



# NEWSLETTER

## CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN®

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

### April

The month of April is the fourth month of the year, is associated with spring in the Northern Hemisphere, marked by blossoming flowers and the opening of buds, and is known for holidays like April Fool's Day and Easter.

Birthstone: Diamond

Zodiac Signs: Aries and Taurus

Flower: Daisy and Sweet Pea

#### IMPORTANT DATES IN APRIL

- April 1: April Fool's Day
- April 2: World Autism Awareness Day
- April 12: International Day of Human Space Flight, Start of Passover (at sundown)
- April 18: Good Friday, World Heritage Day
- April 20: Easter Sunday
- April 22: Earth Day
- April 23: World Book and Copyright Day
- April 24: National Bucket List Day
- April 28: National Arbor Day, World Day for Safety and Health at Work

#### IMPORTANT PEOPLE

**Sacagawea** begins helping the Lewis and Clark Expedition as an interpreter. April 7, 1805

**Katherine Ordway**, a wealthy entrepreneur of St. Paul, Minnesota, established the Goodhill Foundation at age 65, which funneled grants through the Nature Conservancy to save natural land in Minnesota, Kansas, and South Dakota, bequeathed more than \$65 million. April 3, 1899 (1979)

**Frances Perkins**, first woman cabinet member, Secretary of Labor (1933), key contributor to the Social Security Act and the Fair Labor Standards Act. April 10, 1880 (1965)

**Beverly Cleary**, prolific author of beloved children's and young adult fiction. April 12, 1916

**Shirley Temple Black**, cheerful and curly-haired child actor, singer and dancer whose career as a movie star spanned the Depression and World War II eras (1932-50), appointed U.S. Ambassador to Ghana (1974) and Czechoslovakia (1988)

**Carol Burnett**, popular actress, comedian, singer, writer with a 50-year career in television, presented many classic sketches and legendary guests. April 26, 1933

Click below for more information about women's history:  
[National Women's History Alliance](http://NationalWomen'sHistoryAlliance)

### QUOTE

"The more women help one another, the more we help ourselves. Acting like a coalition truly does produce results."

Sheryl Sandberg, former COO of Facebook/Meta

## SPRING INTO ACTION

### Start with Basics - Reading

You are amazing! You don't even know how talented, multi-faceted, and smart you are. Others realize it and yet you don't feel confident about yourself. Ask yourself why. Is it because you were raised in a dysfunctional family? Most of us were. Is it because you were divorced and lost your forever home? Well, a lot of us have. Is your lack of confidence because of a teacher, role model, or sibling of a parent when they made a statement to you- one statement- which has haunted you into adulthood?

Confidence is something learned. It is acquired with time. We tend to become more confident as we acquire relationships and experiences. The more we engage in life, the more confident we become in our abilities to function at a higher level. Think of reading. Based on data from [The Annie E. Casey Foundation Reading Skills](#), our education system is aware of the importance of proficiency in reading by Grade 3, and yet no one seems to 'like to read'. I've heard that response from many adults as I have engaged and wanted to share a series of self-help books, industry readings and newsletters, or just for fun fictional books.

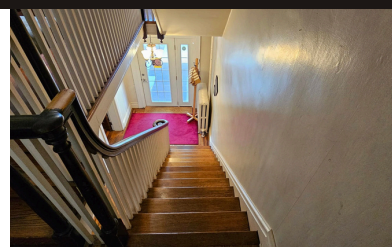
Are you feeling a bit 'less than' your peers because of your limited vocabulary? In my teen years, I was the product of a divorced family with 5 other siblings. I began using profanity and scoffed at others when they corrected or scolded me for using 4-letter words - particularly the 'f bomb'. It took a couple of decades after that to learn a hard lesson; bucking the system with my rebellious nature set me back. However, I luckily established a few good relationships with some people a bit older than me (mostly women) who introduced some good ethics and social graces along with a few life skills, which eventually sunk into my thick skull, causing me to turn myself around and find pleasure in reading and learning again.

When I retired from 22 years in my former profession, my rebellious attitude kicked in again, and I remember saying 'I would not have to engage in any more meetings OR learn anything new.' That was my adolescent self re-emerging, filling me with nonsense because I quickly learned there was so much to learn and so many things I wanted to do that required reading.

We are never too young or too old to learn and reading is an important and vital part of the process. Limiting yourself to the social media drama of the day just reinforces ignorance. It holds you back from true knowledge and limits your ability to think. What are you interested in? Orchids, gardening, or trees? Do you want to travel and experience our great country or another land far away? Seize the opportunities at your fingertips. Do you want to excel in your career or occupation? Taking in-person or online courses to strengthen your skills or learn something new will enrich your conversation with others and maybe impress your family, friends, and co-workers or associates. Did you know Google offers a wide range of career certificates for different occupations, which are also revered by the business world as acceptable and welcomed? My son-in-law first introduced me to this about eighteen months ago. Who knew? Check out [Grow with Google](#). I also realize it is important to associate with a diverse group of people and of different generations. We learn through conversations. And sometimes, we just have to agree to disagree.

In my previous world, employees had better chances of advancement if you went to a certain school, knew someone who 'knew someone' or simply had strong rote memorization skills regardless if you possessed any talent or leadership capabilities. Statistics reinforce this. Of course, there were many others who worked their way up the ladder due to their intelligence and pushed up their shirt sleeves to work harder than their peers.

Another thing I learned, particularly in our social climate, is the importance of listening to others even if you do not share the same mindset or experiences. To understand the 'why' as to 'how' someone got to a deduction of rationale and extrapolated their experiences to present day thinking is important to me. Learning comes in many facets and sources and offers a wide-range of opportunities for developmental growth and a sound base for future endeavors.



Do you think the ascend or descend is harder?

## 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:

### Eunice Koo, Marketing Manager

Less Annoying CRM  
(877) 666-6467

[eunice.koo@lessannoyingcrm.com](mailto:eunice.koo@lessannoyingcrm.com)

I work at a small business CRM company. Discover why Forbes named Less Annoying CRM the best CRM for simplifying and organizing business operations.

Learn how this user-friendly platform can streamline your client management. Get insider insights directly from the team behind the tool! See details for an AMAZING 60 day FREE TRIAL on page 2!!!

### Dana Andalora, CEO at Dana Andalora

[thefinancialpursuit@gmail.com](mailto:thefinancialpursuit@gmail.com)  
LINKEDIN

Helping businesses with both business and personal tax planning.

I am a versatile, detail oriented, efficient and organized Lead Financial Systems Consultant who undertakes complex assignments and delivers quality service to clients. I possess strong analytical and problem solving skills and have the ability to diagnose business needs and implement innovation solutions. I am resourceful in completing projects and effective at managing multiple assignments, while meeting tight deadlines. I have a strong track record of performing work in an ethical manner while consistently maintaining the integrity of financial data and client privacy.

WOW Annual Memberships are available on the WOW website:  
[HTTPS://WOWWOMENUS.COM/MEMBERSHIP/](https://wowwomenus.com/membership/)

### NOTEWORTHY

\*\*WOW RECEIVED TRADEMARK® ACCEPTANCE ON 12.10.24 FROM THE USPTO FOR OUR MARK: WOMEN OPTIMIZING WOMEN.!\*\*

**W.O.W IN-PERSON AND VIRTUAL OPPORTUNITIES ARE AVAILABLE IN 2025**  
 CONTACT ME FOR DETAILS VIA EMAIL:  
 barbara.ringrose.wow@gmail.com



A BIG THANK YOU TO OUR HOSTS, LAUREL BRENNAN OF ROOTCAUSEOLOGY AND VICKII ENGL, MASSAGE THERAPIST, FOR OUR IN-PERSON WOW MEETING AT THE CENTER FOR HEALING ARTS CENTER IN WESTMINSTER, MD

**Is it harder to ascend or descend?**

In January, I met with my Canadian friend Val in Aruba. She and I have a lot in common but, Val is far more adventurous and physical than I am. Val and I climbed the infamous Hooiberg - a rock formation in the middle of the island. If you have visited Aruba you cannot miss it. Alone, Val could complete the climb in 15 minutes. It took me 40 minutes to get up and 12 minutes to get down. Val was quite patient and encouraging. The climb is less than 600 steps but, the stairs leading to the top are steep. As we passed others on both the ascent and descent, the comments from new and frequent visitors to the climb varied. Some thought it was harder to climb up while others felt fearful as they came down; worried they might feel compelled to lurch forward. One man took a systematic approach with a slow step process. He's an accomplished Hooiberg climber. Two small little girls accompanied their parents to the top to view the incredible landscape and vistas of the island while two younger adult ladies waited at the bottom for their friends to come back down-fearful of the climb.

While at our first in-person of the year WOW meeting at The Healing Arts Center I noticed the steps (see page 1) as if for the first time although I had climbed and descended them many times. Healing and strengthening is like stair cases or a climb of a hill or mountain. Depending on your outlook and how you interpret events or situations, your view may find these situations less or more challenging one way versus the other. A key point to understand is regardless of which direction you venture, whether it is of a physical or mental/emotional nature you have to start - one step at a time.

**PAID SUBSCRIBER BENEFITS and New Opportunities**

WOW Noon Talk with Barb is a new weekly session in Membership Courses designed to help you elevate your business with actionable insights.

Join every Wednesday from 12 Noon to 12:30 in the Mighty Networks Membership.

Opportunities to showcase your business and host your own course are available in 2025. Subscription Members Only.

**Spring Clean Your Business and Thrive in Q2**

Tricia Soderstrom, Digital Operations Specialist

Spring is the perfect time to reset and set the tone for a successful second quarter. As we leave Q1 behind, it's important to reflect on what worked, what didn't, and how we can make the next few months even better. Just like spring cleaning your home, your business deserves a seasonal refresh, too!

- 1. Clear Out the Clutter: Workspace & Mindset**
  - **Clean your desk and office:** Get rid of unnecessary papers, organize your supplies, and create a workspace that feels inviting and efficient.
  - **Declutter your digital space:** Delete old files, organize folders, and clear your email inbox. Use automation tools to filter and manage emails better.
  - **Reevaluate commitments:** Are there projects or tasks that drain your energy but don't contribute to your growth? Consider eliminating or delegating them.
  - **Reset your mindset:** Let go of self-doubt and limiting beliefs. Remind yourself of why you started and visualize your success in Q2.
- 2. Dust Off Your Processes: Streamline for Efficiency**
  - **Automate repetitive tasks:** Use tools like Zapier, CRMs, and email automation to save time. Automate invoices, appointment scheduling, and follow-ups.
  - **Optimize your workflow:** Identify bottlenecks and eliminate unnecessary steps. Could you batch tasks (e.g., content creation) or simplify customer onboarding?
  - **Delegate when needed:** Assess what tasks you can outsource, whether social media management, administrative work, or website updates.
- 3. Freshen Up Your Time Management Habits**
  - **Time Blocking:** Assign specific time slots for focused work, meetings, and personal activities. This helps eliminate distractions and improves efficiency.
  - **Weekly Planning:** Set aside 30 minutes every Sunday to outline your top priorities for the week. Identify your "must-do" tasks versus "nice-to-have" ones.
  - **Set Boundaries:** Avoid burnout by creating clear boundaries around work hours. Communicate availability to clients and avoid overloading your schedule.
- 4. Revitalize Your Energy: Self-Care for Business Success**
  - **Take breaks:** Step away from your screen and refresh your mind. A quick walk or meditation can boost creativity and focus.
  - **Get enough rest:** Quality sleep leads to better decision-making and productivity. Aim for 7-8 hours of rest each night.
  - **Move your body:** Exercise reduces stress and improves overall well-being. Find an activity you enjoy—yoga, dancing, or even a daily walk.
  - **Nurture your mind:** Read a book, listen to a podcast, or invest in learning something new to stay inspired.

**5. Polish Your Goals: Set a Clear Path for Q2**  
 Once you've decluttered, streamlined, and refreshed, it's time to set new intentions. Instead of setting vague goals, make sure they follow the SMART framework: Specific, Measurable, Achievable, Relevant, and Time-Bound

Small, intentional changes now can lead to big results by the end of Q2. By taking the time to reflect, streamline your workflow, and prioritize self-care, you're setting yourself up for a productive and fulfilling Q2.

**IMPORTANT WOW DATES**

**WOW Monthly Virtual Meeting**

April 7, 2025, 10:00 TO 11 a.m.

VIA ZOHO MEETING

AGENDA: WOW Updates. CO-HOST: Dr Lori Schwartz Reichl: the visionary thought leader of Making Key Changes. Her career began in music education where she learned the importance of a key change — a shift in the tonal center of a piece of music, often used to inject energy or produce significance. Lori has uniquely created a global classroom for her work. <https://makingkeychanges.com/> with Q&A. Engage in active referrals with other participants during the remainder of the meeting.

Meeting link: <https://meet.zoho.com/ceXIWgdgxV>  
 Meeting ID: 1065450486 / Password: FdP6s6

OR, [click and join on the events page https://wowwomenus.com/events/](https://wowwomenus.com/events/)

**In-Person WOW APRIL 10, 2025 - 6-9 PM**

A CABI FASHION SHOW HOSTED BY LAURA FOURNIER  
 OF NEW YORK LIFE IN HER HOME AT:  
 1860 MARY JEAN DR WESTMINSTER MD 21157

OUR MAY 21, 2025 IN-PERSON W.O.W EVENT WILL BE  
 AT THE WINCHESTER EXCHANGE BUILDING - 1ST FLOOR

**Special Deal  
 Less Annoying CRM  
 60 Day Free Trial**

See why 10,000+ small businesses across 70 countries love Less Annoying CRM. Rated the #1 easiest-to-use CRM.



As a WOW member we're giving you an exclusive 60-day trial @ <https://www.lessannoyingcrm.com/WO>



RECEIVE A DISCOUNT OR \$50 DEPOSITED INTO YOUR ACCOUNT JUST FOR REFERRING A PAID NEW MEMBER WE APPRECIATE YOU!!!

★ 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, Tricia Soderstrom - [hello@triciasoderstrom.com](mailto:hello@triciasoderstrom.com)