



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN®

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

May

The month of May is the fifth month of the year in the Julian and Gregorian calendars. Its length is 31 days. May is a month of spring in the Northern Hemisphere, and autumn in the Southern Hemisphere. Therefore, May in the Southern Hemisphere is the seasonal equivalent of November in the Northern Hemisphere and vice versa.

Birthstone: Emerald
Zodiac Signs: Taurus (April 20 - May 20) and Gemini (May 21 - June 21).
Flower: Lily of the Valley & Hawthorn

IMPORTANT DATES IN MAY

- **Mental Health Awareness Month**
- **May Day (International Workers' Day):** Observed on May 1st
- **Cinco de Mayo:** Celebrated on May 5th.
- **Mother's Day:** Celebrated on the second Sunday of May
- **Nurses Week:** Celebrated from May 6-12
- **Memorial Day:** Observed on the last Monday of May

IMPORTANT PEOPLE

- **May 8, 1914** – President Woodrow Wilson signs a Proclamation designating the second Sunday in May as Mother's Day
- **May 21, 1932** – Amelia Earhart Putnam becomes the first woman to complete a solo-transatlantic flight by flying 2,026 miles from Newfoundland to Ireland in just under 15 hours
- **May 5, 1942 (1998)** – Tammy Wynette, country music singer, after first success in 1967 had more than 20 songs go to #1, she received a Grammy Award for "Stand By Your Man" (1968)
- **May 11, 1875 (1912)** – Harriet Quimby, first American woman to become a licensed airplane pilot (1911), first woman to fly across the English Channel (1912)
- **May 26, 1951 (2012)** – Sally Ride, astrophysicist, first American woman astronaut
- **May 27, 1861 (1907)** – Victoria Earle Matthews, African American author, essayist, newspaperwoman, settlement worker, and activist.

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

QUOTE

"Fearlessness is not the absence of fear. It's the mastery of fear. It's about getting up one more time than we fall down."

Arianna Huffington
co-founder of The Huffington Post and
CEO of Thrive Global

TRADITIONS

BRING THEM BACK!

WHEN THE WORD *tradition* is presented in a sentence, it usually infers of family. At least it does for me. My husband's family is all about traditions, generally coordinated by the matriarch of the family. I wrestled with family traditions for years because my family was broken up several times, and I remember both good and wonderful snapshots in my mind's eye where I can see myself and other people around the picnic table in the living room of my mother's house one year for Thanksgiving. I also remember a time when I stood near tears when I wasn't invited to family gatherings. Present day, I love when we can get together!

There is great dispute over whether to maintain traditions or set new traditions and completely revamp an entire national culture to bring progressive changes. However, the more I learn, the more I believe there is not much difference between our generations and cultures in our wants and needs. We all want a safe community, good food, friends, and a way to make a living.

My millennial children have a different mindset from me, no different than I did with my parents, as they did with their parents. Each generation has common threads and differentiating threads connecting them. My eldest daughter and my son were among the few who pointed out millennials were not lazy, as people of my generation and older pointed out with relative frequency. According to an article I read, millennials make up 20% of the population in the US, and the writer's comments can be disputed. I know I have my understandings and opinions. The reality is that my children were given a lot more than I was when I was younger and had access to many more opportunities. AND, my children were and still are smarter than I. Probably as a result of a little VTech computer I gave them when they were quite small, or the SIM City building app they used, or Where in the World Is Carmen Sandiego? A geography trivia game series. Nevertheless, I certainly did not have access to that stuff in my lifetime. I had Encyclopedia Brittanica and the Merriam-Webster Dictionary.

Our struggles and how we deal with them, along with the resources we have available, make a difference in perception and outcome. One would argue that previous generations survived without the onslaught of social media and technology and learned how to cope with changes and challenges. We were told to 'shrug it off' and 'keep a stiff upper lip.' Millennials have more education access and immediate availability to information. Blended families are mainstream, and heads of households have changed from the traditional mother and father to include grandparents, same sex partners, multi-generations living under one roof, and even absentee parents.

In March, my family went on our annual Christmas weekend trip (they want an experience instead of gifts) and invited a couple along. The young lady has been a long-time friend of our family since my children were young, and she and her boyfriend were pleased we invited them. A comment was made by her, and it resonated with me. 'I haven't done this type of family get-together. It feels good.' Traditions bring people together. Regardless of where they are born, how many people are in the family, or what they do for a living, I will continue to coordinate gatherings of people in my personal and professional life. I wanted to eliminate in-person local WOW meetings. I saw them as the past. I didn't feel they were part of my vision for the progression of WOW and the future ideas I had in mind. Don't misunderstand; I continually stress the importance of networking and meeting people in group and one-on-one meetings. I also did not see the in-person meetings as a significant part of my focus, which is to continue attracting professional businesswomen and build this community with a multi-faceted approach to match their multi-faceted interests and backgrounds.

I may be wrong and time will be the deciding factor. The ladies of WOW clearly voiced their desires to continue meeting and stressed the importance of physical contact while engaging in dialogue on a variety of topics, while giving a host(s) an opportunity to showcase their business, their location, and introduce themselves. The ladies of WOW want tradition. We are expanding our tradition to include other means to support and embrace one another. Familial and professional traditions build character and relationships and provide opportunities to learn from one another. Let's keep these traditions alive and build a better future built on a solid foundation.



Winchester Exchange Bldg-Rear View
9-19 E Main Street, Westminster, 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:

Patricia Sanders
H&R Block Tax Pro
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With 16 years of experience as an H&R Block tax pro, PATRICIA enjoys working with clients to get the most from their taxes and reach their tax-related financial goals. Like all H&R Block tax pros, PATRICIA stays sharp with an average of 32+ hours of training per year and is genuinely committed to getting you every dollar you deserve. PATRICIA specializes in block advisors small business certified.

Genava LeFevre
Financial Educator/Planner/Broker
Business
(435) 673-8181
Email
Services Offered by Genava:

- Insurance Protection - Retirement Strategies - Business Strategies.
- Platform and experience to help pursue your specific life insurance goals.
- Our tailored approach to planning for retirement will meet you where you are and address your specific goals.
- Entrepreneurial-minded individuals looking to grow wealth on their terms, and leadership to help you build your own business through supporting the needs of others. We help make the dream of financial independence and financial resilience possible for all those in our communities across North America.

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

IMPORTANT WOW DATES

WOW Virtual Meeting

May 5, 2025, 10:00 TO 11 a.m.

VIA ZOHOO MEETING: Co-Host Tina Miller of

<https://actionforkindness.org/> and email:

actionforkindness@gmail.com Our Community of Kindness

Workshop Program is creating a sense of well-being and community with positive messaging, mindfulness, music and art! Tina has a great many accomplishments and will share her most treasured values and insight.

Meeting link:

<https://meet.zoho.com/Yt6TQ3zjUH>

Meeting ID: 1052653476

Password: YB34qq

OR, click and join on the events page

<https://wowwomenus.com/events/>

In-Person W.O.W EVENT -SHOP LOCAL

WEDNESDAY, MAY 21, 2025 FROM 5-7 PM

WINCHESTER EXCHANGE BUILDING - 1ST FLOOR - MULTIPLE WOMEN RETAILERS - CULTIVATED, THE CHICK, FLOURISH BEAUTY, COUNTRY VIEW TUXEDO & WEDDING, FINELINE MEDICAL AESTHETICS, PATH TO PEACE & WELLNESS



NEED SOME EXTRA \$\$\$!

RECEIVE \$50 IN YOUR POCKET FOR
REFERRING A PAID MEMBER...BECAUSE
WE THINK YOU ARE A-MAZING AND 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



2024 ANNUAL DONATION RECIPIENTS - L TO R: LILLIAN HARDIE-FOUNDER, BRIAN SAFE HAVEN, BRENDA MEADOWS, DIRECTOR, THE SHEPHERD'S STAFF, AMY M GILFORD EXECUTIVE DIRECTOR, MREC-MARRIAGE & RELATIONSHIP EDUCATION CENTER

TRADITIONAL COMMUNITY & WORKPLACE

The traditional community must include services for its residents to live healthily and safely. Funding from taxpayers and the government falls short of maintaining the neighborhood and families within. Non-profits (NP) offer a wide range of services. Dedicated staff and volunteers may serve their communities for decades. They believe in their mission to help fill in the gaps of shortages of funds and budget cuts. They understand the complexities of their role and help fill pantry shelves for local residents, provide shelter, day care, and even diapers to those in need. Some of whom fall between the cracks of public assistance. Perhaps they don't understand how to get help. As a member of the community, WOW understands the importance of these NP and volunteerism, creating a WOW Committee. At the committee's discretion, donating 10% of the annual subscription membership fees to those NP's affiliated with WOW. Since WOW began paid memberships in the last quarter of 2023, WOW donated monies to several NP's in 2024 and 2025. These ladies (shown above) are both warriors and loving hands who reach out to those in need. Best of luck to you!

The traditional workplace has been modified to include a home space designated as a 'workplace' or 'office'. Kitchen tables, family rooms, and even laundry areas have been adopted as the new workplace. If you are lucky, you have a designated area of your home just for you, your spouse, or family members to work from with a desk and chair, computer, electronic support, and a copier/scanner. I thought I was quite lucky in that we converted our side porch, which has been insulated, carpeted, and new windows and drywall installed to complete the project, into my office. This has been a reward in my eyes. The result of decades of hard work to enjoy the fruits of my labor and create a beautiful space, including my orchids, trinkets, and memories of those special friends and family to complete the package.

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.

Mental Health Awareness Month: Balancing Wellness & Ambition

Tricia Soderstrom, Digital Operations Specialist

As women on a mission—building businesses, raising families, serving others—it's easy to push our own needs to the side. But here's the truth: your mental health is your foundation. Without it, everything else eventually starts to crack.

This month, I want to share something close to my heart. I've battled with depression since I was a teenager. It's not something I talk about often, but it's shaped so much of who I am and how I've learned to show up in this world—with grace, with grit, and with an intentional plan for wellness.

Why Mental Health Needs a Plan You can't "hustle" your way out of anxiety or burnout. Trust me, I've tried. What's worked for me has been creating a wellness strategy—just like I'd create a business plan.

Here are a few things that have made a huge difference in my mental health journey:

1. **Accountability is Everything.** Whether it's a coach, a friend, or a community like WOW—don't walk this road alone. Checking in with someone regularly has kept me grounded and honest about how I'm *really* doing.
2. **Nutrition & Supplementation.** Food fuels the brain, not just the body. I've learned to be mindful of what I put into my system—and when needed, I supplement with intention. Some of my daily supports, along with adaptogenic herbs, are:
 - GABA – for calming and anxiety relief
 - Vitamin D3 – especially important if you're indoors a lot (hello, work-from-home life!)
 - Magnesium – an unsung hero for mood health and relaxation. It helps regulate neurotransmitters, reduces anxiety, and supports restful sleep. When I'm consistent with magnesium, I feel noticeably more centered.

These aren't magic pills, but they've been powerful tools in my kit. I am a certified herbalist and homeopath, and will be happy to share my protocol. However, never stop or change medication without a doctor's approval.

3. **Move Your Body, Change Your Mind.** In November, I joined the YMCA. This was a turning point for me. Not for the physical gains (though those are nice), but for my mental clarity. Movement became my therapy—lifting weights, walking on the treadmill, and sweating out the stress. But let me say this clearly: start slow. Find something you actually enjoy. It doesn't need to be intense—it just needs to be consistent. Even 10-15 minutes a few times a week can change your whole mood. Even going outside for a long walk is beneficial.

4. **Create a Margin in Your Schedule.** One of the most loving things you can do for your mind is to stop scheduling every minute of your day. Margin gives your brain room to breathe. Whether it's 15 minutes to journal, a walk without your phone, or simply saying "no" to one extra thing, margin is where restoration happens. Don't fill every blank on your calendar. Leave room for grace.

My Encouragement to You. If you're struggling, please know you're not alone. You can be ambitious and need support. You can be high-functioning and still feel low inside. And you can absolutely rise again—with the right plan, support, and a little bit of self-compassion.

This month, let's remind each other: Success means nothing if we lose ourselves getting there. Your wellness matters. You matter! Want to share your wellness journey or what's helping you stay balanced? Come join the conversation inside the WOW community—we're in this together.