

# WECommerce News

Resources for Women to Leverage the Internet &  
**GROW** Your Business

January 13, 2011

## *What's Your Word for 2012?*

On several forums this month the discussion has centered around this very topic. The topic being choosing a word for the year. For some, the word was "hope" "commitment," "opportunity," "present," "vibrant" and so forth. It was an interesting discussion. Some people struggled with their word, others said, they didn't choose their word, it chose them. And I too feel my word chose me. It is a word I often use and really resonate with. **My word is Elan**... it means "*a feeling of strong eagerness, inspired by passion or enthusiasm ~ a refined quality of gracefulness and good taste.*" In fact, Elan my word for several years now 😊

Another word that comes to mind is RENEWAL. Because the New Year is suppose to be the promise of renewal, a renewed sense of excitement, anticipation and growth. And if the past three+ years have taught us anything, it is that we have to plan better for our own futures. So many people have suffered great losses of time, talent, treasure and even life. That is why we are given the present and possibly a future. I have never been one to look back or dwell on the past. After all, it is the past. We can remember it, be nostalgic for it and even get a feeling of warmth or sadness over what has happened in the past. But we cannot change the past. So today I look at 2012 and am filled with ELAN and a *renewed* sense of better things to come.

*What about you? What are your words for 2012?*

And with that I am excited to announce that our new site is live. thanks to Charly Leetham and her brilliant team at AskCharlyLeetham.com. You can read the post I wrote about it "Membership has it's privileges." While the site is no where near complete, it is functioning much better than it has in several years. And when you login to the backend you will see a new member dashboard with links to our Communities, Resources and Training. Be sure and check it out.

In addition, we are redoing our Global Directory and invite you to submit a listing (if you have not already done so). We plan to promote this across several channels including social media and more. Go ahead, it's FREE.

And finally, we have crossed paths with so many amazing women in the past few months. Several of which have joined us as either Platinum or Lifetime members. They are listed below.

Be sure and check out our members in the news, resources section, recommended reading and of course, Events. Lots happening both internally in Women in Ecommerce AND with our members.

Thank you for your support and friendship. We expect great things in 2012 for each of you. May this be the beginning of your best year EVER. Happy New Year!

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*Warmest regards,*

*Heidi*

Heidi Richards Mooney, Publisher, WE Magazine for Women, Founder & Chief Visionary  
[www.WECAI.org](http://www.WECAI.org), Social Media/Internet Mentor & More

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**WELCOME 41 NEW MEMBERS**

In the past THREE MONTHS **41 Women** have joined Women in Ecommerce. **Please help me welcome the following New LIFETIME Members: Solange Boice, Donna Kim Brand, Ellen Sue Burton, Charlene Christiano, Leslye DeWeever, Dee Grohowski, Lydia Harris, Mary Keiser, Deborah Kirkpatrick, Michelle Luongo, Danna McDonald, Chadia Meroueh, Lauren Perez, Wendy Perkins, Jennefer Resko, Racheli Smilovits, Jean Caldwell Roberts and Donna Kim Brand,**

**Our Newest Platinum Level Members are: Sonia Alexander, Pamela Blaco, Kathy Dedek, Shari McConahay, Marisol Hernandez, Cheryl Rubman and Claudia Rimoli.**

**Our Newest GOLD member is Carol Tracz.**

You will be reading more about these members in upcoming issues and online!

**Our newest Silver Members to Women in Ecommerce™ are:** Chris Sheridan, Debra Godai, Freda Schmitt, Claudia Gallego, Jennifer Moline, Walethia Aquil, Barbara Yolles-Hill, Andrea Feinberg, Pam Wolf, Dena Bower, Veronica Omeni, Darlene Kearns and Lucie Davis!

If you are a subscriber and have not yet joined us, visit: <http://wecai.org/membership/join-wecai> today. Silver membership is FR.EE.

## MEMBER TO MEMBER

Women in Ecommerce™ is getting ready to launch a new initiative we call **Member to Member**. It is a benefit focused program where we will invite members to offer their products and services and events to one another in a special area of the website. We are looking for products, services and events members would be able to offer at a discount or for FREE (such as virtual events). If you have a product or service or event you would like to showcase, send me a note to [heidi@wecai.org](mailto:heidi@wecai.org) and I will send you more information. Please put "Member to Member WECAI" in the subject line.

## MEMBERS IN THE NEWS

Congratulations to Rosana Santos of [BigChefOnline.com](http://BigChefOnline.com) for all her awards including the City of Hollywood Small Business Saturday Award! In addition Rosana and Joan Cartwright of [Women in Jazz South Florida](http://Women in Jazz South Florida) were the recipients of the Spirit of Excellence Awards by the American Business Women's Association. Way to go Ladies!

**Congratulations to Kathy Dedek, our Featured Platinum Member this month.**

The Woman in Ecommerce™ Members of the Month for September, November and December (respectively) were [Sheila Finkelstein](#), Personal Coach & Photographer, [Dr. Karen Gray](#) of LuvCandlz.com and [Edie Galley](#) of Courageous Voices

**Special thanks again to Charly Leetham who has been working behind the scenes to get Women in Ecommerce™ ready for the New Year. If you need someone who is wordpress Wishlist (membership site) expert, go to [www.AskCharlyLeetham.com](http://www.AskCharlyLeetham.com) and check her out. She is AMAZING!**

If you are a member and you/your company makes the news be sure to [send us the information](#) so it can be included in a future issue of WECommerce News.

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## EVENTS & SAVE THE DATES!

**Friday, January 20 & Saturday January 21:** The South Florida Board of Advisors are having their first annual Board retreat. Many of the action items to come from that retreat will also benefit our National and International Members. Stay tuned.

**On Tuesday January 24<sup>th</sup> at 8pm EST: Complimentary WEBINAR** brought to you by Savvy Ladies: "*Emotional Currency, Our Feelings About Money*" with Kate Levinson, PhD ~ who will introduce an approach to money looking solely at our psychological and emotional responses. **Free to sign up.**

**Thursday, January 26 South Florida Chapter Luncheon** ~ How to Make a Living Online with Tom Antion, Internet Marketing Multi-Millionaire. See: <http://wecai.org/3909/how-to-make-a-living-online>.

**Saturday, January 28:** South Florida **Superstar Summit** featuring Ingrid Elfver, Tom Antion, Christina Rowe, Barbara Theodosiou, Mike Koenigs and More. It is an all day interactive, intensive training from some of the nation's best Internet, Branding and Publicity Experts--all in one place! Check it out today at <http://www.superstarsummit.com/>

**WECommerce News Top Ten Resources, Tips and FRE.EBies**

1. Read: Ten Tips to a Savvy eCommerce Site <http://wecai.org/3705/ten-tips-to-a-savvy-ecommerce-site>
2. Video: How to Maximize LinkedIn for Business with Christina Rowe <http://wecai.org/3849/how-to-maximize-linkedin-for-business>
3. Little Independent: An online marketplace for sale items from Independent Retailers. Visit: [www.LittleIndependent.com](http://www.LittleIndependent.com)
4. W3Schools Learn a little simple basic HTML (the language used by web browsers to dynamically format web pages and improve your SEO) <http://www.w3schools.com/html/default.asp>
5. With SocialDitto, you can embed tweets directly on your site, allowing for it to be crawled and noticed. <http://socialditto.com/>
6. LinkNotify.com is a great tool to see all the links your friends are sharing at a glance <http://www.linknotify.com/>
7. Special Report: Get Ranked: 11 Steps To Search Engine Optimization by Charly Leetham [http://www.askcharlyleetham.com/idevaffiliate/idevaffiliate.php?id=121\\_8](http://www.askcharlyleetham.com/idevaffiliate/idevaffiliate.php?id=121_8)
8. Special Report by Edie Galley: 25 Quick Easy and Inexpensive Ways to Generate Massive Publicity <http://ediegalley.com/>
9. Operation Cleanup: Complete Malware Removal Guide Think your Windows computer might be infected? Clean it up yourself with a variety of free tools, using this "Operation Cleanup: Complete Malware Removal Guide" <http://www.makeuseof.com/pages/download-operation-cleanup-complete-malware-removal-guide>
10. Filehippo: With FileHippo.com their mission is to provide you with the simplest method of downloading the newest versions of the best software - without the usual excessive popups or spyware and without the low quality software. <http://www.filehippo.com/>

**Note: These and other resources can be found in our FR.EE Resources section here:** <http://wecai.org/business-resource-center-2/articles/free-resources>

**Etc.**

**Need a new domain?** Want to transfer your domain and save money? Need inexpensive hosting, email accounts, a wordpress blog and more? Check out WECAI Domains at [www.WECAIDomains.com](http://www.WECAIDomains.com).

Are You Enjoying This Issue? If so, please pass it on to all of your friends and colleagues. Even better, send them to [www.WECAI.org](http://www.WECAI.org) to sign up and they will receive two FR.EE Special Reports ("E-mail Marketing Strategies" and "Why You Need an Internet Presence") and an Audio Brief (Components of a Good Website Design) just for signing up! The sign up box is on the left hand side below the MENU.

Miss an issue? You can now view past issues of WeCommerce News Archives on our new site! Go to: <http://bit.ly/NewsArchives> and check it out.