



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

MAY

The month of May could be named after the Roman goddess Maia, who oversaw the growth of plants. The flora (flowers) and fauna (animals) abound on display from our backyards and neighboring hillsides. Our urban areas are decorated with hanging plants. Birds flock together. Animals stretch in the warmth of the longer daylight hours. Trees and shrubbery become leafy providing shade and landscaping beauty.

High school and college graduates celebrate the end of school with new beginnings into adulthood of employment, the military, college, or creating a family.

The May official birthstone is an Emerald with therapeutic properties and magical powers

IMPORTANT DATES

- May 1 - Jewish American Heritage Month
- May 5 - Cinco de May
- May 12 - Mother's Day
- May 20 - Armed Forces Day
- May 27 - Memorial Day

Did you know **National Cherry Cobbler Day** is May 17 and **Lucky Penny Day** is May 23?

May is Strawberry Recipe Month. Take your pick for a new favorite: <https://www.countryliving.com/food-drinks/g2344/strawberry-desserts/>

May is also Lyme Disease Awareness Month

IMPORTANT PEOPLE

- May 1, 1950** – Gwendolyn Brooks becomes the first African-American woman to receive the Pulitzer Prize
- May 12, 1968** – A 12-block Mother's Day march of "welfare mothers" is held in Washington, D.C., led by Coretta Scott King accompanied by Ethel Kennedy
- May 10, 1958** – Birthday - Ellen Ochoa, engineer, former astronaut and the current Director of the Johnson Space Center, the first Hispanic woman in the world to go to space when she served aboard the shuttle Discovery

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

May is the month of expectation, the month of wishes, the month of hope.

Emily Brontë

WHAT IS YOUR ROI AND ROR?

When I was a government or corporate employee, I wrestled with the onslaught of acronyms. They were hurled around during the weekly and monthly meetings causing my brain synapses to work faster, raising activity in the gray matter in my cerebrum to catch a mental glimpse of what *in the world* they were talking about until my brain ached. I would research them in the manuals or intranet search bar, later Google, doing my best to repeat them, and write them down - anything short of making 3x5 index cards of the acronym on one side and the phrase and definition or example on the back. It was akin to a type of torture like waterboarding. I felt like I was drowning! During those meetings, I often wondered whether the rest of the staff in those meeting-virtual or in-person was experiencing the same thing. Ultimately I ended up missing the true meaning and importance of what the speaker wanted to project to the group because my mind just could not multi-task at that level of learning and comprehension at the same time.

I came to the realization I could jot down a note or two and revisit the complex lettering system they referred to thereby, avoid missing the crux of the speakers topic. After all, the topic was the part I needed to become mentally engaged in. Usually, my scribbled notes next to the agenda topics were a good guide and reminder of what they were discussing. Some acronyms seemed more important to me as my role as a salesperson gradually transformed into that of a sales professional, such as the acronyms ROI - Rate of Investment and ROR - Rate of Return. Not only were these important in the role of my level of sales expertise and production, but equally important as I perused my investments in my retirement fund. Laura and Rita can explain both of these terms in regard to our March in-person networking meeting (top right picture). Thank you Laura for hosting!

Not all investments are meant for you personally or for your business. Investing in your community is the right thing for you to do. You have been blessed with the solid relationships you have nurtured over time as well as the acceptance and referrals from your peers. At W.O.W, we give back to our community in an effort to help sustain their existence for much-needed services which the Government may not be able to fund. W.O.W has committed to give 10% of the annual membership fees to several non-profits. We selected and gave \$250.00 to Brians Safe House, Marriage and Relationship Education Center (MREC), and Shepherd Staff for the year 2023 (Pictures left to right below). These funds were distributed by the end of the first quarter of this year with future distributions. Barbara E. Ringrose, Founder of W.O.W personally presented a check to each one of the ladies responsible for the amazing results these non-profits receive from their tenacious efforts and giving personalities.



Host Laura Fornier and Rita Palmer

Building Your Community- Did you know?

HubSpot did a roundup of some email statistics and reported that there are 4.3 billion email users. 64% of small businesses use email marketing. Did you also know 42% of businesses in the UW are owned by women - a bit less than 46.4% of women owned in other countries? WHO KNEW????!! Women owned businesses are approximately 13 million strong with an average age of 42. You are never too old or too young to start a business. Gen X (ages from 44 to 59) make up about 69% of women owners businesses in 2023. Interestingly enough, many women start their own business after a career in the corporate world. Experience prevails. Knowledge is gained in every year of your life. You are an expert. You have the skills to increase your business and income regardless of where you are in the work process of a government, non-profit, corporate or have found your passion in the entrepreneurial world. A woman who is focused on a career path knows the highs and lows of life and home recognizing the balance of the scales are not always tipped in ones favor. Conversely, the scales will realign as time and experience unite creating a strong platform for future excellence and development. Think Maslow's Hierarchy of Needs. W.O.W accepts women of all ages from 18 to retirement. <https://blog.hubspot.com/marketing/email-marketing-guide> * <https://www.simplypsychology.org/maslow.html> **





May 15, 2024 5-7 PM

Brian Safe Haven
Meet Founder-Lillian Hardie
and the Volunteers
74 Frederick Street
Taneytown, MD 21787
Bring your daughter or a friend.
FREE EVENT-LIGHT REFRESHMENTS
BRIAN SAFE HAVEN ACCEPTS DONATIONS

Lyme Disease Awareness

Shedding Light on a Silent Threat

May marks more than just the arrival of spring. It's also Lyme Disease Awareness Month, a crucial time to educate ourselves about this often misunderstood and potentially debilitating illness.

Lyme disease, transmitted through the bite of infected ticks, can pose significant health risks if not detected and treated early. Symptoms vary widely, ranging from fever, fatigue, and joint pain to neurological complications in severe cases. What makes Lyme particularly insidious is its ability to mimic other conditions, leading to misdiagnosis and delayed treatment.

Here are some key points:

- Standard testing is up to 70% inaccurate
- Lyme disease only presents with a bulls-eye rash 25% of the time.
- Antibiotics are only effective in the first 4 weeks after the bite.
- Most of the time ticks are not seen and symptoms are blamed on other causes.
- Reduce tick-borne infections by throwing your clothes in the dryer and taking a shower when returning from outdoor activities.
- Ticks carry many other infections like Bartonella, Babesia, and Rocky Mountain Spotted Fever, not just Lyme.
- A tick can transmit disease in less than 24 hours.

Prevention remains our strongest defense. Simple precautions like wearing long sleeves, using natural insect repellents are more effective than DEET, and performing thorough tick checks after outdoor activities can significantly reduce the risk of exposure.

Early detection is key, so staying vigilant for symptoms and seeking medical attention promptly if bitten by a tick are essential steps in safeguarding our health.

Moreover, fostering awareness goes beyond individual protection—it's about advocating for better research, diagnosis, and support for those living with Lyme disease. By understanding the challenges faced by patients and healthcare providers alike, we can work together to improve outcomes and enhance quality of life.

This Lyme Disease Awareness Month, let's join hands to spread knowledge, support those affected, and strive for a future where Lyme disease is not just treatable but preventable. Together, we can turn the tide against this silent threat and ensure a safer, healthier tomorrow for all. For more information visit <https://aboundinginhopewithLyme.com>

Written by 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:

Laura Fournier-Agent

New York Life

After a career in banking and mortgage lending, Laura has found her current role with New York Life Insurance Company is the third-largest life insurance company in the United States. Contact Laura for your future state of mind and how your decisions today will create your wealth for tomorrow. (301)674-7716

lfournier@ft.newyorklife.com

Joanna Compton-Owner

Navy veteran with a degree from University of Maryland's Master Gardener program in Landscape Technology and Design with certificates in Graphic Design, Professional Horticulture, and Herbaceous Perennials with 20+ years experience. Wellness with Gardening promotes well-being through gardening and community. A variety of group classes are available.

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Landscapes by Joanna
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NOTEWORTHY

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

WOW Membership includes:

- A diverse range of businesswomen to build your relationships and referrals.
- Virtual and/or in-person events (these are at no cost to attendees) each month.
- Newsletter, podcasts, and interviews to showcase your business.
- Support for economic growth and knowledge and development to drive your passion and confidence in technology and resources.

NEW WOW ANNUAL MEMBERSHIP -
90 DAY FREE 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.

*Hub Spot By: [Erica Santiago](#) Updated: 01/26/24 Published: 01/24/24

**Simply Psychology By: [Saul Mcleod, PhD](#) Updated on January 24, 2024

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



THE NEXT WOW VIRTUAL MEETING IS

May 6, 2024, AT 10 AM VIA ZHO MEETING

WOW Updates. Co-Host: Patty Martin-Realtor-Iron Valley -How to use coaching techniques to broaden your business

Meeting link: <https://meet.zoho.com/POuD9xMrLZ>

Meeting ID: 1029046928/Password: 3oVWJW

[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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