



Mom's the Word: Last-Minute Advice For Mother's Day

May 8, 2015

By [Melody Ginter](#), Director, Market & Consumer Insights, Alliance Data Card Services

Mother's Day isn't just about mothers anymore, and that's not a bad thing. Yes – it certainly is a good time to thank the woman who raised us. But it's become much more than that; it's a day set aside to celebrate the many women who have guided us through life. Mother's Day reminds us of the inspiration, the lessons, and the love we have received from the women around us.

No one can prepare you for the role of a mother. When I became a parent, my understanding of my own mom snapped into focus. I quickly learned how hard it was to get it right. I can think of times when my mom said or did exactly what I needed in the moment (even if I didn't like it). I can also think of times when she meant well, but didn't quite hit the mark. I can relate to that. My daughter is now 28, and sometimes it seems like she's the wise one, comforting me and giving me advice!

I learned just as much about being a parent from a dear friend, Barb. She acknowledged her children's mistakes and didn't excuse or condone them, but there was never any judgement. Together, both my mother and Barb taught me to see my daughter with open eyes and honesty, while reassuring her that nothing in the world could ever compromise my love for her.

I have been changed for the better by other women in my life, and I celebrate those ladies on Mother's Day, too. We conducted a survey about how consumers will celebrate Mother's Day. As a mother, I was delighted to find that 84% of respondents plan to celebrate with a woman in their lives, be it a mom, wife, sister, grandmother, or friend. In the survey, respondents shared their own memories of the important women in their lives:

- “My grandmother loved people. She worked hard and always made people laugh. Everyone felt good just being around her.”
- “My sister is 16 years older than me. She has always been important to me. I looked up to her and aspired to be like her. She is smart, loving, and beautiful.”
- “I lost my mother over 30 years ago. My cousin has always treated me with kindness and generosity. She inspires me every day.”

Mother's Day reminds us to cherish all the female figures in our lives. This year, I encourage you to share your own stories. What women have impacted your life? Let's celebrate them. Let's honor and enjoy the presence of the extraordinary women around us.

— — — — —