

Women in Ecommerce

NEWS

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"When You Stand in the light, be sure and shine the light on others." **Linda Pereira**

That is just one of the many thoughts expressed at the Women of Wisdom Global Conference that took place March 4-8 in Cascais, Portugal. In fact, every speaker shared wonderful wisdom and quotes everyone in attendance could resonate with. Carolina Almeida Cruz said, *"You are the size of your dreams."* Nancy Allen shared, *"Maximizing your passion in a specific area can land yourself in rewarding places."* *"The best example you can give to your children is yours,"* were the wise words of Ana Cristina Guilherme. Diana Dentinger said *"Needs cannot be judged, they just are! Live and satisfy yours to feel energized."* In addition to the above, other speakers who also shared incredible nuggets of wisdom include: Farzanah Mall, Esther Da Silva Liska, Madalena Queiros, Marco Fernandes, Ph.D., and Maria Petrak.

In fact, the entire event had many moments of wisdom, sharing and giving. Every part of the event made delegates feel energized, special and filled with inspiration. In case you missed it, here is a **Recap of The Women Of Wisdom Conference:**

It was a truly amazing experience personally and professionally. Every woman who attended made many new friends. The event was intimate enough to really get to know one another and large enough to make an impact. We attended workshops, shared meals, danced, saw amazing sites and created new opportunities for the future.

During the conference we signed the new charter for the Global Council of Women in Leadership founded by our event host, Linda Pereira, President of CPL Events and the WECAI Global Liaison to Europe. She invited several women to be a part of the steering committee including Diana Dentinger from Italy, Suzanne Letourneau from Canada, Farzanah Mall from South Africa, Maria Petrak from Austria, Nancy Allen and myself (from the USA) to create this newly-formed organization whose primary mission is to support the implementation of parity and equality for women globally. A big job, I know. But we are women, we can do it. If you are interested in being involved, drop me a line. I will be happy to tell you more. In fact, our first official meeting of GCWIL is scheduled for Early March 2016 and will take place in conjunction with our European Conference next year being co-hosted by Glow Woman's group in Porto, Portugal. So save the date March 2-6 and also save March 3-7, 2017 for our next Global conference taking place in Brazil.

You can view a few of the pictures of our event in our gallery:

www.WomenofWisdomConference.com/gallery/

Here is the video of the **Gala** where we honored the following women with the **Global Golden Mouse Awards**: <https://www.youtube.com/watch?v=C2U9YjsQZ3Q&feature=youtu.be>

- Isabel Martins received the *Marketing Partner of the Year Award*
- Marco Fernandes, *Municipality Partner Award*
- Maria Petrak received the *Global Ambassador of the Year Award*
- Linda Pereira received the *Chapter Leader of the Year Award*
- Idalia Freitas received the *Invisible Goddess (Unsung Hero) Award*

Special thanks to all our Sponsors for making the event a five-star experience. We could not have done it without the support of the following companies: The Mayor of Cascais, CPL Events, South Africa Natonal Convention Center, Gala dos Eventos, Contarea, Essencia Completa, Glow Woman clube, Holmes Place, Eugenio Campos, L & I Com, bedriven, Hotel Cascais Miragem, Pasteis de Belem and Murraceira.

On International Women's Day - March 8th, several delegates participated in a community service project. Here is the video with photos of that day's events: <https://www.youtube.com/watch?v=2V-gNOJ-k0c&feature=youtu.be>

And finally, Wanda Gozdz, Nancy Allen and I will be sharing a special moment as we write a message and toss it into the Atlantic Ocean. We will be joined by members of the local South Florida Chapter including Rosana Santos Calambichis (Chapter President), Suzannah Richards (past president), Ellen Sue Burton, Racheli Smilovits and Laurie Woodward Garcia (Board of Advisors). Everyone who attended the Global Gala was asked to take their message home and throw it into a nearby body of water. Messages were thrown into the Atlantic (from US and Europe), the Mediterranean, the Pacific, the Indian Ocean and the Gulf of Mexico.

Words cannot express the gratitude I feel for Linda Pereira, Idalia Freitas, Joana Ramahlo, Andrea Mendes, Helena Santos Silva and the entire CPL Events Team. The attention to detail, the warmth, the speed at which every request was granted, went far and above beyond my own expectations. This year's Women of Wisdom Conference was truly an event to remember (and one I am sure will be difficult to top).

On behalf of the entire board, global ambassadors, speakers and delegates, thank you to everyone who participated. We all look forward to connecting again in 2016 for the European Conference!

Other News:

Welcome our newest PLATINUM member to Women in Ecommerce: Sheila Tressler from Sedona, AZ

Members in the News:

- Congratulations to Platinum Member, Sheila Finkelstein on the launch of her new book - Seniors Using iPads: Over 100 Fun, Easy Ways to Learn Connect Communicate <http://www.amazon.com/dp/B00UV2M6DG>
- Congratulations to Rosana Santos Calambichis for receiving the Int'l Press Business USA Award and for becoming the official caterers to the Florida Strikers.
- Congratulations to Ellen Sue Burton on the recent engagement of her daughter.
- Congratulations to Wanda Gozdz for being named the CAPS Educator of the Year for 2014.
- Congratulations to Suzannah Richards on her new business name: Richards Wealth Strategies Group
- Congratulations to Heidi Richards Mooney on receiving a proclamation from the Clube de Embaixadores de Cascais & Costa do Estoril as the US Ambassador to Portugal.

New Member Benefits:

We have a brand-new member benefit. It is the Women in Ecommerce **bi-monthly eblast** we will be sending out to our database of more than 15,000 (plus social media promotion of 50K+). If you have "news" an event or a special offer to share with our audience of women (and men), send to news@wecai.org with **Member News** in the subject line (*before the 3rd of each month*). Gold, Platinum and Lifetime members are invited to submit something newsworthy once a month. Silver members may submit once a quarter (every 3 months). This will be a separate email from our newsletter so we encourage you to take advantage of it.

If you have a member to member discount you would like to pass on to members, send to me (Heidi@WECAI.org) for review. We are updating our Member to Member area (www.wecai.org/membership/member-to-member-discounts) and would love to add some new items to that list.

GREAT RESOURCES:

1. **Member Exclusive - How to Create and Deliver Free Coaching Sessions that Result in New Clients** - Download in the Member Dashboard under **e-Tutorials**
2. **Member Exclusive** (Gold, Platinum, Lifetime) **7 New Wordpress Plugins for Lead Generation** available to download in the Member Dashboard under **Software**
3. **48 FREE Stock Photo Graphic Sites** - Great for blog posts! <http://redheadmarketinginc.com/resource-of-the-day-33-free-stock-photo-graphics-sites/>

4. The **Copywriters Black Book** - Download it with our compliments and learn to sell like the experts. <http://redheadmarketinginc.com/grab-free-copyuy-copywriters-black-book/>
5. Check out **Sign Up Genius** for taking registrations to your events: www.signupgenius.com/
6. **ShareGrab** is a free tool for analyzing content on your competitors page. <http://sharegrab.com/>
7. Make stunning #infographics for social media with Piktochart. <http://piktochart.com>
8. **Creativity Portal Prompts**: Can't think of anything to write about? This site provides useful prompts that can help get your creative juices flowing. <http://www.creativity-portal.com/howto/writing/writing.prompts.html>
9. **50 Tools to Increase Your Writing Skills**: You'll find some amazingly useful links here that can ensure you're writing to your full potential. <http://www.dumblittleman.com/2006/10/50-tools-that-can-increase-your-writing.html>

Upcoming events:

Thursday, May 14, 2015 - **How to Leverage Social Media to Get on the Radar of Decision Makers**, presented by Heidi Richards Mooney - Social Media Strategist, Author, Corporate Trainer. If you are in South Florida, learn more and register here: <http://wecai.org/11227/how-to-leverage-social-media-to-get-on-the-radar-of-decision-makers>.

Check out the **International Conscious Women Online Event Celebrating Acceptance, Awareness and Acknowledgement** presented by Platinum Member **Sue Davey**. 24 Amazing speakers, one purpose. To Empower Women. The event took place March 23-27 and you can listen to the replays when you visit this link: [International conscious Community](http://www.internationalconsciouscommunity.com).

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Laurina Anderson - The Energy Shifter is offering a Free phone session to Access your goals and visions. Visit www.TheEnergyShifter.com to learn more about Laurina and how she helps clients.

Big Chef Gourmet Market offers 10% off when you mention WECAI. Visit www.BigChefOnline.com today.

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That's all for this issue!

To Sharing Your Light with Others,

Heidi

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To learn more visit: <http://wecai.org/> & <http://WEMagazineforWomen.com>

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