

## **eMonday News – News for BUSY WOMEN on the GO!**

**August 31, 2009**

### **Anything's Possible**

"Anything's possible if you've got enough nerve." J. K. Rowling

If you only get one shot at opportunity, would you give up? Or seize it? Time to seize the day... and the opportunity to live your dreams! That's my mantra for today... and really everyday. Everyday at least one opportunity comes my way that I then must decide to grab hold of or let go. And not all opportunities are created equal. Some are sales pitches disguised as opportunities and really they are only opportunities for the other person. In my humble opinion, the best opportunities in life are those that are win-win. Everyone benefits in some way. Time to look at all the opportunities in front of you and see if they really are benefitting both you and the person or company on the other end.

One of the reasons I love to publish eMonday news is because every day I come across exceptional opportunities that need to be shared with our members and stakeholders. And I like to believe that some of you (if not all of you) find value in it. That is why we continue to pack it with lots of great content that includes complimentary resources and important announcements. Be sure and read all the way through so you don't miss a thing!

We are working on the WECAI website and cannot wait to show you our new look! Firelight Web Design in Wyoming is doing the redesign and they are a dream to work with. Stay tuned because the new site will be unveiled in Mid-October along with many new features!

**SAVE THE DATE:** In honor of our re-launch (and 6 year anniversary) we are hosting a meeting in Fort Lauderdale (October 29, 11:30 to 1:30 at the Tower Club) 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.

WE Magazine for Women is hosting a Video Advertorial Competition. If you have a how-to, motivational or advertising/pr video about your company get ready to submit them to this exciting event. Read below or Visit: <http://wemagazineforwomen.com/we-magazine-for-women-is-looking-for-winning-videos/> for more information.

**Last Call:** 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 (below). We still have one ticket to give away to some lucky member!

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.

**eMonday News August 30, 2009 (cont.)**

**In this issue:**

Women's Entrepreneurial Conference & Women in Ecommerce Events

LinkedIn SKILLBUILDERS Program Looking for Experts

eMonday Resources, Tips and FRE^EBIES

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](http://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](http://www.wbdc.org), or by calling (312) 853-3477, ext. 24.

Did you know that WECAI.org [www.WECAI.org](http://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.

Event #2

## **eMonday News August 30, 2009 (cont.)**

SAVE THE DATE: October 29, 2009 from 11:30 to 1:30 Women in Ecommerce and Broward Alliance are hosting our re-launch luncheon with an informative program on growing your business on the WEB. Cost is \$37 paid by October 20<sup>th</sup> and \$45 paid by October 27<sup>th</sup>. This will be a sell-out event (seating is limited). A separate email with registration will be sent to our South Florida friends. Stay Tuned! (4) Sponsorships are available Tables are \$140 (including lunch) and each sponsor will have time to briefly address the group. You will also be listed on our websites as a sponsoring company or organization. If you would like to have a sponsor table, send a message to heidi (at) wecai.org.

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**LinkedIn SKILLBUILDERS Looking for EXPERTS**

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>.

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.

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**eMonday Resources, Tips and FRE^EBies**

1. PagePainter is a unique tool to create and test web page color schemes.  
<http://www.pagepainter.com/>
2. Here's an easy to understand tutorial How to Add Video in WordPress.com When You Don't Use You Tube <http://wordpress.tv/2009/08/05/videopress-com-basics/>
3. Complementary SPECIAL REPORT - Get Your Office Organized Right Now! at <http://www.getbeth.com>
4. Have you seen RSS Zine yet? It is an excellent resource for turning blogs into ebooks, turning page documents and more – check it out at <http://tinyurl.com/rsszine> today.
5. Creative Weblogging is a world-wide blog network that creates and promotes blog for companies. Visit <http://www.creative-weblogging.com/> for more information.
6. How to Create an Illustrated Cartoon Character <http://tinyurl.com/nxvv8m> GREAT tutorial!
7. Have you read about the Digital Millennium Copyright Act? <http://www.google.com/dmca.html>  
In 2000 a copyright law was passed to protect those of us who post our writings, pictures, etc. on the internet. Should you find that someone has plagiarized your property, fill out a DMCA Take Down Notice form. You can find the form here:  
<http://www.dreamweaverresources.com/forms/copyright/index.htm>. Thanks Debra Shively Welch and Rosie Horner for sharing this resource!

**eMonday News August 30, 2009 (cont.)**

8. Need to multiply or divide something quickly and cannot find your calculator? Go to Math.com (<http://www.math.com/students/calculators/source/basic.htm>) for a basic online calculator

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OTHER ITEMS OF INTEREST:

#1 WE Magazine for Women is hosting a Video Advertorial Competition. If you have a how-to, motivational or advertising/pr video about your company get ready to submit them to this exciting event. If not, now is a great time to start creating one. Videos are one of the best ways to draw traffic to your site and if they are posted on WE Magazine for Women, YouTube and your site, that is three times the exposure. WE Magazine for women is getting tons of traffic (more than 1,300 unique visits a day) so why not boost your own rankings by entering? 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 and readers. The winning videos will receive a half page ad in WE Magazine for Women for a year as well as other great benefits! Visit: <http://wemagazineforwomen.com/we-magazine-for-women-is-looking-for-winning-videos/> for more information.

#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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