.

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

**Only
those with
tenacity can
march forward
in
March.**

~ Ernest Agyemang Yeboah ~

REFER, REFER, REFER

How can I refer business and more importantly how can I get other people to refer to me? This is a timeless subject and applies on any level of human interaction whether you are looking for pool supplies for the backyard cement pond you spent an entire years salary on or need an entire fleet of cars for your growing rental car business. There are times you feel like you are in one of those endless streams of vehicles on a crowded roadway system making little progress on your way to your office or home. Unlike a crowded freeway during rush hour, there is no denying why so many people are reaching their business goals with less headaches and obstacles than others. Regardless of your business or occupation, many people are competing with you every minute of your day to get more sales, review more emails, answer more questions, hold more meetings or make more widgets than you do. The competition is fierce.

The algorithms and technology change on Google's platform and you find you are getting less traffic to your office or website because of these changes. Changes you have no reference to or maybe oblivious to and you have no clue what to do about it. At the end of the day you are exhausted and lean your head against the headrest or have your elbow against the door with your fingers holding your chin in place. Your mind can't travel to find the solution you desperately need no more than you can end the insane traffic jam you are in every day. If you cannot relate to these scenarios you must be new to the work world, have never driven, or live on another continent or some remote area of the country.

The rest of you, take a few minutes to get your favorite beverage and pay attention for the next couple of minutes. Referring works both ways. If you want someone to refer to you, you must have a proficiency of some very basic skills worked out and feel confident with your business product or service. Start with a Google Business profile. Having a following on LinkedIn is a great way for others to get to know about you even though you have never physically met! Technology during 2020 taught us: we are all local now. Ask your previous clients, friends and family, and colleagues to write a review about you on Yelp, Google, TripAdvisor, Yellow Pages, Better Business Bureau or one of the other 36 or so better review platforms out there. You can do this! If you need help, reach out to W.O.W to find a connection. You may need to pay someone for this service. Show the world your level of expertise. You are an expert. You know yourself better than anyone else. Use your talents and knowledge and let us know what you do best. Join W.O.W then join another networking group or your local Chamber of Commerce. Volunteer to work in your community and engage in conversations with others. LISTEN! Listen to what people are saying to you instead of you throwing up all over them with your barrage of practiced lines and jokes to entertain or worse yet your endless stories of unrelated experiences. Stay on task. Hear what others needs are and what they do. Think about the people you know and how you can refer them to your newly found contact. Start making more contacts this way and let the person know who you referred to them by sending a text or email. A phone conversation would be a good way to add another 'touch' but, make sure it is direct and informational rather than consuming too much of their time. You may not be busy but others may be swamped! As the Founder of W.O.W, my primary objective is to connect people. I have already done the vetting of like-minded professional women. I have listened to their stories and know they are ready to share their business ideas and concepts and are of a high level of integrity. They want to refer. They are ready for you to refer other women to them. Both sides of the highway are looking straight ahead and focused

on their destination. The map of W.O.W is clearly laid out for you. The more you refer to others, the more you are focused on your goals, the more business referrals you will receive. A single review on one of the platforms I mentioned earlier may be the one triggering your next business contact. The relationship starts off a bit warm since there is already someone willing to recommend you to the world! Technology has made the link possible with a few clicks. No longer do you need to drive to countless networking events and spending lots of your hard earned money for gas, food, and costly membership fees. There is an additional benefit to referring business to others. You have the opportunity to learn something you did not know previously. First hand information from a talented source may lead you to your next occupation. And, there is just plain more happiness and joy in knowing you have given something to another person. You have brightened their day. You may have saved them from a mundane day and put another paycheck in their bank account. Giving also keeps both parties from feeling isolated and they now have formed a bond. The recipient of your thoughtful referral experiences a sense of appreciation. You have made their day. The power of the referral also leads to prosperity. This is my second most important objective as Founder of W.O.W. To showcase the many hard working women in the United States working in various occupations. You deserve the referral!



IN-PERSON MARCH W.O.W MEETING

WEDNESDAY, MARCH 20TH 5-7 PM
WILL BE HELD AT

LOVE YOURSELF FIRST SHOP

3029 MAIN ST
MANCHESTER, MD



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 (these are at no cost to attendees)
- Newsletter advertising
- Access to member videos and podcasts

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

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

W.O.W-NEW WEBSITE PAGE

At W.O.W., we want to help you grow your business and support your well-being. **A NEW PAGE IS BEING ADDED TO THE WEBSITE UNDER THE RESOURCES PAGE - BODY/MIND** featuring Joni Rampolla of joni@nutritioncoaching4u.com

Joni will highlight some great information about nutrition and what you can do to improve your health. Learn how your diet is a vital part of your overall well-being and how you can be in control of the nutrients of food to help give you stamina, better alliance with your daily functioning, and how the foods you eat control your weight, sleeping patterns, and even improve your cholesterol, blood pressure, and ailments you have been struggling to change. Joni has special weekly programs to guide you through healthy meal planning and delicious recipes designed for your lifestyle and help your family make better eating decisions. Coaching with Joni can help you balance your blood sugar, optimize your metabolism, and give you more energy. The BODY/MIND page will also feature other members in the upcoming months to link good eating habits and a healthier lifestyle.

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:

Julie Tringali Mulhern of LOVE YOURSELF FIRST

Metaphysical Shop and Healing Center.
Offering Crystals, Sage, Jewelry, Reiki and much more.

3029 Main Street, Manchester, MD 21102

<https://loveyourselffirstshop.com/>

443-639-5590

loveyourselffirstshop@gmail.com

Jenny Schooley of LEGACY SEPTIC

Septic Services For Over 35 Years
Septic Pumping – Installation – Maintenance
2914 Hanover Pike

Manchester, MD 21102

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

410-840-8766

jwalsh@legacyseptic.com

☀️ 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 March 4, 2024, AT 10 AM VIA ZOHOO MEETING

WOW Updates. Co-Host: Deanna Furman, Senior Mortgage Loan Officer At Fulton Mortgage.

Annual Non-Profit Recipient Announcement: Brian Safe Haven, MREC, and Shepherd Staff

LINK: <https://meet.zoho.com/AQG1qxlnDN>

Meeting ID: 1029733130 | Password: NTSk2X

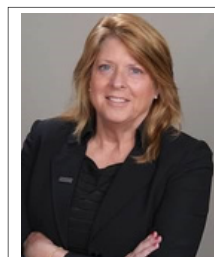
[click and join on the membership page!](#)

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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Founder-WOW