



# NEWSLETTER

## CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

### NOVEMBER

The month of November is best known for Thanksgiving which is celebrated on the fourth Thursday of each November.

Daylight savings time ends in November for 2024.

The Presidential election is November 5, 2024.

November is also Native American Heritage Month

**Birthstones:** Topaz and Citrine. Topaz comes in a rainbow of colors; citrine is prized for its charming yellow and orange hues.

**Zodiac Signs:** Scorpio

**Flowers:** Chrysanthemum and the peony

#### IMPORTANT DATES

- 1 November – All Saints' Day .
- Thanksgiving is always the 4th Thursday of the month
- 5 November - 2024 United States elections .
- 11 November – Veterans Day is a federal holiday observed to honor military veterans. This is a great day for your business to support those who have served our country.
- 13 November – World Kindness Day.

#### IMPORTANT PEOPLE

**Margaret (Maggie) Mehring** (1847 – 1923) was born in Taneytown, Maryland. She was active locally in the push for the right to vote for women. She represented Carroll County at Maryland state conventions during the height of suffrage activism in the 1910s.

**Mary Bostwick Shellman** (1849 - 1938) was a prominent citizen of Westminster, the Carroll County seat, who led many significant efforts of community activism and improvement locally in Carroll County and to bring enfranchisement to the women of Maryland. She was a founder and first President of the **Just Government League (JGL)**, chapter of Carroll County.

Click below for more information about women's history:

[National Women's History Alliance](#)

**“A small business is an amazing way to serve and leave an impact on the world you live in.”**

— Nicole Snow  
Owner of Darn Good Yarn

### CHANGE IS INEVITABLE

#### How do you adapt to the change of seasons?

Making any change is not easy. I have a friend, Stephanie, who I love dearly, and yet one thing has been a constant in our relationship: She resists change—any change. Making a phone call to her to reschedule our meeting time by just 15 minutes makes her quite anxious, thereby making me a bit anxious to even think about calling her.

It's November already and we are just 61 days away from another New Year! During the third week of December, March, June, and September we endure a change of season. In the Mid-Atlantic region that means adjusting to weather patterns, temperatures, daylight changes, and allergies. Much like there are anticipated changes of the seasons that can affect your mind and body like shorter sunlight, blistery cold air, humid conditions, and the release of pollens your relationships and professional experiences change seasons.

Do you remember the excitement you felt for that new job? What about the painstaking efforts preparing your resume to cross every 't' and dot every 'i' and asking your co-workers, friends, or family to edit and make recommendations to put you in the best possible light for the interviewer? You remember the change clearly. And now, you are looking for a new change, you are in a new season. Or you signed a three-year lease for a retail location and have been in the space for a year and you have grown more than you anticipated and need to hire someone to help so you can work remotely or get out among the living and network. You are in a new season.

Another girlfriend Jeanne and I have been best friends for almost 60 years. We shared many life seasons, parties, school, having children, and weddings. There were times we fought or lost touch. Our friendship remained strong throughout and now we are finding opportunities to spend more time together and enjoy this special season of our lives. Different personalities among great friends mean you can share all seasons of life as long as both parties are amicable toward change.

Seasonal changes in our relationships occur. Some relationships cannot withstand the blustery winds or the hot, humid days. Perhaps you can only hang out with your friend to go shopping or on a weekend trip because if you go together for a full week you will end up in a huge disagreement. You know the type of changes I'm writing about, you understand the seasons and when you are at your best when you need to end the season because a new season is so refreshing and means there is another beginning.

What lies in front of you much like the relationships and seasons you experience throughout your lifetime are not necessarily in your control. I know you want to control situations, your job, your business, and that relationship but understand that you are only in control of yourself. Prepare as best you can much like you would switch out your closet of summer clothes for colder conditions. Embrace the seasonal changes of life even when they challenge you or bring hardship. They are to be anticipated. They build character. Seasonal changes make us stronger and bloom and grow. However, some of us have difficulty adapting. Cabin fever is real. [Cabin Fever](#) Choosing additional lighting to help with the often-felt depressive episodes can both help your mood and effectively aid in the growth and health of your indoor plants and pets.

Cabin Fever- <https://www.medicalnewstoday.com/articles/cabin-fever> Medically reviewed by Janet Brito, Ph.D., LCSW, CST-S — Written by Danielle Dresden — Updated on August 25, 2023. Viewed 10,20,24

**REMINDER: HAVE YOU ORDERED YOUR 2025 CALENDAR? DON'T DELAY - STAY ORGANIZED!!! Learning is coping and planning.**



Karen Stewart, Co-Owner, Good Feelings Farm-HistoWedding Venue, Westminister, MD

### 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 Day  
SDEventsAndTravel.com  
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day@sdeventsandtravel.com

1. Leverage Your Unique Value  
Understanding your strengths and weaknesses allows you to play to your strengths while delegating areas where you lack expertise.
2. Plan with Agility- A solid business foundation starts with ensuring legality and having a flexible business plan.
3. Cultivate a Support System Building a trusted and diverse team around you is critical for long-term success

If you build a business around what you truly love, it won't feel like work.

Carol Fertitta, Realtor  
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If you're in Maryland or Pennsylvania and looking to navigate the real estate market with confidence, you're in the right place. As a seasoned realtor specializing in both states, I am dedicated to helping buyers and sellers achieve their goals with professionalism and expertise. Whether you're searching for your dream home or aiming to sell at the best price, I provide personalized guidance and a deep understanding of the local market dynamics. Let's embark on this journey together and turn your real estate aspirations to reality.

**WOW Annual Memberships are available on the WOW [website](#).**

#### NOTEWORTHY

**\*\*WOW HAS BEEN ACCEPTED TO RECEIVE A TRADEMARK™ FINAL DETAILS COMING SOON. THIS IS A MAJOR TASK AND QUITE EXCITING! \*\***



W.O.W Sharing Ideas at Good Feelings Farm

## HOBBIES

### DO YOU FEEL YOUR JOB IS STEALING YOUR ENERGY?

Barbara E. Ringrose

One of the common reasons women say they cannot attend an event, attend a meeting or even read a book is related to a lack of energy. Stress levels and anxiety build from our intense struggle to maintain a balance between work and home leaving little time for ourselves for personal enrichment. Finding an outlet becomes difficult when you feel this way. I understand the frustration. You feel tired and cannot figure out what to do. An alcoholic beverage each evening may be the cause of self-defeat when you may not have hydrated with water during the day. WebMD offers a few [Energy Boosters](#) to help you figure out what may be causing your problem.

These are all very good tips to boost your energy but, what about your personal enrichment? What do you do for yourself? You probably share the same complaints of women I have spoken with on this topic as well. They simply state they don't have time. Having a hobby or taking time for yourself will be beneficial to you and those around you, increase your positive outlook and provide a sense of accomplishment. Piano or other musical lessons can take as little as a half hour with practice in your home to fit your schedule. Dance classes with a partner, cooking classes can be done online for those moms looking to stretch their dollars and provide healthful new ideas, knitting, and gardening are other options.

A window sill or corner shelf unit are the perfect places to start growing herbs for your new recipes. A floor lamp with a few grow lamp bulbs and a timer will provide perfect conditions for those darker areas in your home or at seasonal time changes of decreased natural light. Your plants will thrive and produce fruit, veggies, or amazing blooms for the entire household to enjoy. In addition, the light these lamps emit provides the much-needed light you miss daily while working in your office thereby thwarting the seasonal and year-round cabin fever some of us experience. Plants, like humans and other animal species, need the basic elements to survive. Water intake, light, and nutrients are essential for basic health and happiness.

[WebMD - Medically Reviewed by Melinda Ratini, MS, DO on January 16, 2024](#)

[Written by Colette Bouchez Top Ten Energy Boosters. Viewed 10.22.24.](#)

## Giving Thanks Boost Your Business Through Gratitude

Tricia Soderstrom, Virtual Assistant

As we head into November, the season of gratitude offers the perfect opportunity to reflect on how to practice gratitude in your life and business. Your personal gratitude can flow over into your business and have a positive impact. Gratitude is more than just saying "thank you" — it's about recognizing and valuing the contributions of everyone you come in contact with.

### Why Gratitude Matters in Leadership

When you make gratitude a daily practice, you're boosting morale and building a more connected and engaged team. A simple "thank you" or acknowledging someone's hard work can make all the difference. It shows your team that their efforts are seen and valued, which motivates them to keep giving their best. When people feel appreciated, loyalty and trust naturally follow.

### Strengthening Client Relationships

Expressing gratitude to your clients is just as important. A heartfelt thank-you note, a special discount, or a small gesture of appreciation can turn a one-time customer into a long-term partner. Clients want to feel that their business matters to you, and a little extra effort can create lasting bonds that lead to referrals and repeat business.

### Easy Ways to Practice Gratitude

- **Practice:** Make a daily habit of practicing personal gratitude.
- **Celebrate Wins:** Whether big or small, take a moment to recognize the milestones, achievements, project completions, or client anniversaries.
- **Say It Often:** Make gratitude a regular part of your interactions, whether in team meetings, emails, or personal notes. Be specific and use affirming words.
- **Lead by Example:** As a leader, showing appreciation sets the tone for your entire business, encouraging others to follow suit.

This November, take a moment to consider how you can bring more gratitude into your life and daily business interactions. When people feel appreciated, the whole team thrives, and so does your success.

## WOW Virtual Meeting

November 4, 2024, 10:00 TO 11 a.m.

VIA ZOHOMEEETING

WOW Updates. Co-Host: Natalie Dziadon-paramedical and cosmetic tattoo artist

LINK: <https://meet.zoho.com/AvybqyCT4L>

Meeting ID: 1014806828 | Password: HsOJek

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

## In-Person W.O.W

There is no in-person W.O.W event for November.

Our next in-person W.O.W event will be in March, 2025



\$50 for 1 paid referral  
and  
2 FREE hours of consultation  
time with me for 3 paid  
referrals.

offer valid until 12/31/24

★ 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!



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Visit the [WOW FB](#) or [Website Events Page](#) for details.

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