

eMonday News – News for BUSY WOMEN on the GO!

August 17, 2009

Giving IS Better Than Receiving

"It is virtually impossible to forget when someone suddenly and unexpectedly gives you a gift wanting nothing in return." ~ Tut, a Note from the Universe

That was my note from the universe this weekend and it got me thinking just how true it is. When we get a gift just out of the blue, we really are surprised and it can make our heart sing! That's just how I feel every day because every day I get a wonderful gift from someone. It could be a simple email, a phone call, a card or book in the mail, a nice comment on one of my blogs or someone is kind enough to retweet something I said that was of value to her or him. All these little things add up to great big unexpected pleasures. And for that I am grateful. I am also grateful to all of you who every 2 weeks or so allow eMonday News into your inbox and read it and send me kind comments about how it has made a difference to you. Keep doing that! Because that is why I keep doing this! There is lots of great content inside this issue of eMonday News including some great complimentary resources and important announcements. Be sure and read all the way through so you don't miss anything! For instance:

In early July we launched our ***First Annual Cover Story Competition*** for WE Magazine for Busy Women on the Move and with 88 entries it was a challenge to narrow it down to just 12! In fact it was such a challenge we could not chose just 12. So we chose 15 finalists. To see who they are visit: <http://wemagazineforwomen.com/WEMagCoverStoryFinalistsAnnounced.pdf>

Our COVER GIRL will be chosen from those 15 finalists and announced in early September. STAY TUNED.

Other news of interest: The Women's eCommerce Association is getting a new look! That's right! Firelight Web Design in Wyoming is redesigning WECAI. The new site will be unveiled in Mid-October along with many new features! And WECAI will be known as Women in Ecommerce. In honor of our relaunch (and 6 year anniversary) we will be hosting a meeting in Fort Lauderdale in conjunction with the Broward Alliance Minority & Women Business Committee. An excellent program is scheduled with more information to follow in future editions of eMonday News.

Coming in September: WE Magazine for Women will be hosting a Video Advertorial Competition. If you have video ads about your company get ready to submit them to this exciting event. If not, now is a great time to start creating your Video AD. All entries will have the opportunity to be showcased on the WE Magazine for Women site and will be judged by members of our editorial team. The winning video will receive a full-page ad in WE Magazine for Women for a year and named Video AD of the year! More to come...

And finally if you are in the Chicago area and would like to know how you can attend the 23rd Annual Entrepreneurial Woman's Conference Sept 16th on WECAI check out Women in Ecommerce Supporting Events.

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Thank you for reading eMonday News, your source for opportunities, resources and updates about the world of ecommerce and social media. Be sure and reply with your comments, questions and even ideas for upcoming issues. And if you have a specific area you need help with, please let us know. Our goals are to help you grow personally and professionally by being your resource to eCommerce success.

In this issue:

Women's Entrepreneurial Conference & Pay It Forward Events

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Other Items of Interest

On behalf of the Board of Advisors, *thank you* for reading eMonday News. Timely news for Women going places, doing things and making things happen every day in every way.

Warmest regards,

Heidi Richards Mooney, Founder & Chief Visionary www.WECAI.org & Publisher WE Magazine for Women

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Women in Ecommerce Supporting Events

Event #1

23rd Annual Entrepreneurial Woman's Conference To Be Held September 16, 2009 ~

Penny S. Pritzker, an innovative business builder, civic leader and philanthropist, who is the chairman of four corporations, including TransUnion, Classic Residence by Hyatt, The Parking Spot and Pritzker Realty, will deliver the keynote address at the Hall of Fame Awards Luncheon at the 23rd annual Entrepreneurial Woman's Conference at Chicago's Navy Pier, 600 E. Grand Avenue, on Wednesday, September 16, at 12 noon. The conference, presented by the Women's Business Development Center (WBDC), will take place from 8 a.m. to 7 p.m. Tickets are \$200 for women business owners and \$225 for all others before August 31, 2009; after August 31, 2009, tickets become \$275 for everyone, in advance and at the door. This fee includes access to all conference events. Individual tickets for the Women's Forum Breakfast, Hall of Fame Awards Luncheon and Women's Business & Buyers Mart are \$125 each for everyone. Registration for the conference is available online at www.wbdc.org, or by calling (312) 853-3477, ext. 24.

Did you know that WECAI.org www.WECAI.org is giving away **ONE TICKET** to some lucky member who either lives in Chicago or would like to attend! The first Invested Member (must be a Charter, Elite or Lifetime member to qualify) who emails me with their contact information will receive a registration to the event. You must be an ANNUAL paying member of WECAI to receive the ticket! If you are not an Invested Member and would like to attend, email me to see how you can become one. (Note: Annual memberships start at \$97.00).

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Event #2

At the Women Helping Women Mastermind Pay It Forward event on Sept. 17th our own Heidi Richard will be one of four dynamic South Florida women who will share their personal stories of overcoming significant life challenges and are now prospering, both emotionally and financially. Benefiting the charity Women in Distress, they will provide mentoring to selected women and share advice that will be a gift to us all. Attendees will also enjoy live musical entertainment, hors d'oeuvres and an unforgettable evening of inspiration, motivation and a healthy sense of humor. For details, tickets and sponsorship opportunities, visit: www.womenhelpingwomenmastermind.com/tickets.html

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LinkedIn SKILLBUILDERS Program Audio Now Available!

SAVE THE DATE ~ August 25: Lori Osterberg (www.visionofsuccess.com), "Small Business Marketing" at 12 noon Pacific / 3 pm EST. Skillbuilders Sessions take place on DimDim conference site. The Dimdim room link for the meetings is: <http://webmeeting.dimdim.com:80/portal/JoinForm.action?confKey=skillbuilders>.

Note: to learn more about Skillbuilders and see what other great guests and topics are scheduled, join our network on LinkedIn at <http://www.linkedin.com/groupRegistration?gid=132611>. You will be able to access ALL past recordings when you do.

Are you an expert on a topic you'd like to share with our members? We are now scheduling presentations for the Fall Season. If you have a 30 minute (or less) topic that you would like to present to our members, contact Heidi Richards Mooney or Lorna via LinkedIn. When you present a Skillbuilders Session, your program is recorded for you and for our members to access ANY TIME! Your session is also promoted in eMonday News and on Twitter. Be sure to stop by and check it out at <http://www.linkedin.com/groupRegistration?gid=132611>.

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eMonday Resources, Tips and FRE.EBies

1. Have you been having trouble **accessing sites like Twitter** lately? You can confirm whether or not a site is down by visiting: <http://downforeveryoneorjustme.com/twitter.com>

2. **ThisNext** is our type of social network. You can recommend, share and discover great products and as we know—better buying means better living! Be sure to click on the Recommend it on ThisNext button for each Delight product and see how easy it is to join the fun. www.ThisNext.com

3. Do you have a book that needs some attention? **WE Magazine for Women** is always looking for authors and books to review for the site and/or the magazine. Go to <http://wemagazineforwomen.com/about/book-reviews/> for more information.

4. Business Events a Click Away on **SBTV.com** ~ List yours FREE at <http://tinyurl.com/lotcwn>

5. Read "**The Tweet Elite**" How the Nations Top Travel Marketers are Using Twitter (PDF) <http://tinyurl.com/m3c8ze>

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6. **Backtype.com** With www.backtype.com you can find, follow and share comments you make on the internet, blog posts, etc.

7. Grab your copy of the "**Twitter Success Guide 2.0**" at <http://internetmarketingllc.com/tsg20.pdf>

8. **New whitepaper Maximizing Online: Leveraging Your Online Touch Points** Based on Enquiro's latest research on B2B buyer behavior, the paper covers best practices for leveraging search marketing role in the B2B relationship. We show how to carry touch-points between each of the online channels continuing to reduce the risk gap between vendor and buyer. http://pages.enquiroresearch.com/LeveragingYourOnlineTouchPoints-whitepaper.html?source=Maximizing_Online_white_paper

9. **Wait a Minute, I Have to Take Off My Bra** ~ InkSpotter Publishing is looking for submissions for an anthology celebrating the most female of body parts, the breasts. From light-hearted memories of the first buds of puberty to heart wrenching accounts of breast cancer, these stories will run the gamut of experiences and emotions. For more information, contact Betty Dobson at [betty \(at\) inkspotter.com](mailto:betty@inkspotter.com) or call 902-444-1615

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Other Items of Interest:

#1 Grow Your Business with Affiliate Programs

Sell your products and services through our online marketplace, and let PayDotCom take care of the rest. All while getting paid instantly to your PayPal account. Get an army of affiliates selling your product and getting you massive website traffic.

You can also sell our products and earn up to 60% commission. Go here to sign up and start promoting <http://tinyurl.com/wecaidollars>

#2 We MAGAZINE FOR WOMEN ~ Classified Advertising

For as little as \$5 (per line) you can have the opportunity to get your message read by thousands of women ... and men.

And we have a special rate for the Fall Issue ~ if you place one ad, you can have a second ad FREE (in this issue only)!

Check out the details at: <http://wemagazineforwomen.com/classified-advertising-rates-and-policy/>.

But you have to hurry! The deadline for the Fall Issue is September 15th! And space is limited....

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This issue brought to you by WECAI DOMAINS: Need a Domain name or hosting solution?

Visit our partner site WECAIDomains! .com's starting at \$8.77!

With every domain get:

*forwarding/masking

*change of registration

*parked page w/domain

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