

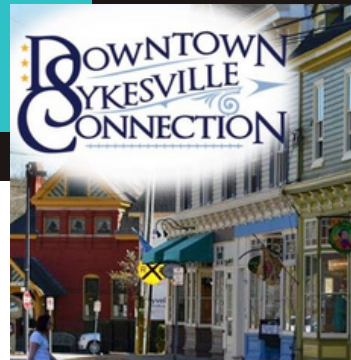


# NEWSLETTER

## CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS



## AUGUST

The month of August brings an end to summer vacations and fun. Families with children begin the planning process for going back to school.

The birthstones for August are peridot and spinel. Peridot is a green gemstone with a lime and olive hue, known for its transparency. It's also known as "evening emeralds" because of its vibrant color in low light.

### IMPORTANT DATES

- August 7 -- **Purple Heart Day** is commemorated every year. The purple heart is the oldest decoration in American military merit.
- August 15 -- **National Relaxation Day**
- August 21 -- **National Senior Citizens Day** – Show how much you love and appreciate the senior citizens in your community by offering a special senior discount for your products.
- **August 26, 1920** – The 19th Amendment of the US Constitution is ratified granting women the right to vote. and in 1971 – **The first Women's Equality Day** was established.
- August 27 -- **National Just Because Day** – This is an excellent opportunity to have a sale and give your subscribers a special discount "just because."

### IMPORTANT PEOPLE

August 2, 1902 (1997) – Mina Rees, mathematician, first woman president of the American Association for the Advancement of Science (1971)

**August 6, 1911 (1989)** – Lucille Ball, comedian, actress, and television executive, starred in TV series I Love Lucy from 1950 to 1960, first woman to own a major television studio, Desilu Productions

**August 11, 1941** – Elizabeth Holtzman, youngest woman elected to U.S. Congress, (D-NY, 1973-81), first woman District Attorney in New York City (1981)

**August 17, 1906 (1998)** – Hazel Bishop, chemist, created the first "kiss-proof" lipstick, founded a cosmetics company, Hazel Bishop, Inc.

**August 19, 1920 (1999)** – Donna Allen, founder of the Women's Institute for Freedom of the Press in 1972 to publicize and research women's issues which she thought were ignored by the main stream media

Click below for more information about women's history:

[National Women's History Alliance](#)

**If people are doubting how far you can go, go so far that you can't hear them anymore.**

– Michele Ruiz

## FINANCIAL SECURITY

**IN SECTORS'** such as wealth and finance WHICH is my topic this month as noted in the June edition of World Economic Forum, Women and Investing\* Women are not saving as much as their male counterparts. There is also a significant gender and financial difference between income producers. According to Reuters, women have ONE-THIRD of the retirement wealth as men as noted by Reuters Women and Saving.\*\* Generating an income is the first step toward financial independence and success as well as paving the future for retirement savings to develop a future income far beyond your career. Today's retiree looks different from the retirees of just a decade ago. Once upon a few decades ago, retirement meant a decades-long job with one employer to receive a pension in addition to social security benefits to support two people in their golden years. Most people retired at 60 or 65 years of age.

A woman would have raised the children while her husband worked 5 or 6 days a week. If she was fortunate enough to work a part-time job, she may have earned extra spending money for clothes, Christmas and birthday gifts, or to compete with her lady friends on the local bowling league or attend tea or a luncheon at the country club. People balanced their checkbooks each month accounting for every penny. Bank employees were available to help and every dollar saved meant collecting interest for your loyalty with your banker.

From my experience, most people either don't know where to find their bank statement on their banks' website or worse yet, fail to even look at it when they receive a notification from their bank the statement is available.

World War II, Civil Rights, and Equality amongst the sexes paved another road to prosperity and the change in family dynamics. Women got a taste of making their own money, the divorce rate increased to 50%, and a college education was no longer a distant dream but, a reality.

Women-owned businesses like those on Main Street, Sykesville, MD are predominantly female-owned and are flourishing. These serious-minded women value the entrepreneurial opportunity to showcase their products and services. W.O.W members attended the town's Christmas in July on the 25th and were able to shop and stroll the length of the town and meet with the owners and talk with them about their businesses such as Yoga, acupuncture, crystals, hair salon, gift and memorabilia stores, a Western shop, and so much more! One shop offers a great selection of wines under \$20!

## WOMEN AND SAVING

I hope you have had an opportunity to view the interview videos of the ladies of W.O.W Each interview includes a segment on 'how did I get here from there'. WOW Videos To better know me and the ladies of W.O.W I recommend viewing them to learn the 'how and the why' of these strong women. To better know me and one of my best skills, I became a financial consultant of sorts by my long-term profession as a mortgage loan officer. It didn't take me long to realize a loan officers' responsibilities are vast and important while providing the right loan and loan term for my clients. I also realized most people do not understand what their total income, budget, or savings represents in either dollars or percentages. What is crucial is understanding what your net worth is. In simple terms, this is the difference of the value of your assets such as home value minus any mortgages, auto value compared to the balance of the car loan, deposits such as checking and savings accounts, and retirement funds. Debts are mortgages, credit cards, student and other loans that are scheduled for a repayment term with a monthly payment. Paying back your monthly debts includes principal and interest; there have been and probably are loans where you would be able to pay interest only and can apply any principal amount to the payment. The principal is the amount you initially borrowed. Knowing these numbers is a critical part to understand the importance of budgeting money for your savings and investments. If you did not start saving for your future, now is the perfect time! My recommendation is to save 5% for your savings and 10% for your retirement. Most lenders approve your loan and credit based on your gross income. For instance, 25%-36% of your gross annual income (before taxes) is a safe amount to pay your rent/mortgage. Usually a mortgage includes the taxes and insurance. However, Federal guidelines are higher. Retirement savings are based on your gross income-you don't have to pay taxes on this money UNTIL you retire. When working for an employer check with your Human Resources on how to begin deductions. Your employer may contribute to your retirement savings with a 'match' and contribute a percentage which is free money for your future. Some will match up to 6%. If you have NOT started a plan for savings or retirement, start as soon as possible. A ROTH IRA allows you to pay the taxes now. Be smart and SAVE!

Reach out to one of our W.O.W members: Karen Stebner, Laura Fournier or new member Kenya Langford for details.

## Did You Know

**August 26** is Women's Equality Day – a day that commemorates America's passage of the 19th Amendment, which granted women the right to vote?

The Carroll County Chapter of the League of Women Voters invites you to celebrate this momentous occasion on August 22nd at the Carroll Arts Center.

The League of Women Voters Carroll County is hosting an event that is truly out of this world!

Enjoy a wine reception, a private movie screening of Hidden Figures, and hear a presentation by Eileen Buckholtz, Director of the Queens of Code Project.

W.O.W - WOMEN OPTIMIZING WOMEN -  
A DIVERSE COMMUNITY OF PROFESSIONAL WOMEN



**EAST COAST MURDER MYSTERY**

W.O.W 12TH ANNIVERSARY FOR BUSINESSWOMEN & GUESTS  
**DON'T miss it!!**

**LIVE PERFORMANCE PROFESSIONAL ACTORS**  
Please Join Us!  
Help solve this messy murder!  
The murderer could be your neighbor!  
Free! Live!

WED. Sept 18, 2024  
5 to 7:30 p.m.  
50 E Main Street,  
Lower Level  
Westminster, MD 21157

RSVP via email by 9/20/2024: Barbara.Ringrose.Wow@gmail.com  
THEME: 1920's - DRESS FOR THE OCCASION (optional)  
First 60 ladies to arrive participate in this exciting event!

# In-Person W.O.W

W.O.W WOMEN'S EVENT-FOR LADIES ONLY!  
OUR 12TH ANNIVERSARY ON WEDNESDAY,  
SEPTEMBER 18, 2024 - 5 TO 7:30 PM  
MARK YOUR CALENDAR AND RSVP TODAY TO:  
BARBARA.RINGROSE.WOW@GMAIL.COM  
SEATS ARE LIMITED TO 80 PARTICIPANTS. HELP  
SOLVE THE MURDER, DRESS IN 1920'S VINTAGE  
FASION AND ENGAGE WITH THE LADIES OF W.O.W  
LIKE NO OTHER EVENT!



## 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

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

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

### Creating a Productive Schedule: A Backward Approach

A simple yet effective method of working backwards helps to create a productive schedule to streamline your day-to-day activities. Here's how you can develop a schedule that maximizes productivity by understanding your current commitments and habits.

**Begin by tracking all your tasks and activities for a week.** This includes work-related duties, personal errands, social engagements, and even leisure time. Use a journal, an app, or a spreadsheet to log each activity, noting the time spent on each. This comprehensive tracking helps you identify patterns and understand where your time goes.

After a week, review your log. **Look for time-wasters, repetitive tasks, and any periods of unproductive downtime.** Also, identify the times when you are most and least productive. This self-awareness is crucial in creating a realistic schedule tailored to your natural rhythms and obligations.

**Categorize your activities into essential and non-essential tasks.** Essential tasks are those that directly contribute to your goals, whether they're professional achievements or personal growth. **Non-essential tasks**, while necessary, do not significantly impact your long-term objectives. Prioritize your essential tasks and find ways to minimize or streamline the non-essential ones.

**Determine your goals for the upcoming week.** These should be specific, measurable, and attainable within your tracked time frame. Setting clear goals helps in structuring your schedule and ensures that your time is allocated effectively.

Now, **create your schedule by working backward from your goals.** Allocate time for each prioritized task, starting with the most critical ones. Fit your essential activities into your peak productivity periods identified earlier. Fill in the gaps with less critical tasks, and **ensure to include breaks and downtime to avoid burnout.**

A schedule is not set in stone. **Monitor your adherence to it and make adjustments as needed.** If certain tasks consistently take longer than anticipated, adjust your time allocations. Flexibility is key to maintaining a schedule that works for you rather than against you.

By working backward, you ensure that your most important tasks are completed first, reducing the likelihood of procrastination and missed deadlines. This method also provides a clearer picture of how your time is spent, making it easier to eliminate inefficiencies and focus on what truly matters.

Creating a productive schedule doesn't have to be overwhelming. By tracking your activities, prioritizing tasks, setting clear goals, and continuously adjusting, you can develop a schedule that enhances productivity and achieves a balanced, fulfilling life. Start tracking today, and take the first step towards a more organized and productive future

-Tricia Soderstrom, Virtual Assistant

## 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:

### Kenya Langford Financial Representative Northwestern Mutual

Kenya is an Army veteran with a diverse background in the business and petroleum sectors. Her dedication to helping the community to achieve their aspirations has led her to partnership with Northwestern Mutual. Through her partnership, she's living out her passion of educating and empowering the community to build their dreams of success through a solid financial blueprint. Contact Kenya to start or enhance your financial future.  
C: (443)-762-1035  
E: [kenya.langford@nm.com](mailto:kenya.langford@nm.com)

### Jenny Blazek, Owner BLAZEK TRAVELS

We're smack-dab in the middle of summer, but in just a few short months, another destination will enter the summer months while we creep into winter, which times out perfectly with when we're all scattering to escape the chill of the northern hemisphere. Once you've experienced the seamless itinerary a professional can assemble, you'll never want to plan your own trip again.  
443-398-6386 | [BlazekTravels.com](mailto:BlazekTravels.com)  
[jenny@blazektravels.com](mailto:jenny@blazektravels.com)  
Westminster, MD 21157

☀️ Join W.O.W-Women Optimizing Women's Annual Membership NEW: A 90 DAY FREE TRIAL 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 meetings with W.O.W updates and 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.

\*[Stephanie Choi](#), [Christine Yu](#), [Claudia Ukouu](#) **Financial and Monetary Systems** "Women are poised to reshape financial markets —as investors and financial decision-makers"

World Economic Forum June 7, 2024. Accessed July 29, 2024

\*\*[Gause](#), [Makailah](#) "Women in US have just 1/3 of men's retirement savings. Prudential report says"

Reuters, June 24, 2024 Accessed July 29, 2024

PLEASE EMAIL YOUR CONTACT AND BUSINESS INFORMATION TO OUR WOW ADMIN, TRICIA SODERSTROM -  
[hello@triciasoderstrom.com](mailto:hello@triciasoderstrom.com)



## THE NEXT WOW VIRTUAL MEETING IS August 5, 2024, 10:00 TO 11 AM VIA ZOHO MEETING

WOW Updates. Co-Host: INFO HERE Special Guest: INFO HERE

LINK: <https://meet.zoho.com/A84AAFNzjQ>

Meeting ID: 1085202195 | Password: 0Ug5P1

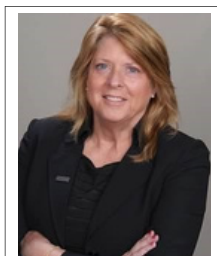
**click and join on the membership page!**

## 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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<https://www.facebook.com/groups/484791698331590>  
<https://wowwomenus.com/>



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Founder-WOW