

BOLD MOVES

SPRING 2025

THE CHICKS IN CHARGE
MAGAZINE

10
TIPS FOR
GROWING
YOUR
NETWORK

HIGH ROAD
LEADERSHIP IN
A CHAOTIC
WORLD

BOLD MOVES
FROM PARIS
TO AFRICA
TO THE
HIGH SEAS

TIME
TO PLAY
SPRING RESET
FOR WORK,
WEALTH &
WELLNESS



THE SPRING "BREAK"

Renewal requires rest, right?

Dear Chicks,

As women leaders, we spend our days making decisions, managing teams, and pushing forward with bold ambition. But when was the last time we gave ourselves permission to truly rest and play?

Spring Break isn't just for college kids—it's a necessary reset for those of us carrying the weight of leadership. Imagine a getaway designed for reconnection and renewal: swapping board meetings for beach walks, networking over sunset cocktails, and trading Zoom fatigue for real conversations under the stars.

Rest isn't a luxury; it's fuel. Play isn't frivolous; it's creativity in motion. When we step away, we return stronger, sharper, and more inspired.

That's why we've scheduled our last two SHE Shines women's leadership conferences in destinations where we can connect and then explore and play. Scottsdale in 2024 and Nashville (4/25!) in 2025. In this issue, you'll see how several of our boss Chicks have made adventure a part of their professional growth.

If you can't get away, take a play day with your favorite activities or book a beauty day at Live Well 360 by a local boss Chick. Let us know what you loved from this issue, too. Thank you for all you do.

Gather & grow,
Malena Putnam
Co-founder, Chicks in Charge



SHE Shines
Scottsdale brand shoot.

Malena Putnam, CEO &
Adventurer

Above photo & cover photo by
Snappy Goode, Snap Media Branding

STUFF YOU'RE GONNA WANNA READ



SHE Shines speakers & sponsors, Scottsdale, 2024. Next one, Nashville, 4.26.25

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Amy turned her passion for wine into a dream revenue stream.

Plus Chicks spotlights and offers and how to grow your network.



BOLD MOVES ON THE HIGH SEAS



Julie Reising, LMFT & Play Therapist shares her adventure hosting her first play therapy cruise.

Q. You did it! You held your first play therapy continuing education retreat on a cruise. What do you think was the key to your success in making it happen?

The key to success was partnering with someone I trust whose skills complement mine. While I focused on marketing and content, my business partner, Nancy Soliz, handled the details, like financial records. Since this was a first-time venture, we gave ourselves plenty of time to research, develop the program, and attract participants. Most importantly, we trusted each other to handle our roles, making the entire process both exciting and rewarding!



Q. What was the biggest lesson learned about planning a trip like this?

The biggest lesson I learned is that no matter how much you plan, unexpected challenges will arise—so flexibility and quick thinking are essential. For example, when a participant missed the ship due to a canceled flight, she also missed a full day of training. Since she needed the continuing education credits to renew her credential, my partner and I quickly devised a way for her to make up the six hours before the cruise ended. Being able to adapt on the fly made all the difference!

Q. What was your favorite part of the trip?

Since it was my first cruise, I fully embraced the cruise life! I loved teaching and learning with my colleagues on our “at sea” days, but one of the most magical moments was gazing at the ocean under a full moon, with no land in sight. And the fresh bread—so yummy! Off the ship, my favorite day was snorkeling in Grand Cayman, followed by a mouthwatering lobster lunch at a waterfront restaurant. It was pure bliss!

Q. What advice would you have for other women in hitting a big goal in their life?

Believe in yourself and the possibility of success! It's easy to focus on what could go wrong or let fear of failure hold you back, but don't forget to fully embrace the chance that things will work out. I'm not a big risk-taker, so I did a lot of mindset work to trust myself, make wise decisions, and stay open to success. Whenever doubt crept in, I reminded myself to give as much energy to the possibility of success as I did to any fears of failure—and that made all the difference!

Be unapologetically
yourself





FIRST QUARTER GOAL GETHERS

The first Monday of each month, our members are invited to "name it and claim it" to set their priorities for the month for **work, wealth and wellness**. You can participate in person at Yay on Broadway in Edmond or online via Zoom from anywhere in the country. Learn more at ChicksinCharge.club. Connect with our Chicks on our [online directory](#).

FROG = Focus Reaches Our Goals

Where your focus goes, your energy flows, & your life grows.

Magic happens in the present moment so what **ACTIONS** are you taking right now to make your dreams come true?

At Goal GetHers we use a Focus Pocus planner and prioritize up to 3 things in each category:



This science-backed approach makes it more likely that you will hit your goals. Your fellow Goal GetHers provide feedback, guidance, resources and connections to help you along the way. But first, **YOU** have to prioritize what truly matters to you and *leave the rest in the pond.* 😊

We call it **Kiss the FROG**, because it's only by embracing the goal and doing the work that you'll get there.

Now, set aside some time to set those intentions for Q2 and **TAKE THE LEAP**. If you'd like accountability, **JOIN US!**



"Completed and passed Mentorship Level 2 for my financial groups training!"

Rachel Migl
RLM Insurance



"I knocked out my taxes and got them to my CPA early!"

Jane Zahasky
Massage OKC

Learn more about membership and our events at ChicksinCharge.Club.



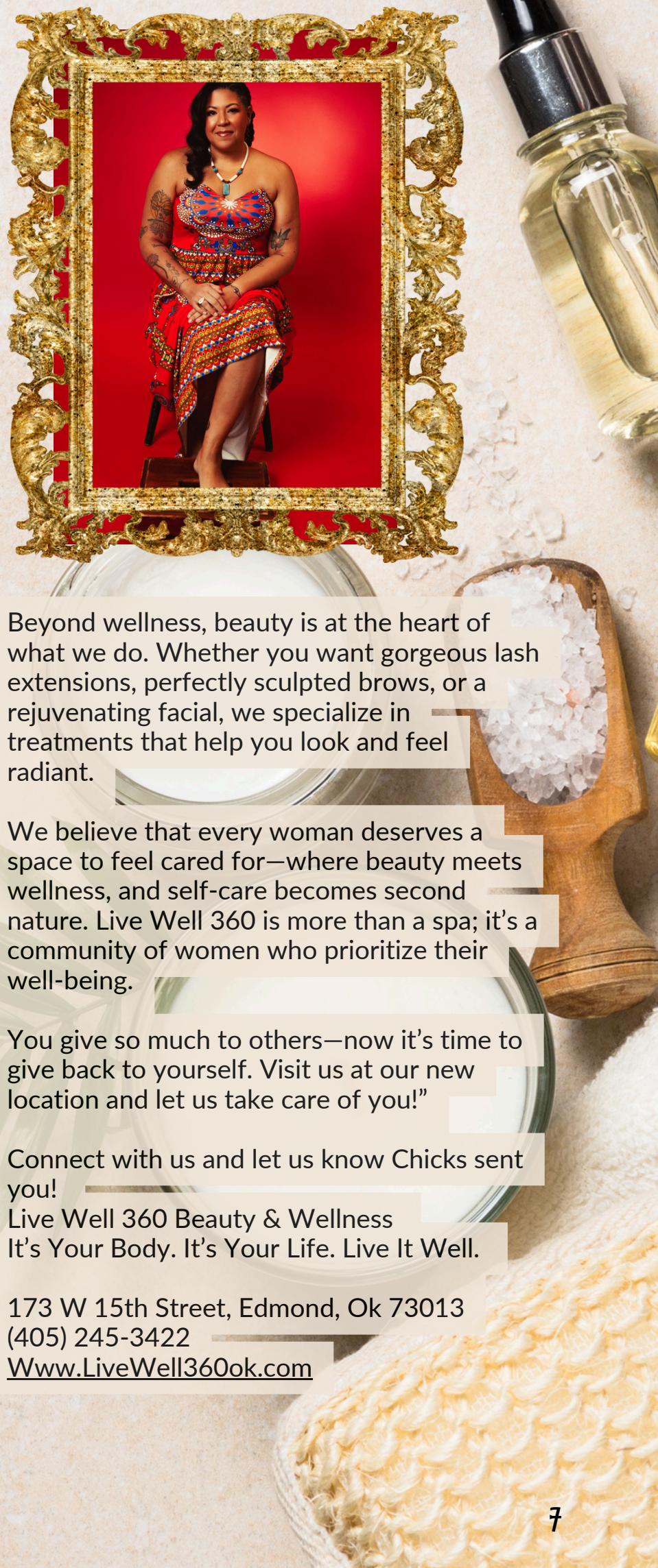
SPRING SELF-CARE GUIDE

by Lisa Woody, Live Well 360 Beauty & Wellness

At Live Well 360 Beauty & Wellness, we know that self-care isn't a luxury—it's a necessity. Women are constantly balancing careers, families, and responsibilities, often putting themselves last. Our new location was designed with you in mind—a place where you can unwind, recharge, and feel beautiful, strong, and confident.

We've expanded our services to offer more ways to nurture both your body and mind:

- ✓ Red Light Therapy – Boost collagen, reduce inflammation, and enhance skin vitality.
- ✓ Hyperbaric Oxygen Therapy (HBOT) – Improve circulation, speed healing, and support overall wellness.
- ✓ Steam Sauna – Detoxify, relax muscles, and relieve stress.
- ✓ Couples Services – Take a break and reconnect with a loved one in a peaceful setting.



Beyond wellness, beauty is at the heart of what we do. Whether you want gorgeous lash extensions, perfectly sculpted brows, or a rejuvenating facial, we specialize in treatments that help you look and feel radiant.

We believe that every woman deserves a space to feel cared for—where beauty meets wellness, and self-care becomes second nature. Live Well 360 is more than a spa; it's a community of women who prioritize their well-being.

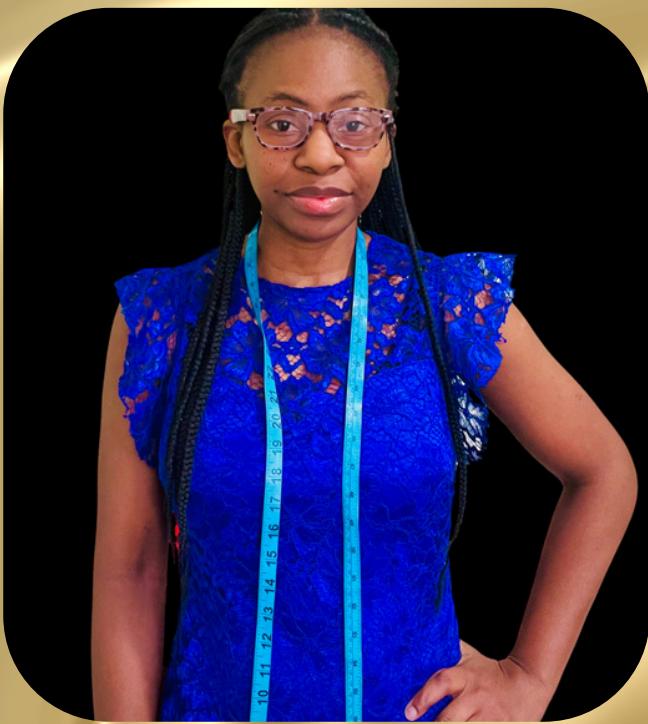
You give so much to others—now it's time to give back to yourself. Visit us at our new location and let us take care of you!"

Connect with us and let us know Chicks sent you!
Live Well 360 Beauty & Wellness
It's Your Body. It's Your Life. Live It Well.

173 W 15th Street, Edmond, Ok 73013
(405) 245-3422
Www.LiveWell360ok.com

BOLD FASHION IN EDMOND, OK

Spotlight on Ola Apatira, Atira Designs, member of Yay on Broadway



Hello, I am Ola, a custom Fashion Designer in Edmond, Oklahoma. I make elegant and beautiful custom wedding dresses, prom dresses and special occasion outfits. I own and manage ATIRA DESIGNS (LLC)

Q- How did you know you wanted to be a Fashion Designer?

A- my love for sewing and designing clothings since I was a little kid made me know that I would make clothings for people and see them wear my designs.

My love for making outfits and being happy and excited doing it for people was my sign to continue to pursue what I love to do.

Q- What do you love most about your job?

A- What I love most about my job is putting smiles on faces and being a part of women's special moments and big day. Seeing beautiful women wear my designs and rocking it with confidence

Q- What advice do you have for women who are nervous about taking a big leap in their business?

A- my advice would be to pursue your dreams without looking back or looking at the cons or down side. Start small and keep pushing towards getting better at what you love to do that's good.

Follow Ola in Instagram @atira_designs.



BOLD LOCAL BOSS CHICK OFFERS



ACE Party Supplies

**25%
OFF
\$100
ORDER**

ACE is the only large locally-owned party supply store in the metro providing balloons, delivery, party & spirit supplies and concessions.
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Office: 405-353-0140



Yay on Broadway

**BOOK 3
HOURS,
GET 1 HR
FREE**

Celebrate Community is the mission at Yay co-work and event space in north Downtown Edmond. More Yay for work & play. www.yayonbroadway.com



Oklahoma Real Estate

Getting You From Where You Are To Where You Want To Be. Jennifer Hodgens and the OklaHome team are your full-service concierge real estate consultants helping you through the process of buying, selling, rental investing, remodeling or building with more Joy and less Overwhelm.
Text 405-519-2302 | OklahomaRealEstate.com
@OklahomaRealEstate FREE Consultation

BOLD PASSION

URBACH WINE SHOP

AMY URBACH, WINE CONSULTANT



I am passionate about bringing the Napa Valley experience right to your doorstep. As a local representative for a renowned Napa winery, I offer unique in-home wine tasting experiences, allowing you to explore exceptional wines without ever leaving your home. This is a fantastic opportunity to try before you buy, ensuring you discover the perfect wine for your taste before committing to a purchase.

My business is built on the concept of personalized wine experiences that connect you with top-quality Napa wines. We don't sell to liquor stores, restaurants, or grocery stores—everything is shipped directly from the winery to you, giving you exclusive access to these fine wines.

Whether you're planning a special evening with family and friends or just want to explore new wines, this is an ideal way to enjoy the rich flavors and elegance of Napa Valley in the comfort of your own space. I've always had a love for good food, great wine, and even better company, and I want to share that passion with you.

By hosting wine tastings in your home, I'm creating a relaxed and enjoyable environment where you can deepen your appreciation for fine wines while making lasting memories with loved ones. Let me bring the Napa experience to you and make your next gathering one to remember!

IG: [@amyurbach](https://www.instagram.com/@amyurbach)
www.urbachwineshop.com
Cheers!
Amy Urbach
Wine Consultant - WineShop at Home



BOLD MISSION IN SOUTH AFRICA

Boss Chick Snappy Goode shares the humanitarian trip that opened her eyes.

Q: Tell us a little bit about the mission trip and why you decided to participate.

From February 8-17, 2025, I joined a mission trip to Eswatini, Africa, led by Impackedful Creativ in partnership with Children's Cup. I first learned about the opportunity when I met Natalie from Impackedful at the Forever Strong Summit—a conversation that later led to me joining the trip as the team photographer.

One of their key partners is Children's Cup (childrenscup.org), an organization that empowers children in vulnerable communities through CarePoints—safe spaces that provide meals, education, medical care, and spiritual support.

My purpose was to document how Impackedful supported Children's Cup during the trip, capturing imagery to raise awareness and help further their mission.

We visited two CarePoints where we painted schools and playgrounds, served meals, offered clinic services, delivered groceries during home visits, made repairs, and supported the Bomakes—local women who run the CarePoints daily. Most importantly, we showed love and care to the children, creating memories that will last a lifetime.

Q: What was your biggest a-ha moment from the experience?

That helping your neighbor—whether next door or across the world—matters. Hunger is the root barrier to a child's ability to learn and thrive. Without nourishment, potential is lost. Imagine a world where every child is fed—what kind of brilliance could emerge?



Q: What was your favorite part of the trip?

The overwhelming love from the children—being swarmed with hugs and laughter the moment we stepped through the gates. Despite all they lack, their joy was contagious. I also loved capturing moments for our team, allowing them to be fully present while I documented their impact.

A highlight was our entrepreneur event for teens and young adults, helping them explore business ideas and practice pitches. Since then, two have started their own businesses!

Q: What advice would you give other women considering a mission trip?

No words can truly prepare you—it's something you have to feel. Pack well, but more importantly, open your heart. That first experience will change how you see the world and spark new ways to serve—both abroad and at home. If you feel called to do more, this might be exactly what you're looking for.

Closing Invitation

Our next mission team is forming, and we're looking for more to join us. If you're interested in going or donating, please reach out.

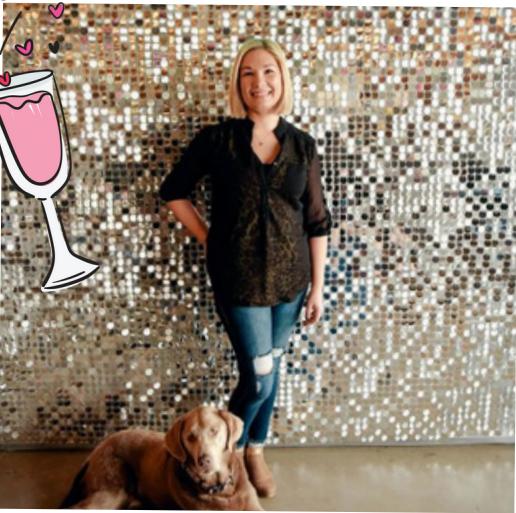
Want to help from home?

Become a CarePoint Friend in Eswatini: Children's Cup
Volunteer with Feed My Starving Children: FMSC



OKC WOMEN-OWNED SMALL BIZ SPOTLIGHTS





**Water's Edge
Winery**
Moore, OK

[@wewmooreok](https://www.instagram.com/wewmooreok)



RLM Insurance
Rachael Migl

[@rlminsurance.info](https://www.rlminsurance.info)



**Mekiero Permanent
Makeup**
Azucena Yearby

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Washita Roofing
Stephany Haxel

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Recess OKC
Paige Mitchell

[@recessokc](https://www.instagram.com/recessokc)




Empowered & Intimate |
Pure Romance
Meredith Sense-Cruz



**Energetic Motion
Studio | Edmond**

[@empoweredandintimate](https://www.instagram.com/empoweredandintimate)

[@energeticmotionstudio](https://www.instagram.com/energeticmotionstudio)



10 TIPS FOR NETWORKING LIKE A PRO



Head up, eye contact,
shoulders back

open gestures: arms, legs
uncrossed or crossed at
ankles

speak first, speak
loudly enough &
enunciate

wear clothes
that make you
feel confident &
appropriate for
the situation

ask questions
and follow up
questions

smile with
your eyes

sit near the
front or near
the leader in
the room

greet and repeat
people's names

don't forget
to breathe

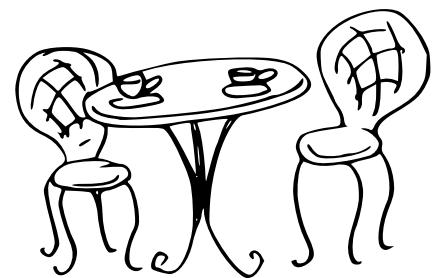
write notes in
your contacts
after you leave
to remember
who you met



SPRING BREAK IN PARIS



BY DARBY RAINS,
OK STATE PR SENIOR



OK State's Strategic Communications class went abroad to learn about Luxury Marketing.



Paris. The city of love, the city of lights.

As a senior studying strategic communication at Oklahoma State University, Paris was a dream that seemed pretty far away, but through my study abroad program, I got the opportunity to study for a week in this magical city.

The trip was focused on luxury marketing and communication, pushing us to discover and understand how and why marketing like this is so different.

"I think if you're gonna do anything in Paris, then it requires you to be just a bit bold," said Bonnie Cain-Wood, SMSC professor and manager of OSU library communication services. "You are going into a foreign country and culture that's unfamiliar to you, it requires you to step outside of your comfort zone. But outside our comfort zone is the only place that we can learn."

I got the amazing chance to visit some of the most renowned and luxurious places in the world.

Stops included:

- Eiffel Tower
- La Galerie Dior
- Louvre
- Coco Chanel Walking Tour
- Emily in Paris Tour
- Musée du Parfum
- Champagne tour

I had the time of my life studying abroad in Paris, and I will always remember the way I felt walking through the Louvre and seeing all the art that I had seen in a textbook or online; getting to stand two feet away from it was breathtaking. Knowing kings and queens had walked those hallways and stairs was like walking through a dream.

Things I learned while studying luxury marketing in Paris:

- A name can carry power, most brands use just their name in their advertisements.
- People are a huge part of the brand's advertising, the more people see you wearing the brand, the more people want that brand.



Things I learned cont.

- Luxury marketing is all about the experience they give to their buyers and how they make you feel. It's marketed as investing in a piece of art, more than a piece of clothing.



Giambattista Valli Dress –
Couture Exhibit at the Louvre



"If we're going to live boldly and want to experience life, we need to savor all the little moments. Not be so caught up in a social identity," said Dr. Lori McKinnon, SMSC associate director of undergraduate studies.



Born and raised in Oklahoma, the farthest place I had ever traveled prior to this was the Cayman Islands when I was 13, so this was a very different experience. Being an adult and having the chance to choose where I wanted to go or what I wanted to do was liberating.

It was a little nerve-racking being in a huge city surrounded by people who I didn't understand and trying to navigate not speaking their language. I loved the food and the way people dressed. Everyone was always so chic and classy. It was like a fashion show every day and it inspired me to dress the same. The lack of accessible water was quite interesting; restaurants weren't big on refills, so the little bit of water we got was what we got.

Ordering at restaurants, shopping, and trying to navigate the Metro were all moments where I had to embrace not knowing and have confidence in myself. I didn't have my parents to help me through the airport, and I was pushed outside my comfort zone and that's where I grow the most.

bonjour



Oklahoma State students
Jaycee Porter & Darby Rains

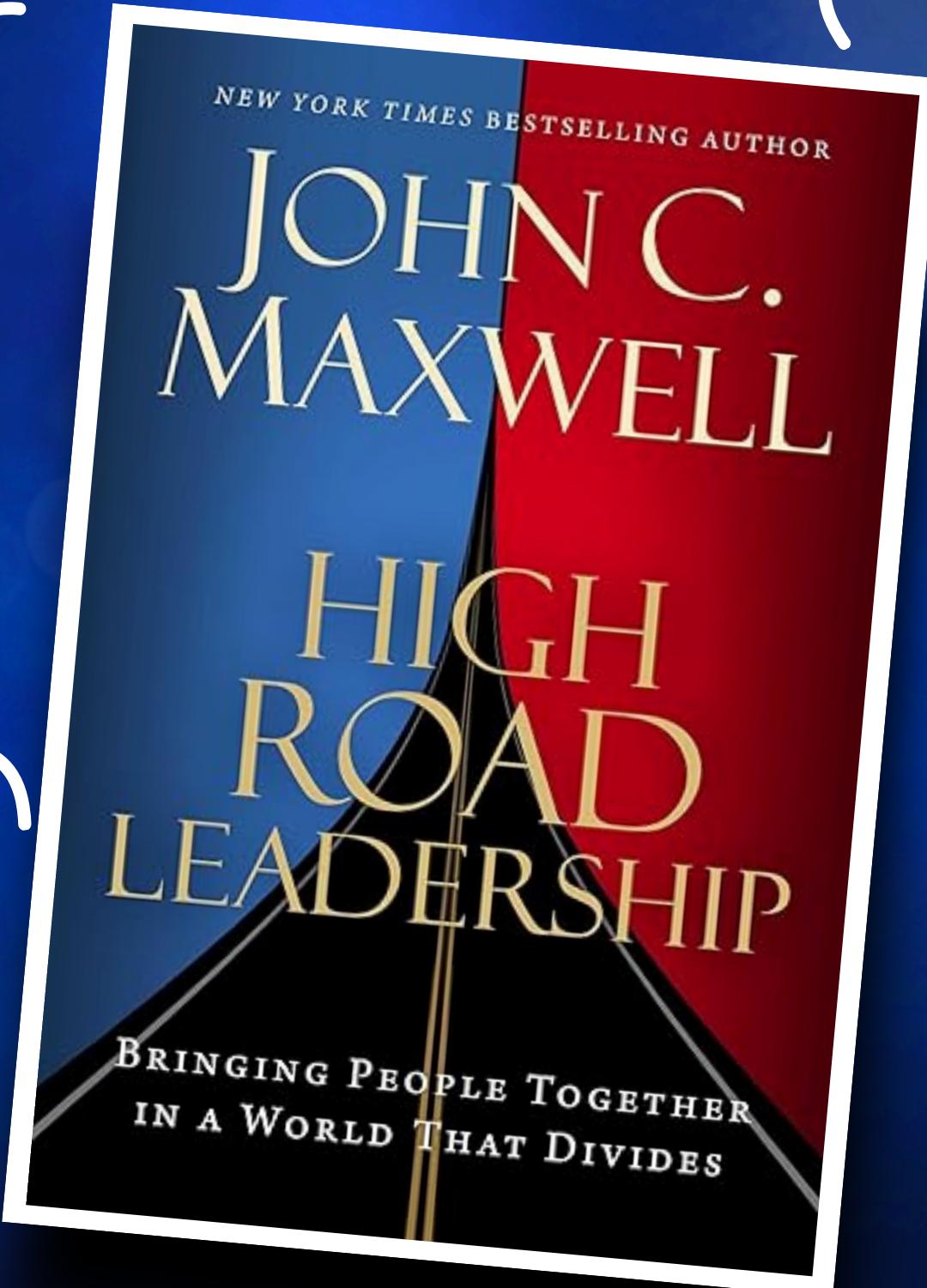


Top takeaways from our first quarter Read & Lead Book Club pick.

The Power of Forgiveness

Give more than you take.
Mindset of generosity.

Book club happy hour at Tiny Bubbles in Northpark



value all people and doing the right thing for the right reasons

the Platinum Rule—treating others even better than they treat you

Finding Common Ground



NEXT UP:

Chicks hosts in person and virtual events for members and guests. From speed networking to social hours to book clubs to retreats and workshops, we're here to help our Chicks' achieve their dreams and have fun along the way.



Lead & Learn Luncheons

SPECIAL ALL CHAPTER SPEED NETWORKING LUNCHEONS
Greens Country Club | Public
Wed., April 9th Spring Fling 8th Bday
Wed., Nov. 12th, Chicksgiving

YEAR END REVIEW - MEMBERS
Wed., Dec. 10th, Bourbon St. Cafe

Quarterly In-person Chapter Luncheons:
January - May - October:
(members & first-time guests)

Monthly Virtual Power Lead & Learns
June, July, Aug., Sept.
(Half hour - Members only, nationwide)

READ & LEAD BOOK CLUB

One personal development book per quarter with a book club happy hour.
Members

June 25th
Sept. 24th
Dec. 3rd (Zoom)



Scan the code to learn more about membership.
ChicksinCharge.Club | @chicksinchargehq

Goal GettHERS Collab & Co-working day, **1st Monday of each month**, Members

April 25th
SHE Leads Nashville
Leadership Conference - Public

August 3-5th
Chicks in the Sticks
Summer Camp - Lake Murray. Members & guests.

August 21st
Fire & Ice Event | Public

Nov. 6-9th
Chicks in the Sticks
Fall Retreat - Hochatown.
Members + guests.

November 29th
Small Business Saturday - Merry Chicksmas Market - Public

December 7th
Merry Chicksmas Party
(Members)

Promote your biz in Bold Moves, the quarterly magazine for boss Chicks.

SPECIAL INTRODUCTORY RATES

As part of our new theme, "The Bold Life '25", we have launched a new quarterly digital magazine for boss Chicks to learn, inspire and grow together. The magazine is a FREE download on our CIC site + our linktr.ee and promoted in OKC (70% ad spend) and nationally (30% ad spend), email newsletter and our social channels to reach both local and national boss Chicks and women in business. See booking deadlines and details at chicksincharge.club.



✉️ malena@readyaimgrow.com
chicksincharge.club

APPLY HERE



If you're ready to Saddle up
and Shine, let's talk...

Marketing Strategy Power Hour | Trailblazer Profile + Plan
Social Media Management | Event Wrangler Plan



Book a FREE Disco Call & Download the FREE Disco Lasso Rodeo
Guide at ReadyAimGrow.com by Malena Putnam