

Vol 1 Issue 1 March 2022

PREMIER EDITION

EMPOW(HER)

inside wibvic magazine
PLUS

words through art -
enter the magical
world of Christa
Ann Molloy

15 women in
business
inspiring
journeys

Wendy K. Adams -
personal health &
fitness
perspective

Khnuma
Simmonds - living
life in purpose
and on purpose

KENYA EUGENE

the journey to
self in Africa

#youngpreneur
"featuring Emanah Thomas"

#marketing
"biz blueprint to success"

#finance
"ready for retirement"

PURPOSE DRIVEN WOMEN IN BUSINESS

CONNECTING, SUPPORTING, AND EMPOWERING BUSINESS WOMEN | WIBVIC.COM



FOUNDER'S NOTE

welcome to the premier issue of EMPOW(Her) Magazine

Ruth King-Chaseau

Welcome to the premier issue of EMPOW(Her) Magazine! We are very excited to present this new, bi-annual publication to you and hope that it provides you with compelling content, inspiring stories, and the belief that you too can accomplish all of your dreams.

EMPOW(Her) is a celebration of women's contributions to business and society in the U.S. Virgin Islands. It is the result of a collaboration among Women In Business VI & Caribbean (WIBVIC) to offer another tool for advertising to the businesses we serve. In the midst of the 2020 pandemic, WIBVIC was started as a Facebook group to promote and support female entrepreneurs in the Virgin Islands, Greater Caribbean and USA. The group serves as a platform for female business owners to market their products and services, receive specialized training, and share knowledge in digital business expertise that has emerged out of the COVID-19 pandemic. In 2021 we held the first Empow(Her) Pop Up Festival in the territory, partnered with Anatha USVI to host the "Dare to Dream" Summer Program, hosted a round table meeting with the governor of the US Virgin Islands and ended the year with a Christmas Shopping Festival and toy distribution.

One of our 2022 projects aimed at supporting and promoting women-owned businesses in the territory is the EMPOW(Her) Magazine - which we are excited to share with you. We will feature positive WIB/Entrepreneurs' stories to bond the consumer with the backbone of the economy, the female entrepreneur. Our magazine will also showcase local business products and services, events, and more. We expect to add various features and segments as the readership develops and other needs arise.



Additionally, the magazine will also offer advice and guidance to "inspire, encourage, and elevate women" on all levels. Its mission is to help its readers reach success in whatever way they define success.

From emerging entrepreneurs to new women-owned businesses starting in the USVI, we promise to highlight their journey while inspiring you and others to follow your dreams. Our goal with EMPOW(her) is to illicit excitement in you to **THINK BIG** and **DREAM BIG**, for

with **GOD ALL THINGS ARE POSSIBLE!** In the book of Habakkuk 2:2-3 *"And the Lord answered me, and said, Write down the vision and make it plain on tablets so that a herald may run with it. For the revelation awaits an appointed time; it speaks of the end and will not prove false. Though it linger, wait for it; it will certainly come and will not delay."* (NIV)

Our women entrepreneurs are indeed running with it! As you open your first inaugural issue of EMPOW(Her) Magazine, it is our sincere hope that after reading it you will be inspired to reach new levels of success; while being more determined than ever to keep our economy thriving by shopping local.

On a more personal note: I want to take a moment to thank God, my loving husband, WIBVIC Admins, editors, business owners, and contributors for helping to make this project launch a reality. I hope you enjoy this venture and concomitant adventure created just for you!

Happy Reading!

Ruth
Ruth King-Chaseau, MAE
Founder, WIBVIC & Empow(Her)
Magazine



16



12

FEATURE COVER

KENYA EUGENE
SAMUEL JOSEPH - SLJ PHOTOGRAPHY
LOCATION: KARURA FOREST, NAIROBI KENYA

INSPIRING STORIES

- ELIZABETH HODGE
- 340 WOMEN'S SOCCER INC
- JUDITH "JUICY" FIGUEROA-FERDINAND
- SHELLEY WILLIAMS
- MAXINE RICHARDS



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- CARMEN O'REILLEY- TRAVEL
- NORMA SIMMONDS
- TAMEKA DUNCAN
- DONNALEE EDWARDS CABEY



FEATURES

- CHRISTA-ANN MOLLOY - ART
- IVELIZ PETERSEN - ARTISAN SKIN CARE
- ADELINE JERSON-ALEXANDER - CUISINE
- KENYA EUGENE - COVER STORY
- EMANAH THOMAS- YOUNGPREENEUR





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Women In Business
VI/Caribbean Chapter

CC1 Virgin Islands



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