



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN®

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

June

The month of June is...the sixth month of the year in the Julian and Gregorian calendars. Its length is 30 days. June is primarily known for marking the beginning of summer in the Northern Hemisphere and containing the longest day of the year, the summer solstice.

Birthstone: Pearl, Alexandrite, and Moonstone.

Zodiac Signs: In June, the zodiac signs are Gemini and Cancer. Gemini covers the period from May 21 to June 21, while Cancer covers June 22 to July 22.

Flower: rose and honeysuckle

IMPORTANT DATES IN JUNE

- 14th Flag Day
- 15th Father's day
- June is celebrated as Pride Month in the United States to recognize the LGBTQ+ community.
- 19th Juneteenth
- 20th Summer Solstice
- National Dairy and Safety Month
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IMPORTANT PEOPLE-EVENTS

- **June 19, 1865, Juneteenth National Independence Day**, the day of the final order to enforcement of the **Emancipation Proclamation** in **Texas** at the end of the **American Civil War**.
- **June 11, 1913** – Women in Illinois celebrate passage of a state woman suffrage bill allowing women to vote in presidential elections
- **June 20, 1921** – Alice Robertson (R-Oklahoma) becomes the first woman to chair the House of Representatives
- **June 9, 1949** – Georgia Neese Clark confirmed as the first woman treasurer of the United States
- **June 10, 1963** – Equal Pay Act enacted: "To prohibit discrimination on account of sex in the payment of wages by employers engaged in commerce or in the production of goods for commerce." (PL 88-38)
- **June 21, 1997** – The Women's National Basketball Association (WNBA) plays its first game

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

QUOTE

The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.

Eleanor Roosevelt

RELATIONSHIPS

Weddings and Business Partnerships

Historically, June was the month of weddings. Everyone wanted to be a 'June Bride'. As I noted in the May issue of Chit-Chat, different generations have vast ideas and thoughts about traditions, and we have found the standard of wedding months has dramatically changed. My niece got married almost a decade ago, on a day that coincided with two days after Christmas. I was a bit taken aback by her scheduling this monumental occasion when we received the invitation during the highly trafficked holiday time between Christmas and the New Year. Her destination wedding was about 7 hours from home in Carolina Beach, NC. My husband and I sent back a definitive 'YES' and added a visit to his daughter and son-in-law in Athens, GA, and why not add a visit with his sister and brother-in-law in Florence, SC, to ring in the New Year? AND, why not stop at Savannah, GA, along the Riverwalk for fried green tomatoes along the canal?

A wedding is always a way to bring family together, and this particular wedding certainly created the path leading us to connect with others. The weather was a bit balmy and somewhat atypical throughout the trip, and on New Year's Eve, at least for us. Each stop resulted in a memory or two in my mind's eye of which I will always treasure. All three of my children married in September, perhaps the new June.

Just as family weddings bring people together, and even those people you may not see unless there is a funeral or other major event, business relationships are just as important. They bring people together. Some of those leaders in attendance of local events are the matriarchs and patriarchs of the community with their multi-generational old businesses. New business people check in periodically to see if there is anything new and remind others of their widget, service, or location. Food and drink add to the pleasure and excitement of the networking experience, and it is becoming more common to showcase a business or spear, or community partner.

Business partnerships and referrals are born out of these events. Long-term commitments evolve in the ever-changing world of opportunities. People meet, they bond, and develop relationships akin to the familial kind. The month, year, and date changed, and yet people still want to engage in relationships. They are thirsty for dialogue and camaraderie. And, the acceptance of the changes of new methods of business or software is beneficial and creates a buzz similar to that of the honeybee. A fluttering of conversation with connection and revitalization. The planting and exchange of nutrients to nurture the venue or virtual meeting room connects people of like mind to exchange their ideas and information, bringing many parts together, forming a greatness far beyond the whole.

Branching out to other cities, countries, and cultures opens doors of opportunities we have read about or viewed on YouTube, X, LinkedIn, or other media sources. Trend-setting podcasters and motivational speakers lure us into their dens of valued conversation and inspiration. Oftentimes, they offer books, seminars, and merchandise to solidify their keynote themes and discussions to anyone who is willing to pay their fees and block their time to attend. Technology, once feared as the demise of the human connection, makes us realize that the thirst for the human element and need for connection and dialogue are much the same. We crave the upcoming meeting and look forward to learning something new, or making a new connection or referral. The bonding process is tightly woven into our core, and we understand a solid relationship does not end with one person. The business partnering is rejuvenated. Each relationship extends its open appendages, touching, connecting, and nurturing one another.

But, 'What are the downsides?', you ask. AHHH...the truth is one must learn the value of good organization to help reduce any conflicts in your schedule to obtain the full nutrients and value of the connections, whether they are in-person or virtual. Whether the connections are of a personal nature or a professional one. The basic principles are rather similar. Trust, commitment, integrity, and communication skills are required. A marriage between two loving individuals requires a meeting of the minds and a passion for one another, and well, the rest is learned along the way as new challenges and experiences are met. Especially, after significant life changes occur, which can alter the initial well-intended sharing of wedding vows. A business relationship also endures much the same process and requires similar values, although a personal connection may be limited in order to maintain the essence of the professionalism required to fulfill a solid, mutually beneficial match, much like to community of the ladies of WOW.

A note of thought: Opposites may attract, and diverse relationships will bring stimulating conversations with long-lasting effects and rewards.



Lillian Hardie-CEO-Brian Safe Haven and staff-Volunteers Welcome!
<https://briansafehaven.com/>

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, Event Planner

Stephanie Day Events and Travel After more than 25 years in the industry with higher-ed, corporate and private events, planning, coordinating and executing a variety of events- corporate meetings and trade shows to theme parties to weddings. In addition to event planning, I became a travel agent affiliated with a local storefront agency in 2014. From the moment you say "Yes!" to the honeymoon!

Susan Gray-Division Head

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I handle accounting, marketing, business development, and more; earning me the title of 'Girl Friday' from Barbara, a moniker I proudly embrace. As the Division Head at FreeState Safety Training, my passion lies in ensuring the safety of all from violence. Let's work together to stay prepared and protected.

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

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:
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W.O.W Women's May 21, 2025 Event
Winchester Exchange Building -
15 E Main Street-Westminster MD 21157

Since September, 2012, W.O.W showcased several entrepreneurs in their business. This was our last in-person event hosted by local entrepreneurs: (l-r) Emma Davis-Path to Peace.Wellness, Tiombe Paige-Cultivated, Christy Lantz-Fine Line Medical Aesthetics. Not Pictured: Brooke Hagerty-The Chick, Robin Reese-Country View Tuxedo, Jenny Davis-Integrative Nutrition Health Coach, Heather Smith and Jenni Shinderman-Flourish Beauty



NEED SOME EXTRA \$\$\$!
RECEIVE A \$50 GIFT CARD IN YOUR
POCKET FOR REFERRING A PAID
MEMBER...BECAUSE WE THINK YOU ARE
A-MAZING AND WE APPRECIATE YOU!!!!

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.

☀️ 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!

What My Son's Graduation Taught Me About Business

Tricia Soderstrom, Digital Operations Specialist

June is typically graduation month. This year, my heart is overflowing with pride as I celebrate a huge milestone—not for me, but for my son. He's graduating from high school and community college at the same time. Yes, you read that right. At 17, he'll walk across not one, but two stages, with a high school diploma in one hand and an associate's degree in the other. Behind those ceremonies is a story of quiet grit, relentless commitment, and the kind of discipline most people don't see.

Watching him hit this major milestone has stirred something deep in me—not just as a mother, but as a woman in business.

You see, behind that cap and gown is a young man who quietly chose to do something hard, something extra, and something most wouldn't attempt. He stayed the course when it was exhausting. He sacrificed sleep, social time, and easy roads. And he did it anyway.

As I reflect on his journey, I can't help but draw a parallel to what many of us are doing every single day in our businesses and our lives.

- We're running companies while raising kids.
- We're healing while helping others.
- We're building brands while battling self-doubt.
- We are doing two hard things at once—just like he did.

It's easy to think you need to wait for one thing to finish before you start another. But real growth doesn't always happen in a straight line. Sometimes, you grow in layers. Sometimes, you grow in the in-between spaces—when you're stretched, when you're uncertain, when you're juggling what feels like too much. Business is the same way.

There were moments my son wanted to quit. Moments, it all felt like too much. But he stayed the course, even when it was demanding. He didn't always see the finish line—but he kept going.

And honestly? That's what business feels like a lot of the time. We don't always see the reward while we're in it. We don't always know if the late nights, the reinvestments, or the small steps are adding up. But they are.

So whether you're in a season of consistent effort or you're in the middle of a bold pivot, I want you to know this: business is a lot like graduating—we don't always see the reward while we're in it, but when we stay committed, the breakthrough comes.

Let this be your mid-year reminder that what you're building matters. Even if no one sees the behind-the-scenes. Even if your results aren't flashy yet. Even if it's hard. Stay the course. Celebrate the small wins. And trust that your "double graduation moment" is coming too. With pride and purpose, Tricia.

IMPORTANT WOW DATES

WOW Virtual Meeting

UPCOMING W.O.W WOMEN'S JUNE 2, 2025 VIRTUAL MONTHLY MEETING
Monday, June 2ND · 11:00 am – 12:00 pm EDT

NOTE NEW TIME !!!

<https://meet.zoho.com/aihg-ptk-xhj>

Meeting ID: 1088170019 / Password: 6CLLHe

WOW updates: Co-host Anna Felix of StrongHold Wealth Partners

Anna Felix is a California native and Smart Money Strategist. Her background is in education and linguistic intelligence

Celebrate with W.O.W for our 13th Anniversary

WEDNESDAY, SEPTEMBER 18, 2025, FROM 5-7 PM

W.O.W's 13th Annual Anniversary

Aspen Farm, Hampstead MD

Leveraging LinkedIn: Tech Tips for Businesswomen

Mastering the art of networking is crucial for professional growth. Among the plethora of platforms available, LinkedIn stands out as a powerhouse for connecting professionals, sharing insights, and cultivating opportunities. For businesswomen, harnessing the full potential of LinkedIn can be a game-changer. Here are some tech-savvy tips to optimize your LinkedIn presence and propel your career forward:

1. Craft a Compelling Profile: Your LinkedIn profile serves as your digital resume and professional brand. Ensure it's complete and engaging. Use a professional profile picture, craft a compelling headline, and write a concise yet impactful summary highlighting your skills, experiences, and aspirations.

2. Customize Your URL: Personalize your LinkedIn URL to make it more professional and easier to share.

3. Leverage Multimedia Content: Elevate your profile with multimedia content such as videos, presentations, or links to articles showcasing your expertise.

4. Engage Consistently: LinkedIn is not just a static platform for displaying your credentials; it's a vibrant community for networking and learning. Engage with your connections by liking, commenting, and sharing relevant posts. Join industry groups and participate in discussions to expand your network and stay updated on industry trends.

5. Personalize Connection Requests and Messages: When reaching out to new connections, avoid generic messages. Personalize your connection requests and messages to demonstrate genuine interest and relevance. Mention mutual connections, shared interests, or recent achievements to establish a meaningful connection from the outset.

6. Share Thoughtful Content: Position yourself as a thought leader in your field by sharing insightful articles, industry updates, or personal reflections. Create original content or curate relevant content from reputable sources to demonstrate your expertise and contribute value to your network.

7. Seek Recommendations and Endorsements: Request recommendations and endorsements from colleagues, clients, or mentors to validate your skills and credibility. Positive testimonials add credibility to your profile and enhance your professional reputation.

By incorporating these tech-savvy tips into your LinkedIn strategy, you can elevate your online presence, expand your network, and unlock new opportunities in the ever-evolving business landscape. Embrace LinkedIn as a powerful tool for personal branding, networking, and professional development, and watch as it propels your career to new heights.

Source: ChatGPT



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

WE LOOK FORWARD TO THE PLEASURE OF YOUR COMPANY!

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