

Media Release

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For Immediate Release

Founder of Women in Ecommerce Among 100 Outstanding Women of Broward County

Davie, FL (June 1, 2010) Heidi Richards Mooney was among the 100 Outstanding Women of Broward County honored in a festive gala on May 13, 2010. The dinner was intended to “bring the community together to celebrate how far women have come in leadership roles in the business, community and philanthropic fields.” In all, over 1,000 people attended the silent/live auction, fashion show and dinner recognizing 100 outstanding women in the community for their professions, service to the community and leadership roles.

Proceeds from the event benefited the Boys & Girls Clubs of Broward County (a private agency dedicated to helping young people improve their lives by building self esteem) and the Susan B Anthony Recovery Center (which addresses the special issues that women face while in recovery from the disease of substance addiction while keeping the family intact and out of the foster care system).

Heidi Richards Mooney is the Publisher of WE Magazine for Women, a Social Media Publicist, Serial Entrepreneur and author of 8 books including her latest “Quirky Marketing: 365 Ways to Promote Your Business Using Zany and Non-Traditional Holidays.” Heidi’s passion is helping clients get their FACEBOOK, TWITTER and BLOG on. She is past president of several South Florida organizations including Florida Speakers Association, Miramar-Pembroke Chamber of Commerce and the founder of Women in Ecommerce, Inventing Women and a dozen others. Heidi has volunteered for the American Cancer Society, Boys and Girls Club and several local and national nonprofits. She currently mentors women on how to do business on the web.

Honorees included: Susan Mary Agnew , Rixys Alfonso , Rachel Alters, Rose Amberson, Claudette Bonville, Lauren Book-Lim, Gale Butler, Denise Buzzelli, Hope Calhoun, Kelly Cappolla, Rita Case, Marsha Curren, Lynn Curry, Alex Danburg, Ann D’auria, Janet Davis, Sheryl A. Dickey, Michelle DiMarco, Anita Fishcler, Robin Fulling, Lisa D. Gaeta, Susan Glasscock, Marietta Glazer, Mercedes Henriksson, Lisa Hojara, Gerlinde Hopkins, Tera Jenkins, Heather Keir, Dorothy Klein, Babette Kosar, Kristi Krueger, Mary Anne Kull, Rose La Femina, Holly Lamberti, Paula Levenson, Jennifer Lewis, Ilene Lieberman, Angela Loehr-Chryslet, Kristene Lundblad, LindaMalave-Rasche, Alexandra Mastriana, Malena Mendez, Joanne Miner, Carol Molnar, Sheryl Moore, Patti Morse, Abby Mosher, Doris R. Muscarella, Syndia A. Nazario Cardona, Gloria Niec, Candy Norton, Ronnie Oller, Leah Orr, Marge Osceola, Barbara Parlavecchio-Ortis, Arlene Pecora, Sonia Perez, Leatrice Phares, Mary Kathryn Pirtle, Jonnine Porter, Melinda Rao, Cindy Raymond, SusanRenneisen, Heidi Richards Mooney, Mary Riedel, Stacy Ritter, Judi Lang Robaina, Summer Robertson, Trina Robinson, Jackie Rosen, Lysandra Russell, Bernadette Russo, Melody Saleh, Karen Alterman Salver, Lori Samuels, Julie Saumsiegle, Lori Sawyer-Lyons, Melanie Silverman, Germaine Smith-Baugh, Julie Soviero, Wendy F. Siegel, Dawn Stagliano, Susan Starkey, Susan Swilley, Stella Tokar, Allyson Tomchin, Gia Tutalo-Mote, Linda Von Allmen, Terri Wallace Flannery, Ali Waldman, Dr. Diane Whitehead, Polly Wilkie, Barbara Williamson, Alyce V. Zahniser.

Women in Ecommerce’ mission is to “help women do business on the web,” and is the voice of business, professional and executive women, we provide virtual and in-person opportunities for collaboration, networking, personal and professional development, increase prosperity, leadership and international recognition.

For more information on the Susan B. Anthony Center, call 954-961-0324. For more information on the Boys & Girls Club of Broward County, call 954-537-1010.

For more information on Heidi Richards Mooney or to have her speak to your group, visit: www.HeidiRichards.com or call 954-625-6606. For more information about Women in Ecommerce, visit www.WECAI.org or call 954-625-6606.

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