

What's New:

Save the Date! JoAnna Townsend Awards Ceremony
September 20, 2005

Attend the OWIT Annual Conference and Accelerate Internationally!

JoAnna Townsend Award 2nd year
Deadline for submissions: July 31, 2005

RBC Canadian Woman Entrepreneur Awards

Bravo! Two Women Receive the Prestigious Ontario Traders Award

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Donna Messer, OWIT-Toronto's VP International, Honoured

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Welcome to New Student Members

What's New:

Save the Date! Plan to attend OWIT-Toronto's annual BBQ

On Tuesday, September 20th enjoy a casual networking environment at the beautifully located Boulevard Club. Enjoy networking on the Lakeshore, gain insight from our dynamic guest speaker **Joy Rosen**, Founder and President of Portfolio Entertainment Inc. and recipient of the 2003 Canadian Woman Entrepreneur of the Year Export Award, and find out which one of your peers is the winner of the prestigious **JoAnna Townsend Award** – see details below or on our website at www.owit-toronto.ca about how to nominate an exceptional woman in business. More details on the BBQ will be coming soon. So mark your calendars!

Event Sponsor:

Grant Thornton 

Attend the OWIT Annual Conference and Accelerate Internationally!

Plan now to attend OWIT's annual international conference to be held in Copenhagen, Denmark from November 2 – 4 and network with members from around the world. This year's theme is *Technology – Accelerating International Trade*.

With its strategic location Denmark is accessible from many major centers in Europe, so you may want to consider trips to London and Geneva where the local OWIT chapters will help facilitate business

meetings.

Get Involved!

Our chapter gets to keep 10% of all cash sponsorship we raise. Let us know potential sponsors, aim high, and we can use the windfall to send more delegates to the conference. For every five paid-up delegates registered, our chapter gets the money for one delegate returned to the chapter.

Call for Nominations: the 2nd Annual JoAnna Townsend Awards

2005 marks the second annual **JoAnna Townsend Award** presented by The Organization of Women in International Trade–Toronto (OWIT–Toronto) The award recognizes an outstanding woman in Ontario who, through her business and personal networks, fosters opportunities that actively support women entrepreneurs to achieve success in international business. In 2004, the first time award was presented to **Maxine Westaway**, President of CEO Marketing Associates Ltd. and Past President of CAWEE (Canadian Association of Women Executives and Entrepreneurs) where she strongly encouraged women's international business.

The award is named in honour of the late **JoAnna Townsend**, former *Director, Export Services for SMEs* with the Department of Foreign Affairs and International Trade. In her role, JoAnna was instrumental in making women entrepreneurs a focus within the department and in introducing initiatives to encourage more Canadian women to export. The award will be presented at OWIT – Toronto's annual summer BBQ. For nomination procedures and more information, please visit OWIT – Toronto's website at www.owit-toronto.ca. **The deadline for this year's submissions is July 31, 2005.**

Good luck to all of the nominees!

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Nominations Open for 2005 RBC Canadian Woman Entrepreneur Awards

The search for qualified candidates for the **2005 RBC Canadian Woman Entrepreneur Awards** is underway.

The awards, which will be presented at a gala ceremony in Toronto on November 22, provide national recognition to Canada's women entrepreneurs, whose successful businesses play a pivotal role in the growth of our local, national and global communities. Winners are recognized for outstanding entrepreneurial achievement in the areas of Start-Up, Innovation, Momentum, Trailblazer and Lifetime Achievement.

Nomination Deadline: August 2, 2005

Application Deadline: August 15, 2005 (*All nominees will be sent a package.*)

Eligibility: Any woman who owns a profitable business (not a franchise) that has been registered and operating in Canada for three full years as of May 30, 2005, earns her primary income from it and is responsible for its day-to-day management. Nominated businesses must have three complete 12-month periods of financial statements.

To nominate yourself or a candidate, visit www.theawards.ca

Women Capture Global Traders Awards

Two women – **Vivian Ojala** of Brock Solutions, Kitchener/Waterloo, and **Cyndi Butcher** of Russell A. Farrow Custom Brokers Ltd., Windsor - are among the recipients of the 2004 Ontario Global Traders Awards presented May 16, 2005 in Toronto. These awards are the province's premier export recognition program. They recognize the outstanding export achievement of Ontario's most innovative and successful small and medium-sized business, leaders, and students.

OWIT-Toronto offers its congratulations to these two women making their mark in international business!

Congratulations OWIT-Toronto Members!

OWIT-Toronto Co-President heads up I.E. Canada

OWIT Co-President **Mary Anderson** has been named President of I.E. Canada, Canadian Association of Importers and Exporters, becoming the first female president in I.E.'s nearly 75 year history. "This will be a very challenging and rewarding career change with a variety of new experiences," says Mary, owner of the trade consultancy Trade Partners Inc. and formerly Director of the Council of Great Lakes Governors. "This would not have happened without the opportunity to get actively involved in OWIT-Toronto."

Donna Messer, Networking Guru, Recognized

President of ConnectUS Communications Canada and VP International of OWIT-Toronto **Donna Messer** recently received a prestigious award from **CACEE** (Canadian Association of Career Educators and Employers). It was presented for Outstanding Achievement in the field of Career Planning and Recruitment at the College and University level. Since founding **ConnectUs**, Donna has played a critical and active role in introducing networking training to the curriculum of colleges and universities, boardrooms and government offices throughout Canada, the US and Europe.

Donna is also part of an exciting project - travelling across the country to hear the experiences of Canadians, immigrants and residents about why people choose Canada as a place to live and work. This grassroots initiative will bring attention to the positives of our great country and show that doing business with Canada is a good idea. Share your stories by visiting www.wechoosecanada.com

Check out
www.owit-toronto.ca
for more OWIT
news and
upcoming events

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**Watch for
our
Upcoming
Events**

**Global Update
on Key Markets**

**Sales &
Marketing
Techniques to
Develop
International
Business**

**Details coming
soon...**

Past Event Summaries

Chicago Mission a success for women in Information Technology

A group of 10 Ontario women entrepreneurs in knowledge-based sectors attended a trade mission to Chicago organized by International Trade Canada with sponsorship from Export Development Canada. They attended networking sessions, participated in a workshop on

doing business in the Chicago area and ended the mission by sitting in on the Chicago Tribune Front-Page editorial meeting. Good contacts were made by all participants and several plan to return to the market to pursue business opportunities.

OWIT – Toronto Welcomes New US Consul General

On January 20, 2005, OWIT–Toronto was honoured to present U.S. Consul General **Jessica LeCroy**. The event was a special one as it was one of Ms. Lecroy's first speaking engagements after taking on the role in Toronto.

Ms. Lecroy talked about the importance of the Canada/U.S. relationship with regard to trade and cultural ties. However, she recognized that in the post

September 11th environment security and safety are paramount.

Ms. Lecroy urged OWIT members to study two reports - one from the Canadian Council of Chief Executives and the discussion of the Tri-National Task Force that was formed to explore options for NAFTA - and to come forward with a policy voice that reflects the specific needs of women exporters.

Maximizing Trade Missions

OWIT-Toronto's February event focused on how to maximize your time and resources on a trade mission. The main message from this seminar, one of OWIT-Toronto's ongoing interactive sessions, was to prepare, prepare and prepare. Mary Anderson provided her five tips for trade mission success:

1 - Be proactive

Become familiar with all aspects of the mission agenda and conduct sufficient research to ensure that the host country represents a good opportunity for business development.

2 - Begin with an end in mind

Before participating on the international trade mission, clearly define your mission goals.

3 - Organize around your priorities

Take the time to have frequent communication with your trade mission

facilitator. Ensure you have your information to them early, so they have time to identify the best partners.

4 - Think win-win

Other mission participants share common goals to expand into international markets and a willingness to look at new ideas. Don't overlook opportunities to find synergies with other trade mission participants.

5 - Get involved with trade missions

Get tapped into resources and events that will offer you an opportunity to expand internationally.

Most importantly though, do your homework prior to a mission and ensure that the destination is a good match for your products or services. Last but not least; prompt follow-up after an event will leave a strong and positive impression on potential partners.

Welcome to our new members

Amy Massa
Sheridan College

Primelyn Guarin
Seneca College

Carla Bermeo
Seneca College

Katrin Spence,
Fulda University of
Applied Sciences,
Germany

Marcelo Kammer
Logli
Seneca College

Maria Clara Periera
Logli
Seneca College

Marilyn Maxwell-
Smith
Huron University
College

Marina Koval
Seneca College

Mozhgan Zhouri
Seneca College

Susanna Wong

Selling Yourself as a Student Intern

by Bogumila Lapinski

OWIT-Toronto's student chapter has been busy this year adding value to student members looking to expand their networking skills and improve their marketability.

Sell Yourself as a Student Intern was a very successful event organized by the student chapter in March. OWIT-Toronto invited several industry professionals to share their ideas on how students can find internships and jobs after graduation.

Guest speakers included representatives from the McRae Institute of International Management, the US Commercial Service, Export Edge, Scotiabank, Livingston International and the Canadian/African Business Women's Alliance.

The speakers shared their experiences with both organizing and participating in internships in different industry sectors and different countries.

Specific Programs

Raj Dheer from the US Commercial Service, which promotes commercial interests between Canada and the U.S talked about their program. Each year, the

Service accepts over 140 interns from various disciplines to promote trade missions, pursue development and prepare market research. The interns work closely with senior staff members, who hone their skills to make the students more marketable at the end of their practicum. To learn more, contact:

Raj.Dheer@mail.doc.gov.

Vuiyswa Keyi attended the OWIT event to tell students about 6-month internships in Cameroon, Ethiopia, Ghana and South Africa. Sponsored by CIDA, the Canadian/African Business Alliance is looking for 4 students who have graduated and are under 30 years of age. For more information, send an e-mail to caabwa@cme-mec.ca.

The students who attended the event gained valuable information about how internships are constructed, which internships can lead to permanent positions and what employers are looking for. OWIT-Toronto extends thanks to organizers Amanda deVogel and Jamie Mattina.

Tapping into Trade Resources

A terrific group of entrepreneurs assembled as OWIT-Toronto presented an interactive panel in June to discuss trade financing resources available for women-owned business preparing to export.

Speakers from [International Trade Canada](#), Export Development Canada ([EDC](#)), The Business Development Bank of Canada ([BDC](#)), [Heritage Canada](#), and the [Innovation Synergy Centre](#) in Markham all spoke about the financing, consulting and mentoring capacities of their programs and how they can help women in business looking to grow.

Some specific programs that were discussed included: Heritage Canada's [Trade Routes](#) program. It helps arts and cultural organizations and entrepreneurs to strategically increase their export capacity and sell in international markets. Support is available across all cultural sectors: performing arts; visual arts; film/video; broadcasting/television; music and sound recording; publishing; design; crafts; heritage restoration and preservation; and new media.

EDC offers a wide variety of risk management tools for exporters. It considers itself a hybrid bank and insurance company. Utilizing its insurance products can make your company more competitive to an overseas customer.

BDC also offers financing tools as well as consulting tools under one roof. Both the BDC and EDC presenters reiterated that having a strong relationship with your bank is essential to successful international trade.

The Innovation Synergy Centre in Markham is a business advisory "hub" designed to accelerate the development of thriving enterprises with 10 to 50 employees. Its mission is to spur the growth of these companies to the next level through access to comprehensive resources, services and expertise.

Event host International Trade Canada, also described the wide range of services it offers to exporters, running the gamut from Team Canada events, assistance from overseas offices, to one-on-one assistance to exporters.