

# ***WOMEN IN ECOMMERCE™***

## *Tenth Anniversary!*

**September 15, 2011**



Our Mission is:

“To Empower You With the Latest Tools, Resources and Skills  
to Create a Thriving Online Business”

Contact us:

**Suzannah Richards, President**

**Women in Ecommerce™**

**P.O. Box 550856**

**Fort Lauderdale, FL 33355**

[www.WECAI.org](http://www.WECAI.org)

**954-625-6606 or 954-895-8980**

# *WECAI South Florida Directory for September 15, 2011*

Thank you for starting the networking early by submitting your mini-bio for our Tenth Anniversary Celebration Event. This directory is designed to help you identify and connect with those people who attended and that you would like to network with. Please feel free to share it with your friends.

If you are not listed in this directory, it is because we did not receive your information by the deadline. We will be doing this for each meeting so you will have a chance to get in a future listing. However, there is another opportunity for everyone to virtually meet everyone. We also collected business cards and EVERYONE in attendance will receive a copy of each business card we collected that day.

This directory begins with our Tenth Anniversary presenter Jay Berkowitz, Master Internet Marketing Strategist and CEO of **Ten Golden Rules**.

## **Jay Berkowitz**

TenGoldenRules.com

2499 Glades Road, Suite 107

Boca Raton, FL 33431

Phone: 561-620-9121

Fax: 561-620-9115

[www.TenGoldenRules.com](http://www.TenGoldenRules.com)

[www.InternetMarketingClub.org](http://www.InternetMarketingClub.org)

Jay Berkowitz is an internet consultant with more than 20 years of marketing experience. He has been behind the marketing for Fortune 500 brands: McDonald's and Coca-Cola, developed online and offline strategies for AT&T, Sprint, and managed the marketing department for leading health and fitness website eDiets.com. Mr. Berkowitz is the CEO of Ten Golden Rules, an internet marketing agency based in Boca Raton, Florida, specializing in internet advertising and marketing consulting services.

Mr. Berkowitz is the Past President of the American Marketing Association South Florida Chapter, a Founding Board Member of the South Florida Interactive Marketing Association, and was a member of the Toronto International Film Festival Board of Directors.

He is a [popular presenter at conferences](#) and events such as: The Association of Internet Marketing and Sales, The Direct Marketing Association, The American Marketing Association, The Affiliate Summit, Ad-Tech, The CEO Roundtable, The Washington Weight Loss Marketing and Obesity Conference, and The Global Benchmarking Council.

Please take the time to connect with Jay at our meeting and online to enhance your Internet Marketing achievements.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Rita Stankus**

iDeco

102 NE 2nd St. #123, Boca Raton, FL 33432

561.703.5550

[RitaStankus@gmail.com](mailto:RitaStankus@gmail.com)

[www.iDeco.org](http://www.iDeco.org), [www.FauxWorksofART.com](http://www.FauxWorksofART.com)

Art Designer Rita Stankus is recognized an amazing gift of artistic creativity which enables her to transform with paint any object, structure, or space from its existing condition into an extraordinary inspired "Work of Art". With more than ten years' experience in Design Art, Rita has personally designed and produced numerous "One of a Kind" art projects totaling over 100,000 square feet of interior/exterior surfaces. Rita's expansive knowledge in the constantly evolving Art Design field enables her to pinpoint the quintessential style and art paint medium to utilize for people who seek their home to truly reflect "leading edge" of decor ideas in Interior Design. October 2011, Rita introduces her first online video tutorial website sharing valuable information involving design art tips, secrets & techniques that can be used in your home within few hours to less than a day. Join now and become a subscriber to visualize incredible things never envisioned before that are now truly possible in your space within your budget.

**Betty Bauman**

"Ladies, Let's Go Fishing!"

[www.ladiesletsgofishing.com](http://www.ladiesletsgofishing.com)

[info@ladiesletsgofishing.com](mailto:info@ladiesletsgofishing.com)

Ladies, Let's Go Fishing!® **fishing seminar** series leads the womens' market in providing educational weekend boating and fishing events.

Founded in 1997 by [Betty Bauman](#), Ft. Lauderdale, Florida, LLGF is a national organization dedicated to attracting more women to sportfishing and to promoting conservation and responsible angling. With 50-100 women attending, a non-intimidating environment is created to offer beginner and advanced instruction with an emphasis on conservation, in conjunction with the Florida Fish & Wildlife Commission. Women travel from all over the country to attend the weekend seminars, held at waterfront resorts in Florida. Each weekend event includes a welcome reception; lectures on inshore, offshore, bottom and fly fishing; hands-on practice for everything from casting to filleting, to driving a boat and backing a truck and trailer; engine choice and maintenance where dealers are invited to send a tech, gaffing (with grapefruits!) and reeling in a 'human' fish in the water. On the final day of each seminar, a fishing trip is offered via charter boats, followed by fillet instruction. Both Bauman and her seminar series are renowned nationally in the sport fishing, boating and marine industries.

Currently undergoing local chapter program expansion, we extend our reach by thousands in a short time due to the development of our social marketing program. LLGF has been featured in national media such as Inside Edition, NBC Nightly News, Today Show, USA Today, Wall Street Journal and more, plus regional and wide internet coverage. This is very influential to women across the country. So **Ladies, Let's Go Fishing!®**

**Marisol Hernandez**

Exciting Windows! by Marisol

Ph: (954) 600-3419

[marisol@excitingwindows.com](mailto:marisol@excitingwindows.com)

[www.excitingwindows.com/marisol](http://www.excitingwindows.com/marisol)

Hunter Douglas Priority Dealer: [www.excitingwindowsbymarisol.com](http://www.excitingwindowsbymarisol.com)

Facebook: [www.facebook.com/excitingwindowsbymarisol](http://www.facebook.com/excitingwindowsbymarisol)

Marisol manages to blend practicality of design and installation with art and striking beauty. Hernandez' two-decade background in design engineering has allowed her to provide her clients with simple and sensible solutions to their window design dreams or dilemmas without sacrificing style or artistry. Marisol started her career as a mechanical engineer working for Fortune 500 corporations. Having always strong creative talents, she decided to pursue her passion in decorating by changing careers and becoming a window covering professional. Exciting Windows provides full window covering services. Marisol works directly with clients to develop a working plan that addresses the client's needs and tastes.

My clients are sophisticated, hardworking people who, at the end of the day, want to come home to a beautifully decorated home. They are serious about their goals and therefore need and appreciate my expert advice. They have discerning tastes and are willing to make an investment, so that the end result is beautiful and professional. They trust that I put my heart and soul into designing the best window treatment for their situation. We work together through various options, take risks, laugh, and ultimately become warm friends.

**Kathy Blanton**

American Business Network (Ameribiz), Inc.

6110 SW 186th Way

Southwest Ranches, FL 33332

954-434-0083

[www.ameribiz.net](http://www.ameribiz.net)

Kathy came to Florida in 1991 and became The Director of Nursing for the Joe DiMaggio Children's Hospital with its inception in 1992 . But, with her first child on the way, Kathy and husband Forest decided to open a business that would allow Kathy more "mom" time. Thinking out of the box, and within the realm of their love of computing, they opened Interpoint Internet Communications in 1995. Interpoint provided dialup Internet services as well as website services. The business was sold during the "boom" Kathy decided to continue in the business, and they opened American Business Network specializing in website services.

Website hosting, design, ecommerce, SEO, email services, customized programming and social media services; Ameribiz does it all. The exciting part is keeping up with all that is happening in the industry. Clients come to us for advice over and over; they trust our opinion on the "how to" of an online presence.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Racheli 954-LOANS-4-U (954-562-6748)**

Text Racheli to 79564

[www.Loans-4-U.com](http://www.Loans-4-U.com)



**When it comes to mortgages: the person you want to know is**

Racheli Refael Smilovits ~ "Talking to her is like taking to 100 Banks" like one of her clients said so eloquently said. Racheli has been active in the financial arena since 1987, and a mortgage broker since 1995.

Whether you are buying or refinancing choosing the right program is far more important than simply finding the lowest interest rate. As the Real Estate market continues to change, IMAGINE having a "PERSONAL ADVISOR" who is a professional that understands the industry and KNOWS how to keep you a head of the game. That's Racheli for you. Racheli's business is built through attention to details and listening to her clients needs, that's why so many feel confident and comfortable in referring their colleagues and friends.

So Remember ~ when it's time to run the numbers and discuss your specific needs, Don't keep Racheli at "Loans-4-u" a secret, **just give her a call ...SHE WILL MAKE THE TIME** to serve you and your referrals! **Mention WECAI for a Special Discount**

**Bonnie L. Mackey, CPA, CSEP, MBA, AEP®**

Levin, Silvey, Zelko & Mackey, PA

2699 Stirling Road, Suite B-205

Hollywood, FL 33312-6543

(954) 985-8808 xt. 112

(954) 985-8839 fax or

(954) 391-6672 fax to email

<http://www.lszcpa.com>

Bonnie has been a resident of South Florida since 1965. She graduated from USF in 1992, received her CPA license in 1995, her Certified Specialist in Estate Planning in 2000, MBA in 2010 from DeVry University and in 2011 attained Accredited Estate Planner® status. Her experience includes financial statements, tax preparation, and guardianship accounting. Bonnie instructs for the Becker CPA Review course, is an FICPA Ethics course facilitator, a speaker for Intuit, a guardianship expert witness, previous mentor for Take Stock in Children and WorkForce 2020 programs, and a third degree black belt in Tae Kwon Do. Among her many accomplishments, she is the FICPA Gold Coast President, Past-president of AWSCPA – S. Florida and NDSB (North Dade South Broward) Estate Planning Council, treasurer of BCGA, Secretary and on the Trustee Advisory Committee at Care Source, and National Director - East of AWSCPA (American Woman's Society of CPAs) in 2011.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Claudia Lascano**

Chief Community Builder  
RelyLocal West Kendall

[www.relylocal.com/west-kendall](http://www.relylocal.com/west-kendall)

[claudialascano@relylocal.com](mailto:claudialascano@relylocal.com)

786-759-1249

With over 15 years of marketing experience, Claudia launched RelyLocal in West Kendall to help the "little guys" (and gals) compete! RelyLocal West Kendall promotes and showcases local businesses in the West Kendall area thru our dedicated webpage: [www.relylocal.com/west-kendall](http://www.relylocal.com/west-kendall), social media and online promotions, along with a grassroots and community approach. People that live, work or do business in West Kendall enjoys a comprehensive and detailed online directory, including coupons, images, videos, and links to their favorite independent local businesses. Our ideal partners are independent businesses, locally owned franchisee, independent agents/resellers, and non-profit organizations. We have created a "Buy Local, Rely Local" Revolution in West Kendall! A community campaign to rebuild our local economy and strengthen our community!

**Solange Boice, CKD**

Design is Everywhere, Inc.

Phone: 1-888-398-4002 / 561-676-4487

[Solange@designiseverywhereonline.com](mailto:Solange@designiseverywhereonline.com)

[www.designiseverywhereonline.com](http://www.designiseverywhereonline.com)

Relocated to Florida twelve years ago, this Architect, born and graduated in Rio de Janeiro, Brazil, decided to specialize herself in Kitchen and Bathroom remodeling. Applying her experience in home and business renovation to this field proved to be fantastic. In 2004 she got her certification as Kitchen Designer with the NKBA. For ten years she worked at a large cabinet dealer handling the Design and Pricing department. Always open to new ventures, she founds Design is Everywhere. Solange is a believer that functionality and beautiful design work together. She knows that design is not only for the eyes but it is for use, for comfort, for life. Working with universal design and being a good listener, attentive to details and always updated, she exceeds her customer expectations. Live well! ***Design is Everywhere!***

**Olga Anjos**

Design is Everywhere

Tel: (954)300-1892 ext 102 /1-888-398-4002

[olga@designiseverywhereonline.com](mailto:olga@designiseverywhereonline.com)

[www.designiseveywhereonline.com](http://www.designiseveywhereonline.com)

Born in Brazil, raised in NY then upon returning to Brazil, obtained her Architectural degree at the Federal University of Pernambuco - UFPE. Her work experience ranges from urban development to residential and commercial construction and remodeling to interior architecture and design. In 1998 she moved back to the United States where she began working in the Kitchen & Bath Industry. First in NJ then NY and in 2004 she moved to Florida where she met her partner and President of Design is Everywhere, Solange Boice. They have worked together for over five years; first as employees of a major cabinet dealer in South Florida and now as partners. They share the construction background, the technical knowledge and the versatility as well as the vision of giving each customer their dream space using creativity, functionality and affordability.

**Debbie Wysocki**

Women with Dreams

[Debbie@WomenWithDreams.com](mailto:Debbie@WomenWithDreams.com)

Tel: 954-781-6629

[www.WomenWithDreams.com](http://www.WomenWithDreams.com)

[www.HowToBelIrresistibleNow.com](http://www.HowToBelIrresistibleNow.com) (our new book)

Debbie Wysocki is the owner of Women with Dreams, a company that empowers the average woman to create a life she loves by teaching her how to build a profitable business in the network marketing arena. Debbie is a wife, mom, volunteer, a wellness educator, real estate investor, author, trainer, a top producer in the MLM industry, and former Beverly Hills financial analyst who is passionate about helping others succeed. Knowing that the key to success is providing solutions, Debbie recently released a book geared towards women in the direct sales industry . . . *BE IRRESISTIBLE: 7 Key Recipes to Building a Quality Team Whether You've Been in Network Marketing 10 Years or 10 Minutes* is as a project of passion and the first to be released under the umbrella of Women with Dreams MLM Academy! Serving others is a cornerstone of her team. Her motto is 'How you do anything, is how you do everything!' Get your FREE Gift . . . Key Recipe #1 at [www.HowToBelIrresistibleNow.com](http://www.HowToBelIrresistibleNow.com)

**Donna Aberman**

Pure Dynamics Dance Studio

[info@puredynamicsdance.com](mailto:info@puredynamicsdance.com)

954-547-5126

[www.puredynamicsdance.com](http://www.puredynamicsdance.com)

Donna was born in Michigan and moved here to Florida at the age of 6. She has been very happily married to Cory for almost 10 years. Her son Anthony is 21 and her daughter Kayla is 18. She has two stepdaughters Angela and Kelly who have given her four beautiful granddaughters. Donna is no stranger to the wonderful world of music and dance. She began dancing at the age of 2. At age 14 she had the privilege to dance with the choreographer of the famous Rockettes, Jose Falcone. Donna has had the honor of being crowned Mrs. Florida in 2004. Also a concert pianist, she began clogging over 8 years ago. Clogging is a high energy form of dance similar to tap and Irish and Canadian step dancing. She helped to make clogging a very popular form of dance here in South Florida. Her dance troop has opened many concerts at The Round Up County Club and has danced at half time for the Miami Dolphins and the Miami Heat. They have opened for major county singers like Luke Bryan, Jason Aldean, and Keith Anderson. The dance team recently returned from performances at Disney World and the Sunshine State Jamboree. At her dance studio she offers all levels of clogging, a tiny tot tapper class for 2-6 year olds, line dancing, couples dancing as well as a senior clogging class. Dancing has become her life and she lives by her motto.... **Live\*Breathe\*Dance**.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Ellen Sue Burton, Publisher**

DUO Magazine

954.410.9223

<http://DUOmagazine.com>

As Founder and Publisher of DUO “Do Unto Others” Magazine, Ellen has applied her lifelong training in Drama and English, professional career as a court reporter, commitment to charity and volunteer work, networking skills acquired as President of Dynamic Business Network and experience as owner of an event planning company to create this lifestyle philanthropic magazine highlighting charities, foundations, unsung heroes, and emerging artists.

A facilitator extraordinaire, Ellen’s greatest skill is bringing people together who not only climb mountains, but move them. Winner of the 2009 American Business Women Association Media Leader of the year and Hospitality Chairman for the Advisory Board of Women in eCommerce, Ellen enlightens the global community on the importance of compassionate capitalism.

Ellen dabbles in her hobbies of writing, photography and event planning. She is most inspired by and devoted to her husband of over thirty years, Andre Burton, CPA and her fabulous children, Michelle and David (all UF alumni).

**Heidi Richards Mooney, Founder Women in Ecommerce™**

President, Redhead Marketing Inc.

954-625-6606

[Heidi@WECAI.org](mailto:Heidi@WECAI.org)

[www.WECAI.org](http://www.WECAI.org)

[www.RedheadMarketingInc.com](http://www.RedheadMarketingInc.com)

Heidi Richards Mooney is an Online Visibility Expert, the author of a dozen books and serial Entrepreneur. She helps small businesses owners make sense of social media, navigate the social web and learn which questions to ask to get their websites, blogs and profiles found online. Heidi has interviewed hundreds of experts on Internet Marketing and Social Media Around the World.

In 2003 Heidi was named one of 50 women shaping the Internet by the International Virtual Women’s Chamber of Commerce. In 2009 she was named a Twitter Woman to Follow by Only2Clicks.com. In 2010 she was named Media Leader of the year by the Fort Lauderdale Chamber of Commerce and Social Media Leader of the Year by the South Broward Chapter of the American Business Women's Association.

She works with solopreneurs, professionals and small businesses in ecommerce, direct sales and retail. Her new book, due out in the Summer of 2011 is “How to Hire the Perfect Web Designer: What Questions to Ask so You Don’t Lose Your Mind, Your Time and Your Money!”

Heidi is also the Founder of Women in Ecommerce™ and is proud to be celebrating 10 years with our members and guests!

**MEMBERSHIP ~ “It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Dr. Karen Gray**  
**PartyLite/ Luv Candlz**  
[www.luvcandlz.com](http://www.luvcandlz.com)  
[luv candlz@comcast.net](mailto:luv candlz@comcast.net)  
(954)608-2108

Luv Candlz is the PartyLite business of Dr. Karen Gray, a former physician who now specializes in bringing serenity, peace, joy and love into the lives and homes of countless satisfied clients. Merchandise is available online or by home party only; these home décor items are too good to be sold in stores!

Hosting a PartyLite show is a great way to have fun with friends, and earn many free and discounted products, to beautify your home or to give as gifts! You also might consider our business opportunity; you can party for a living with NO start up cost! In addition, we offer fundraisers, a simple process in which your organization keeps 50% of the sales as profit! Check out our beautiful display table and get some ideas of how you can “book for the look”... book a party today and get your home in shape for spring and summer!

**Suzannah L. Richards, LUTCF, CLTC**  
**Financial Services Professional**  
New York Life Insurance Company  
1300 Concord Terrace, 5th Floor,  
Sunrise, FL. 33323  
Office. 954 958 4217  
Direct. 954 895 8980  
[srichards@ft.newyorklife.com](mailto:srichards@ft.newyorklife.com)  
[www.suzannahrichards.nylagents.com](http://www.suzannahrichards.nylagents.com)

Suzannah Richards, LUTCF, CLTC is a Financial Services Professional with New York Life Insurance Company in Sunrise, Florida. Suzannah works with her clients to help identify their financial needs, goals and dreams and then determines which insurance and financial products can best help meet their objectives.

Suzannah stays active in the community by volunteering at public elementary schools for their annual Career Day, working with the YMCA for their annual Healthy Kids Day, and at various other organizations to help give back to the community.

Suzannah is passionate about helping other women succeed in business. In fulfilling this vision, she is the current President of Women in Ecommerce – South Florida Chapter, the Vice President (2010 – 2011) for American Business Women’s Association – South Broward Chapter, and an active member of the Fort Lauderdale Chamber. Suzannah Richards, helping you set and reach your financial goals.

**MEMBERSHIP ~ “It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Rosana Santos Calambichis**

Big Chef online

[rs@bigchefonline.com](mailto:rs@bigchefonline.com)

Tel: 954-965-2480

[www.bigchefonline.com](http://www.bigchefonline.com)

A Brazilian native raised in the metropolis of Sao Paulo, Rosana obtained her degree in Family Law and an MBA in Global Business. Believing in education beyond the classroom, she traveled, residing in Cali, Colombia and Angola, Africa.

In 1991, Santos moved to Florida. Ultimately, her understanding of different cultures enhanced her knowledge of international business and fed her appreciation of world cuisine. Inspired by her mother's accomplishments as an award-winning chef and published cookbook author and her father's successful attitude and leadership; Rosana decided to combine her business expertise and food interest with Calambichis, her partner, restaurant and people experience; leading to the acquisition of Big Chef in 2003.

BigChef is a health conscious, green certified, USDA and FDA inspected Food Company. Simple concept: Gourmet delivered and deliciously affordable! Easy to prep with quality, flavor and value items are perfect for last minute gathering and convenient for freezing for future occasions. Fake it like you made it with [Bigchefonline.com](http://Bigchefonline.com)

**Leslye de Weever**

7e Studio LLC

Mail: 7050 W. Palmetto Park Road. #15-344

Boca Raton, FL 33433

954-232-3741 F. 561-338-4808

[les@deweever.com](mailto:les@deweever.com)

[7estudioservices@gmail.com](mailto:7estudioservices@gmail.com)

I was born in the Caribbean Island of Trinidad, but my family roots are from Guyana in South America. I am a single mom and my daughter is Sonya. When I moved to the US some 30 years ago, I studied and graduated with an Interior Design degree. I have been in Sales and the Furniture industry, but I am back to doing a past passion a gifted talent I have had since my teens. About a year ago, I started my own line of sewing, my focus is on double-sided Aprons for all occasions. They have been well received by many. I select unique novelty fabric patterns for all occasions to give that very personalized touch to each individual customer. My Aprons are rather unique as they are Reversible, Personalized and Fun. The ideal customers are those businesses and individuals who wish Aprons sewn for their employees and have special occasions to celebrate.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Nancy J. Flint, Attorney At Law, P.A.**

1844 N. Nob Hill Road, #424,  
Plantation, Florida 33322,  
Ph. (954) 812-0660,  
Fax (866) 517-9150,  
nancy@flintiplaw.com  
Website URL: [www.flintiplaw.com](http://www.flintiplaw.com)

I am a registered patent attorney who is certified by the Florida Bar as a specialist in intellectual property. Don't keep your ideas TO yourself – let me help you keep them FOR yourself! As an inventor who is named on 2 patents, I counsel entrepreneurs on all aspects of your business, from the time you set up an organization, to selecting and protecting your brands, to negotiating contracts with your independent contractors, employees, vendors, distributors and suppliers. I aim to make the law work to your advantage. What you don't know CAN hurt you! I have lived in South Florida for almost 20 years, and attended law school at the University of Miami. Besides practicing law, I have 2 daughters and several rescue cats and dogs to keep me busy. I look forward to working with you as your trusted advisor on all aspects of your business!

**Sheila Finkelstein**

Through and From The Lens  
[sheila@sheilafinkelstein.com](mailto:sheila@sheilafinkelstein.com)  
561-752-8338  
[www.sheilafinkelstein.com](http://www.sheilafinkelstein.com)

With a very broad range of education, professional, business, Internet and life experience, Sheila demonstrates the versatility of incorporating it all. She's an educator, coach, parent, grandparent, and former caregiver to husband of 47 years who had been afflicted with Parkinson's Disease. Dubbed by some as "The Lens to Life Discovery," Sheila's strongest passion is inspiring people to "Seeing with New Lenses" the openings and possibilities in their lives, far beyond that which they take for granted.

Her photography and your camera are the tools. In both online classes, in-person programs and local walking/seeing tours she opens people up to seeing the ordinary as extraordinary. This results in expanded productivity and communication with family, friends and business associates.

See [photographyandtransformation.com](http://photographyandtransformation.com) for a sense of what's possible using photography and words as a means for expanding your vision. See <http://throughandfromthelens.com> for course info and testimonial experiences.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Deborah Meltzer**

Florida Wholesale Printing  
4970 N University Drive  
Lauderhill, FL 33351  
954-970-8085  
floridaprinters@gmail.com  
www.FLWholesalePrinting.com

Debby has been working in the family printing business since 1992 where they continue to serve all of South Florida and recently nationwide. They combine quality materials with top technology to ensure they meet and exceed their client's standards for quality and service. Debby's prices are designed to offer her clients a substantial savings while still maintaining the highest print and service standards. Debby understands that low prices are why many clients initially buy, but her dedication to quality and service is why her customers return. She stands behind every job and she is available to help every step of the way.

Debby is happily in a 9 year relationship and has 2 dogs and 2 cats. When she is not working, her passion is scuba diving and is currently training for her Dive Master Certification.

**Enat Halperin**

Halperin Realty Corp  
954.309.8319  
[www.halperinrealty.com](http://www.halperinrealty.com)

Are you thinking about selling your home? Upgrading? Downsizing?  
With aggressive marketing, 16+ years experience and affiliates throughout the world to top it off, no one does it better!

Short Sale? Many Realtors "do" short sales. How many are specialized in distressed properties marketing, negotiating with lenders and have a 95% success in closing the short sale? **I am a Certified Distressed Property Expert.** I close short sales faster. My sellers will repair their credit fast, avoid judgments & may buy another home within a year or two. I **LIST AND SELL** homes that other Realtors have listed before and could not sell.

Born in Israel, I am a South Florida resident since 1991. My 3 kids were raised here. Outside of real estate my life is filled with extra-curricular activities and organization centered around Friends, Family, Animal Rescue & Love of the Arts. Charity has always been an important part of my life. Giving is receiving! Some organizations I support: AFMDA, Susan G Komen, Friends of Oleta , Professional Networking Association, Toastmasters & Children's Miracle Network.

My background is accounting, however, in 1995 I got into Real Estate and never looked back. As a Rookie of the year my first year and a top producer every year thereafter I bring passion to everything I do. I love spending time with my 2 rescued dogs, play the piano, traveling & scuba diving and growing organic vegetables.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Francesca de Matteis**

Francesca de Matteis Jewelry LLC

aka. FDM JEWELRY

305-878-8280

[www.fdmjewelry.com](http://www.fdmjewelry.com)

A creative spirit from an early age, Francesca has always been drawn to all forms of Art. Born in the tropics surrounded by the dazzling inspiration of nature and the vibrant culture of her homeland Haiti, Francesca excelled in her artistic pursuits earning top score in art during her studies. Shortly after graduating magna cum laude she knew she could not ignore her passion any longer and began building her career as an artist. Her early work started with sculpting, specifically carving marble while exploring other mediums such as installation Art, photography and mixed media.

In the fall of 2010 Francesca had a choice to continue working a full time job in and pursue her art on the side or make the commitment to her creative leanings. It was at this time that she allowed herself to reflect on her first forays into jewelry making back in the fall of 2004. This realization was the beginning of Francesca de Matteis Jewelry LLC which officially came into being January 15th, 2011. In her own words, Francesca describes her work as "bold, delicate and soulful" defined by her own personal challenges and discoveries... and filled with a sense that things continue to evolve over time". This sentiment is echoed in the collection's insignia: the dragonfly. It is a symbol of the personal journey of change and growth and known as a creature of wind and water. "it is my sincerest hope that a person wearing one of my pieces relates to it in a deeply personal and individual way... that they may feel special and enjoy the pleasures of being recognized for their outstanding taste and choice of expression".

**Lydia Harris RN, CEO**

The Entrepreneurs' Garden

(954) 414-6144

<http://www.facebook.com/golydia>

<http://www.facebook.com/TheEntrepreneursGarden>

<http://www.linkedin.com/in/lydiaharris>

As a Registered Nurse specializing in Pediatrics, Mental Health, Rehabilitation and Medical/Legal Case Management for 30+ years (ten as an independent consultant), Lydia Harris has a long history as a professional nurturer, educator, motivator, writer and problem solver.

In 2008, Lydia began combining and transitioning these skills into the business arena to assist her teenage sons in earning money when jobs were not available. As a result, she planted an "entrepreneurial garden" for herself by becoming an author. Her first book about that experience "How You Gonna Pay for Those Shoes?" a guide promoting teen entrepreneurship that is so easy even an adult can do it.. Featured on NBC by Trina Robinson, it is available in print at LuLu.com, and on Kindle.

Now as founder and CEO of The Entrepreneurs' Garden and recently selected Area Governor of Toastmasters International, Lydia puts her experience to work for other "Nursepreneurs" and families with young budding entrepreneurs.

**Susan Kissinger**

Kissinger Promotions/ Take Shape For Life

954-849-0664 - Cell

954-565-6482 - Office

[www.mrskiss.tsfl.com](http://www.mrskiss.tsfl.com)

I am a Health Coach for a Take Shape for Life. My husband and I have tried many programs and lost weight, but always seemed to put it back on. Until I met Dr. Donna, and went on the program. Together we have lost over 80 pounds and kept it off for 2 years, I love how easy it was to do the program, and my husband travels and he can do it on the road. So I became a coach so that I can help others. When I started I had no idea that so many others struggled with the same issues, Doctors who say lose weight but don't tell you how or have programs that you spend all your time counting things. The only thing you have to do is count to 5 and have a lean and green meal each day, Easy, Lose up to 2-5 lbs. a week.

If you are on the Yo-Yo of pounds up and down call me!

**Patti Bookout van Tonder**

President/ Founder

Kudu Designs

Build On Hope, Inc.

858 SW 11<sup>th</sup> Court

Ft. Lauderdale, Fl 33315

954.764.7264 or 954.465.3855

[www.kuduklip.com](http://www.kuduklip.com)

[www.buildonHOPE.org](http://www.buildonHOPE.org)

Patti was a retired Cosmetic Executive enjoying life. She met and married a South Africa Professional Rugby player in 2003 and her life changed forever.

She founded BUILD ON HOPE, a 501 (C) 3 nonprofit to assist the hungry, dying children and animals of Africa. They are currently working in Haiti. Patti is also the President of KUDU DESIGNS that manufactures and sells The KUDU KLIP. They are sold in hotels, spas and boutiques across the country and online at [www.kuduklip.com](http://www.kuduklip.com) The KUDU KLIP is a major fundraising tool for BUILD ON HOPE. "Wear in your hair and show that you care." Her ideal customer is ANY lady that has hair! The KUDU KLIP will stay in ALL hair types and will not come out until you take it out. It is a product with a purpose.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

**Lauren V. Perez**  
**LVP Solutions, LLC**

[lauren@lvpsolutions.com](mailto:lauren@lvpsolutions.com)

Born in New York City, raised in Pennsylvania, and now living in South Florida, Lauren is a single mother with a teenage son, 2 dogs and a 20+ year old cat. In 1985, Lauren returned to New York to live her dream of being on Broadway. Within 2 days, she was robbed, living in 1/4 of a stranger's basement, and questioning the Broadway journey. Opting to explore a route more likely to lead to food, Lauren went to the Y, took a shower, and got a job as a secretary in an advertising agency. As a result of fate, luck and some good, ole fashioned street smarts, Lauren was soon immersed in the world of trademarks, branding and copyrights --- working with the World Wrestling Federation and protecting Barney the Purple Dinosaur.

In 1996, with a newborn son, Lauren was recruited by a multinational law firm in S. Florida. Within 8 years, and without the benefit of a law degree, Lauren was named a Principal of the firm, managing intellectual property and regulatory affairs departments, conducting seminars throughout the country, testifying before Congress and lobbying in Washington DC to protect the rights of American consumers to a competitive marketplace. In the summer of 2010, Lauren formed LVP Solutions™ to help small to medium sized companies protect their brands and create their branding strategies. Soon recognizing that the marketplace challenges for small businesses were overwhelming, in 2011, Lauren also founded SBF™ (Small Business Forum), and is now working with experts from throughout the United States to create a powerful resource and voice for the most important stakeholders in our nation's economy – its small business owners.

**Doris Bodnar**  
**The Bodnar Group**

(954) 796-7000

[DBodnar@TheBodnarGroup.com](mailto:DBodnar@TheBodnarGroup.com)

[www.TheBodnarGroup.com](http://www.TheBodnarGroup.com)

We are a comprehensive financial advisory firm helping clients create, preserve and ultimately distribute their wealth. Clients come to us to start investing, improve their investment portfolio or just looking for a second opinion about their investments and retirement plans. We pride ourselves on providing unbiased advice. To accomplish this we aligned ourselves with an independent broker dealer, Summit Brokerage Services, Inc. which does not offer any proprietary products, thereby, allowing us to offer our clients truly unbiased advice.

We adhere to a "client centered" process whereby the focus is always on the individual client. Brainstorming with clients is a standard practice to think through the variety of alternatives that are uncovered during the process. This allows the client to understand the best course of action to meet their particular financial objectives. Understanding that this is a very personal process the firm maintains the highest standard of integrity and confidentiality.

**MEMBERSHIP ~ "It just makes Cent\$. Update your member profile, upgrade your membership or join today at [www.WECAI.org](http://www.WECAI.org). Call 954-625-6606 or email [heidi@WECAI.org](mailto:heidi@WECAI.org) for more information.**

# Save the Dates

*Be sure to join us for our next meeting on  
Thursday, November 17th*

**SAVE October 1, 2011 for CASHING IN ON THE WEB!**

**Special price \$77 thru September 23, 2011!**

**Visit: [www.CashingInOnTheWeb.com](http://www.CashingInOnTheWeb.com) TODAY!**

**To Join Women in Ecommerce™, visit:**

**<http://www.WECAI.org> TODAY!**



***"It Just Makes Cents"***

For more information visit [www.WECAI.org](http://www.WECAI.org) or call 954-625-6606