



Getting Connected E - News Spring 2004

Welcome to Getting Connected, the spring 2004 edition. OWIT - Toronto marked the winter season with a host of social and educational activities for women in business. Sadly, the winter also saw the passing of an inspiration for women in international business; **JoAnna Townsend**, former Director of Export Services for SMEs with the Department of Foreign Affairs and International Trade. Inspired by JoAnna's unflinching commitment to promoting women exporters OWIT-Toronto announced an award in JoAnna's name to go to an outstanding Ontario woman in business.

Nancy Ward, Editor
VP - Communications
nward@cglg-canada.com Tel: 416 368-6956

Breaking News

- Nominate an outstanding Ontario woman for the JoAnna Townsend Award
- OWIT -Toronto probes interest in Mexican chapter start-up
- Women Trading Globally delivers international connections
- Media exposure for OWIT-Toronto

OWIT International News

- Plan now to attend OWIT International's 2004 Annual Conference to be held in Tampa, Florida - November 10th -12th
- Beneficial TradeMap Tools available at No Cost for OWIT-Toronto members

Upcoming Events and Activities

- Growing Your Business in the U.S.: Thursday, May 27, 04 (Last chance to register!)
- Annual General Meeting & BBQ: September 16, 2004
- Doing Business Globally: Case Studies from our Members: October 21, 2004

Winter Activity Summary

- Strangers in a Strange Land: Global Girls and Backward Boys
- The Global Economy: What's in store for 2004?
- Best Practices with Student Interns Breakfast Panel
- Building Strategic Alliances
- Opportunities in the New England Market

Community Links

- OWIT - Toronto addressed University of Waterloo students
- OWIT-Toronto and African Business Women's Alliance

Web Updates

- Online web registration through ITAC Ontario now available

- Continuous updates on www.wito.ca

Membership update

- OWIT - Toronto welcomes its new members

Volunteers

- Thanks to all our volunteers
- Volunteer opportunities at OWIT - Toronto

OWIT - Toronto calls for nominations for the JoAnna Townsend Award for an outstanding Ontario woman - [Deadline for submissions: June 27, 04](#)

OWIT - Toronto calls on the business and entrepreneurial community for nominations for the recently launched **JoAnna Townsend Award** that honours the spirit of an advocate of women in international business. The award will recognize an outstanding woman in Ontario who fosters opportunities to support women achieve success in international business. Now's the time to look to your community and nominate a peer whose acted as a mentor and role model in the field.

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. 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 general meeting and summer BBQ. The deadline for submissions is June 27, 2004. Please visit our website at www.wito.ca for more info.

OWIT - Toronto probes interest in Mexican chapter start-up

Co-President Mary Anderson and Treasurer Alma Farias held meetings with the Canadian Chamber of Commerce and with Canadian Consulates in Mexico in December, 2003, and were referred to prospective women interested in developing OWIT chapters in Mexico. Alma met with two interested business women to discuss OWIT-Toronto's role. We look forward to continuing our support of a potential new chapter in Mexico.

Women Trading Globally delivered international connections

OWIT - Toronto was one of the sponsors of the Women Trading Globally Forum & Trade Mission held in Vancouver & Toronto March 31 - April 5. The forum was hosted by the RBC Financial Group in collaboration with the Global Banking Alliance of Women Entrepreneurs. The conference featured a range of high-level speakers including Former Prime Minister Kim Campbell, Canada's Ambassador to the WTO Sergio Marchi and Dr. Raja Dhaher, one of only three women on the Iraqi Governing Council. The goals of the forum were to increase trade among women entrepreneurs and to assist marginalized women, helping them build entrepreneurial skills and capacity. Many speakers urged women to raise their voices in public policy and get more involved in trade negotiations, such as the current Doha Round.

OWIT - Toronto's Susan Baka, Co - President, attended as well as Donna Messer, VP International, who conducted a break-out session. The conference offered business matching in both Vancouver and Toronto. Our chapter hosted a well-attended breakfast session on April 5, featuring OWIT-Australia's Robyn Henderson who spoke on developing successful strategic alliances. The event was sponsored by RBC Royal Bank. (See Event Summaries)

Our chapter gets media exposure

OWIT - Toronto was featured recently in [Scarlett Magazine](#), [Women with Vision](#), and [PROFIT's e-newsletter](#).

OWIT International's Annual Conference - Mark Your Calendars

Plan now to attend OWIT International's 2004 Annual Conference in Tampa, Florida, November 10 - 12th. The theme of this year's conference is: **Globalization in an Uncertain World**. Among the highlights: international speakers, deeply-discounted waterfront rooms at the Radisson Riverwalk, and unique networking opportunities. Join participants of OWIT-Toronto and network with women from chapters around the world.

This promises to be a great event - and, remember, Tampa is not far from Disney if you want to plan an excursion afterwards. More information and online registration (including early-bird discount) will be available soon at www.owit.org/conference.asp

Trade Map Tool Available To You Free Through OWIT International

Through OWIT International, OWIT-Toronto members now have free access to TradeMap and ProductMap until December 30, 2004 - an incredible benefit to members.

TradeMap provides on-line access to the world's largest trade database, COMTRADE, from the United Nations Statistics Division. It covers 5,300 different products and 180 countries and territories. OWIT Toronto members are eligible for free trial access to TradeMap providing indicators on national and product-specific export performance, international demand, potential for market diversification and the role of competitors. Please visit the TradeMap information portal and click on the heading 'ITC TradeMap Generic Version'. The username: wit and password: wit. Both are in lowercases.

The user guide of TradeMap is to be found on the information portal. We also recommend that you visit Product Map, a tool that provides in depth information at the industry level on trade flows, standards and other areas, provides links to potential business partners and key industry players, and allows users to develop a storefront on the web.

Growing your Business in the United States

Date: Thursday, May 27, 2004 (Last chance to register! Go online to www.wito.ca)

Place: George Brown House, 186 Beverly Street (corner of Beverly & Baldwin Streets)

Time: Luncheon

Looking to do business across the border? Gain special insights on Canada/US border issues and tips to avoid immigration and distribution roadblocks. OWIT-Toronto presents "Growing Your Business in the United States," an informative luncheon and networking opportunity sponsored by Cassels Brock & Blackwell LLP. Featured speakers include: Antoinette (Toni) Marwitz, Consul General, United States Consulate, Toronto; Pamela Heilman, Partner, Hodgson Russ in Buffalo; and Marg Foy, CEO of MyCloe.com, an award-winning multimedia development company.

Annual Summer Barbecue & Annual General Meeting

Date: September 16, 2004

Location: Island Yacht Club, Muggs Island

Time: 5:30 - 8:30 p.m.

The winner of the JoAnna Townsend Award will be announced

Doing Business Globally: Case Studies from our Members

Date: October 21, 2004

This roundtable discussion will provide practical tips on successfully doing business in Mexico, Europe and Asia.

2003 OWIT Annual International Conference

If you haven't made it to our recent meetings, you've missed out on a super selection of speakers and topics. Here are some highlights (for more details, go to www.wito.ca/events_past.html)

Strangers in a Strange Land: Global Girls & Backward Boys - December 11th, 2004

Our annual holiday event was a huge success. Women in a wide range of businesses came together to share experiences, laughter and their generosity. Lorraine Benhan, former Second City comedian and current President of ExpressionLab Communications Inc., took the stage and provided an entertaining look at the challenges that women face while traveling for business. Lorraine gave a hilarious run down of true stories women have encountered in the airport, the taxi, the hotel, at the dinner table, in the business meeting and with technology. Her bottom line message? Be aware and alert of potential challenges, but use your resources and humour as tools to surmount difficulties.

Another evening highlight was the silent auction organized by **Cassels, Brock and Blackwell** to benefit the Canadian Women's Foundation. The Foundation leverages public and private funds to support women's business start-ups and violence prevention.

Cassels, Brock and Blackwell generously provided the location for the event.

Breakfast Roundtable: The Global Economy: What's in store for 2004?

Mary Palmer, Relationship Manager, SME Services, Export Development Canada (EDC), shared an in depth look at the trends in the global economy in 2004 based on up-to-date information from the EDC. Mary's message: Canadian companies need to look beyond their NAFTA partners to opportunities in other markets; understanding the global economy is the key to making good decisions.

The EDC is Canada's financial institution devoted exclusively to providing trade finance services to Canadian exporters and investors in some 200 markets

Best Practices with International Student Interns Breakfast Panel

OWIT-Toronto presented a panel of employers and students who shared tips on how to select and prepare for an intern, how students' education can be customized to meet the needs in the workplace, and how to ensure that the relationship is a win-win for both parties. Panelists included Raj Deer Deputy, U.S. & Foreign Commercial Service; Candice Rice, International Trade Centre; Sonja Perovic, Loopmedia Inc.; Nancy Ward, Council of Great Lakes Governors, and former intern Emily Turton, Canadian Ski Council and former International Business Student, Sheridan College. The panel offered these tips:

- Clearly define the job description - and expectations
- Make the student feel truly a part of the team by providing a good orientation and include students in department meetings.
- Don't assign to a student anything you wouldn't do yourself.
- Ask students, "What is the skill set you expect to have when you leave here?"
- If students feel they're being underutilized, ask them to provide a project proposal.

The Canadian Association of Importers and Exporters generously provided the space and sponsored the breakfast for the event.

Developing Successful Strategic Alliances

Whether your business is large or small, strategic alliances can be an effective and profitable way to grow your business. Global networking specialist Robyn Henderson from OWIT-Australia provided practical advice on how to effectively develop domestic and international strategic alliances. Robyn suggested:

- Select your partners carefully - Seek like-minded people with similar values
- Document key points after the initial discussion and set specific timelines
- Be discriminating - it's the quality of a strategic alliance that matters, not quantity. Allow 1-1/2 hours per week to sustain an alliance - no one has time for too many
- Be clear on your desired outcome. Women tend to avoid discussing money, but you must know what is the right return on investment for you
- If an alliance is not working, gracefully cut losses and move on.

This breakfast, sponsored by RBC Royal Bank, marked the end of the Women Trading Globally Mission & Forum and culminated our chapter's Virtual Trade Mission with Australia.

Opportunities in the New England Market

Dina Santos, Vice-consul and Trade Commissioner, Canadian Consulate, Boston, provided an overview of the dynamic New England market and the consular services available to Canadian entrepreneurs. Dina outlined specific opportunities for Canadian companies in key sectors: life sciences, information and communication technology, crafts and giftware, furniture, apparel and financial services. If you are a medical device manufacturer, or have client management systems related to the life sciences, homeland security related products/services, spam software or security software, this is an ideal market for you. Among Dina's tips to ensure success in this fast-paced, aggressive market where buyers demand high-quality:

- Before considering entry, develop clear marketing and business objectives, be successful in the Canadian market and develop a U.S. price list.
- Provide quick turnaround and good service. A Web site, U.S. address and toll-free number are helpful.

Remember, if you are ever in Boston to do business, you can utilize the Canadian Consulate office there to meet with clients. Telephone: 617-262-3760.

OWIT - Toronto Addressed University of Waterloo Students

Co-Presidents Susan Baka & Mary Anderson and OWIT-Toronto student volunteer Amanda de Vogel addressed a group of University of Waterloo students this winter about the Secrets of Successful Canadian Women Exporters and the resources and benefits offered by OWIT-Toronto.

Project Development with CAABWA

OWIT-Toronto has had some discussion with representatives of the Canadian and African Business Women's Alliance regarding their programs which seek to strengthen business relations between Canada and Africa allowing increased access to resources, information, export/import opportunities and commercial networks to optimize women's participation in the global economy. The focus of these initiatives fit with OWIT-T's emphasis on mentoring and capacity building. More details will follow as discussions continue.

OWIT - Toronto has partnered with ITAC Ontario to provide online registration for upcoming events. This provides a convenient option to traditional payment methods. Register for the May 27th event: Growing Your Business in the United States online.

Visit www.wito.ca regularly for information on past and upcoming events and news and tips for women in business. We are constantly updating and enhancing our website, so visit often!

New Members

OWIT - Toronto welcomes the following new members who came on board as of January 2004

- Carole-Ann (Cam) Miller - Maple Trade Finance Inc.
- Anne Sporton - Experimetal Jewellery Inc.
- Irene Danielle Segal - Just Coach It
- Lyz Sayer Ph.D. - Sayer & Associates
- Angela Villadiego - Student, Sheridan College
- Janette Zive - KPMG LLP
- Amanda de Vogel - Student, Sheridan College
- Clea S. Rains, Student, Sir Sandford Fleming College
- Roselynn Pucan-Meagor, U.S. Foreign Agricultural Service

Join OWIT - Toronto

Do you know any individuals who might like to join our chapter? We encourage all women who are interested in trade and want to expand their networking opportunities to contact Gail Morris at gail.morris@sympatico.ca. A reminder that your membership renewal comes due on the anniversary of the date that you originally joined.

Thanks to our volunteers

Many new volunteers have devoted time and energy to promoting OWIT - Toronto in different circles. The organization and the board very much appreciate their efforts and the success they have generated in getting the word out about the positive benefits of OWIT-Toronto. Particular thanks to Amanda de Vogel for coordinating student volunteers. Keep up the good work!

We continue to look for new volunteers for our various committees, including programming, membership, sponsorship, and communications/public relations. This is a great opportunity to get involved with OWIT - Toronto, learn about the organization and gain valuable knowledge and contacts! Contact: Mary Anderson at 905-469-0277 for

more information. Students interested in joining and volunteering should contact Amanda de Vogel.

This E-Newsletter is produced for members of the Organization of Women in International Trade - Toronto, P.O. Box 715, 31 Adelaide Street East, Toronto, ON M5C 2J8 (www.wito.ca)

The Organization of Women in International Trade - Toronto is a non-profit professional organization to promote women doing business internationally and to provide networking opportunities, export education and global business contacts. Members include women exporters and importers, service providers and government representatives. It is the first Canadian chapter of the worldwide Organization of Women in International Trade (OWIT) (www.owit.org).