



# NEWSLETTER

## CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS



Raika Boia of East Coast Murder Mystery-12th Anniversary WOW - Exploration Commons

### 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:

#### Phyllis Adam -

**Made with Love Greeting Cards by Phyllis**  
Mobile: 410-596-4264

Ending a 36-year career as a REALTOR. I learned marketing and volunteerism. A friend introduced me to scrapbooking and card-making, websites to buy products, and started my card creations. As a member of Crossroads Church, teaching small groups in the church & Carroll County Boys & Girls Club, and fundraising for the Carroll County REALTORS. Marketing led me to other crafters and customers who order personalized cards for special events and businesses. This has turned into a small business bringing joy, happiness and fulfillment.

#### Karen Stewart -

**Good Feelings Farm, LLC**  
Wedding Venue

125 Kate Wagner Road, Westminster, MD 21157 443-605-7042

Our business is family owned and operated. My husband grew up here on the farm (50 years) and we raised three children and love to share what we call Good Feelings Farm with couples so that they may experience how special it is.

I am a pelvic health therapist at Pivot PT and my husband is a self-employed general contractor. We brought our talents and loves for entertaining, gardening, hosting, building, and so much more together 4 years ago and opened GFF.

We believe our successes have stemmed from our involvement in the community (Optimist Club, Access Carroll, Gamber Lacrosse). Helping one another helps everyone! community (Optimist Club, Access Carroll, Gamber Lacrosse). Helping one another helps everyone!

## Calendar of Events

### Calendars were created over 11,000 years ago!

The tracking of time using the solar-lunar calendar even longer. For a history of calendars, if you are of that mindset of learning something new is fascinating. CALENDARS It's no wonder we still use them to this day to keep our personal and professional lives from succumbing to chaos. The many calendars have evolved and some still hold true. The debate of paper calendars versus the more technologically enhanced version rages on. Personally, I like my kitchen calendar for personal events and enjoy the monthly pictures from my travel destinations like Aruba. But, it is my spiral-bound annual calendar kept on my desk, that provides the dates and times of my business events maintaining a sense of sanity and accomplishments. The work week stays open and is within easy grasp. I learned to color code certain appointments in red ink like my doctor appointments. I also learned to use a mechanical pencil for most of my appointments and scribbled notes on the top and bottom of each day helps to avoid clutter. When a date or time gets changed it is erased and replaced or left blank.

AI (artificial intelligence) came into play more recently and baffled many. Some people are so intimidated by what it can do and fear the wrath of computer technology will take over our lives. The education system is concerned students will use it and will no longer produce creative thought. Computer-related occupations fear the surge of AI use will eliminate their jobs. Authors want to use AI to strengthen sentence structure or create an entire book based on a series of subject matter and keywords. We are on a journey of exciting opportunities. Businesses and web designers understand the process of creating content to help better promote learning and website activity.

As of this writing, I uncovered an interesting fact. AI ART Copyright A big takeaway from this reference in the Houston Law Review was that an author cannot Copyright AI-generated content as it is not original in nature and created by a human. Now, much like so many things in life I am certain AI is in the early stages of use by the masses and will evolve like other changes from both a legal and technological standpoint. I have attended both online meetings and in-person events to learn more about its uses and the legal references required. Any material obtained that is not from your originality, experience, or personal creation must be cited. Proper credit to a source is not a new phenomenon. In addition, I learned the importance of research is required as AI is not infallible meaning the information obtained using AI platforms is a collection of data, and misinformation, once obtained, can create problems for the validity of your using information-packed AI content. Check resources and make references. Governmental influence and political opinion will probably add laws to abide by. Look for future updates on these as well.

I sat across from a local real estate agent while we were attending an AI presentation. She looked at me with a look of horror and said, "I am afraid of AI. It's going to be the ruin of all of us." She also did not think other agents should use it. I explained her fears had some validity to them. Since the creation of the calendar is historical in nature we can extrapolate the history and evolution of AI will be as well. Content in the W.O.W Chit-Chat Newsletter may be obtained from AI and will be cited as needed and we will be cognizant of doing our diligence to inform you. Both of these creations are available to help you with your work schedule, compilation of data, and resources, and are not to be feared. Learning how you can use technology to be proficient in your business and gain an edge over your competitors will provide new ways to enhance your learning capabilities.

## OCTOBER

The month of October naturally brings significant changes. It is a time for harvesting and celebrating the abundance of crops.

Breast Cancer Awareness Month

Birthstones: Tourmaline & Opal  
Zodiac Signs: Libra & Scorpio

Flower: Calendula Calendula comes from Latin "calends" and the English "calendar" - a symbol of earnestness, devotion and optimism.

National Women's Small Business Month

### IMPORTANT DATES

- 4th - World Animal Day
- 6th - National Noodle Day
- Second Monday in October marks Columbus Day
- 9th - World Post Day
- 12th - Freethought Day
- 15th - International Spirit Day
- 18th - World Menopause Day
- 21st - International Day of the Nacho
- 24th - International United Nations Day
- 29th - National Cat Day
- 31st - Halloween

### IMPORTANT PEOPLE

Mary McLeod Bethune  
Opened her first school for African-American students in Daytona Beach, Florida on October 3, 1904. She was also a personal, close friend of Eleanor Roosevelt. Together they worked on equality in politics making dramatic historical changes

Rosa Parks wasn't the first African American to challenge segregation laws in the south. Her courageous act of protest in 1955 earned her the nickname "Mother of the Freedom Movement."

Click below for more information about women's history:

[National Women's History Alliance](https://www.nwha.org/)

**"Every woman's success should be an inspiration to another. We're strongest when we cheer each other on."**

Serena Williams  
Tennis Champion

### WOW Annual

Memberships are available

on the WOW website:

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

### NOTEWORTHY

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

## Calendars An AI Generated Opportunity

Barbara E. Ringrose



Are you ready to change to a fulfilling and efficient routine? A recent vacation led me to realize I desperately needed something different in my life. SO, I took a five-day sabbatical, alone, to sort through my business and personal thoughts. There were a few years of thoughts floating in my head and I just could not seem to put together a productive agenda to work effectively. Stuffing my backpack with computer and accessories, my phone, printed material, agenda of course, as well as some books and some precious family photos, I was almost ready to embark on my quest. I also packed some comfortable clothes and healthy snacks, protein drinks, and food to keep from going to any restaurants and take full advantage of my time away.

I limited contact with our W.O.W Virtual Assistant, Tricia Soderstrom, and family. After an hour-long conversation with Tricia, I explained I needed help with scheduling my time. She highly recommended using AI for this task. VIOLA! I produced a productivity-based and balance-focused calendar and combined them for a healthier mindset.

I was already on the right track. I needed a personal enrichment day. I chose Monday since that is one of the hardest days of the week for me to grasp. I also had been practicing a social media day and Friday seemed to work well. Tuesday, Wednesday, and Thursday are my most productive days. I had learned this in my previous life of mortgage lending. I had some framework. My piano lessons and my newly found introduction to golf have a place in my busy work week. I also discovered I needed a different outlet in the early morning and evening and have been reading more.

If going away alone is not your comfort level or you want to do something new, invite some besties for a spa weekend!

The Salt Spa in White Sulphur Springs WV may be a great destination. (pictured above)

## Don't Lose Access

### Essential Steps to Owning and Managing Your Website

Tricia Soderstrom, Virtual Assistant

As a virtual assistant, I often find that clients and potential clients are overwhelmed when it comes to learning about creating or maintaining a website. Many small business owners hire a professional website developer to create a beautiful website and they think that's all they need to do. Often they do not have admin rights to their website and when they decide to change who is handling their website they are horrified to find that they cannot access or transfer their website because the developer or company who created it never gave them admin rights. It can cost thousands of dollars to get this situation resolved. Here are a few tips for making sure you own your website and you always have access to it.

1. When hiring a company or individual to create your website ensure that your contract entitles you to full ownership and includes log in information and admin rights.
2. Ask questions about your website and get as much information as you can to understand how it functions. Here are some examples of what you should know:
  - a. Your hosting company information including login information.
  - b. The platform your website is using: WordPress, Shopify, or another platform, along with login credentials and admin rights to your website.
  - c. Fees to add to or change your website.
  - d. The log in process.
3. Log in to your website weekly.
  - a. Ensure plugins and your theme are up-to-date.
  - b. Check that your website is backing up at the frequency you desire. It's important to have a local backup and a backup on the cloud.
  - c. Check messages and moderate comments.
  - d. Check and delete spam or have them auto-delete.
4. Consider frequently posting to your website to keep users engaged and returning.

If you need help please contact me. [hello@triciasoderstrom.com](mailto:hello@triciasoderstrom.com)

## IMPORTANT WOW DATES

### WOW Virtual Meeting

October 7, 2024, 10:00 TO 11 a.m.

VIA ZOHO MEETING

WOW Updates. **Co-Host:** Laurel Brennan, Root Causeology- focused on brain health and a Just-Right approach to fitness and wellness. **Special Guest:** Edith Munyiri, RN, a nurse with over a decade of critical care experience, offering a comprehensive training in CPR, First Aid and Stop The Bleed.

LINK: <https://meet.zoho.com/AQG1qxInDN>

Meeting ID: 1094505219 | Password: zfwf2i

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

### In-Person W.O.W

October 16th from 5:00 to 7:00 PM

Good Feelings Farm Wedding Venue

125 Kate Wagner Road, Westminster.

RSVP: [Barbara.Ringrose.WOW@Gmail.Com](mailto:Barbara.Ringrose.WOW@Gmail.Com)

FREE PARKING AVAILABLE - LIGHT REFRESHMENTS

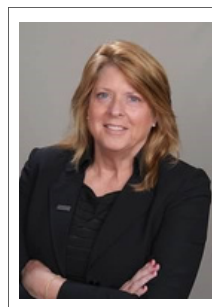
☀️ Join W.O.W-Women Optimizing Women's Annual Membership with Free Limited Access Membership! ☀️

👤 Elevate Your Network, Empower Your Success! 👤

Take your professional and personal connections to the next level. W.O.W invites you to join our vibrant, supportive community of ambitious women.

#### Membership benefits include:

- Exclusive access to a diverse network of businesswomen to build lasting relationships and referrals
- Monthly virtual and in-person events, guest speaker series featuring industry leaders
- Peer mentorship opportunities and access to our private online community
- Newsletters, podcasts, and interviews to showcase your business
- Support for economic growth, career development, and confidence in technology and resources
- PAID MEMBERSHIPS ONLY: Your name and business spotlight on our website Member Directory, giving you serious recognition
- Access online resources, discussions, and valuable insights to enhance your career and personal development.
- Forge meaningful connections and grow personally and professionally with W.O.W!



Barbara E Ringrose, Founder  
W.O.W-WOMEN OPTIMIZING WOMEN, LLC™  
Manchester, MD 21102

Mobile: 1- 443 797 2104 (USA)

[Barbara.Ringrose.wow@gmail.com](mailto:Barbara.Ringrose.wow@gmail.com)

<https://www.linkedin.com/in/barbara-e-ringrose-165984a>

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

<https://www.youtube.com/@WOWWOMENUS/videos>

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!

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