



## Getting Connected

E - Newsletter - Jan 2005

### Editor's Note:

Welcome to the quarterly bulletin of OWIT Toronto. Our board members and volunteers look forward to offering you, our members, opportunities to network, find resources and make your businesses more successful in 2005. The quarterly bulletin will include member news, past event highlights, upcoming activities and member opportunities. Our website at [www.owit-toronto.ca](http://www.owit-toronto.ca) is also in the process of a redesign so that we can better promote your businesses and help you to gain exposure amongst other members and the public. I look forward to any suggestions or story ideas about your success, so feel free to contact me at [nward@cglg-canada.com](mailto:nward@cglg-canada.com) and all the best for 2005!  
- Nancy Ward, VP Communications  
Tel: 416 368-6956

### Contents:

- Upcoming Events:
- New US Consul General in her first address to OWIT – Toronto
- Mark your calendar – January 20, 2005 \*past event\*
- OWIT-Toronto's 2005 Calendar
- Key achievements of OWIT-Toronto in 2004
- Goals for 2005
- New board confirmed
- Fall event highlights:
- First JoAnna Townsend Award winner announced
- Lana Duke's secret sizzle
- OWIT International's annual meeting
- OWIT – Toronto teams up with IE Canada
- Member Opportunities:
- Seneca international business students can help you develop export marketing plans

### Meet Our New Board:

- Mary Anderson, Co-President Managing Director, Trade Partners  
E-mail: [manderson@tradepartners.ca](mailto:manderson@tradepartners.ca)
- Susan Baka, Co-President, Bay Communications & Marketing Inc.  
E-mail: [sbaka@baycomm.ca](mailto:sbaka@baycomm.ca)
- Gail Morris, VP, Sponsorship President, GTM Enterprises  
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- Ann Watterworth, VP, Legal Partner, Cassels Brock & Blackwell  
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- Donna Messer, VP, International President, ConnectUs International Inc. E-mail: [dmesser6@cogeco.ca](mailto:dmesser6@cogeco.ca)
- Nancy Ward, VP, Communications Director, Council of Great Lakes Governors E-mail: [nward@cglg-canada.com](mailto:nward@cglg-canada.com)
- Alma Farias, VP Finance and Treasurer Promega Consulting E-mail: [alma.farias@sympatico.ca](mailto:alma.farias@sympatico.ca)
- Amanda de Vogel, Co-VP, Membership, and Secretary Scotiabank E-mail: [amanda.devogel@sympatico.ca](mailto:amanda.devogel@sympatico.ca)
- Jamie Lynn Mattina, Co-VP, Membership, and Secretary British Consulate General E-mail: [jamiemattina@yahoo.ca](mailto:jamiemattina@yahoo.ca)
- Susan Mogg, Administrative Assistant E-mail: [susanmogg@rogers.com](mailto:susanmogg@rogers.com)

#### **Welcome to our New Members:**

- Anita Costello, Hodgson Russ LLP
- Christine Gerbis, Gerbis Holding Inc.
- Diane Girard, Global Links Network
- Constance McKay, Constance McKay Communications
- Marie Magnin, Fifth Third Bank
- Amy Massa, Student, Sheridan College
- Jamie Lynn Mattina, British Consulate
- Lizet Oviedo, Student Seneca College
- Adrienne Rice, Student
- Ying Sidall, Marcatus QED Inc

#### **What's Inside:**

##### **New U.S. Consul General to address OWIT:**

Looking North and South: Securing our future success with the U.S.  
 January 20, 2005 marks not only the second inauguration of President George W. Bush but also the first time that newly arrived U.S. Consul General Jessica LeCroy will address OWIT. Ms. LeCroy has been invited to offer her insights regarding new trade and security initiatives between Canada and the U.S. as well as offer her thoughts on the new administration and its goals for the next four years. She will also provide practical suggestions on networking and business development with U.S. partners. Don't miss this chance to attend this exclusive briefing, sponsored by Cassels Brock & Blackwell LLP, and get the scoop from a charming and dynamic speaker. Ms. LeCroy's foreign-service career has taken her far and wide to a number of postings including Tbilisi, Georgia, where she assisted in opening the U.S. embassy after the fall of the former Soviet Union; Bosnia as a political officer, where she concentrated on media and elections issues; The Netherlands, as an administrative officer; and Nicaragua, as a consular and human rights officer. Most recently, Ms. LeCroy spent a year in Baghdad as Executive Officer to the Administrator of the Coalition Provisional Authority (CPA) and Director of the CPA Executive Secretariat.

Don't miss this opportunity to learn how new policy initiatives could impact your business.

To learn more and to register, visit our events page.

This is just the first of OWIT-Toronto events for 2005; see below for more.

#### **OWIT-Toronto's 2005 Calendar: details to follow**

- How Do I Prepare for a Trade Mission? - Get the scoop from the experts
- Global Update on Key Markets – Members share tips and lessons learned on doing business in the U.S., Mexico, Africa, China and Australia
- Trade Resources and Funding - How to tap into financing, grants and other trade resources from a panel of government and financial institution representatives.
- OWIT-Toronto's Annual BBQ - Find out who the next winner of the JoAnna Townsend Award will be...and hear a special guest speaker.
- Sales and Marketing Techniques to Develop International Business - How you can make your website, newsletters, or email messages help you develop your business internationally.

#### **Student members can look forward to the following sessions.**

Contact [amanda.devogel@sympatico.ca](mailto:amanda.devogel@sympatico.ca) for info on membership and these sessions:

- Student Corner - Exploring Careers in International Trade
- Student Corner - Selling Yourself as an Intern

#### **OWIT-Toronto makes great strides in 2004**

2004 was an extremely busy year for our chapter, marked by strengthening of our board, good innovative programs and the pursuit of partnerships.

#### **Here are some key accomplishments:**

- Launched the JoAnna Townsend Export Award to honour an Ontario woman who facilitates international trade for other women.
- Mentored start-up of Mexico's first chapter in Monterrey (spearheaded by our VP Finance Alma Farias, who is also serving as Monterrey's VP International)
- Hosted global networking specialist Robyn Henderson of OWIT-Australia for a session on Developing Successful Strategic Alliances in collaboration with the Women Trading Globally conference.
- Made several presentations to international trade students and engaged them in OWIT, spearheaded by Amanda de Vogel.
- Ran a series of dynamic workshops covering topics such as:
  - Doing Business in the U.S.; The Global Economy;
  - What's Hot and What's Not;
  - Best Practices with International Student Interns;
  - How to Compete in a Global World; and
  - Accessing Government.

#### **Goals for 2005**

2004 was a banner year for OWIT-Toronto. The overall goal of the organization is to enhance the status and interests of women in the field of international trade via the establishment of a global network of contacts. The volunteer board plans to make even bigger strides in 2005.

#### **Goals for the year include:**

- To encourage more members to become actively involved in OWIT-Toronto

- To strengthen OWIT-Toronto as an organization responsive and active in the international trade community
- To increase the awareness of OWIT-Toronto through stronger marketing efforts that highlight member benefits
- To further develop and maintain a content rich website that showcases members and provides up to date information and links to networking opportunities for local and global business contacts

### **Fall Event Highlights:**

#### **First annual JoAnna Townsend award winner announced:**

OWIT –Toronto’s annual summer BBQ drew a large group, many who came to the presentation of the first JoAnna Townsend Award. For her outstanding contributions to women in international trade, Maxine Westaway, President of CEO Marketing Associates Ltd., was selected as the first time winner of the award.

"I was truly amazed to have won this award with so many great women nominated... and the fact that it was the very first time the award was given in honour of JoAnna Townsend made it that much more special," said Maxine.

Special recognition also goes to our two finalists, Andrina Lever of Lever Enterprises and Diana Girard of Global Links Network.

Our appreciation goes out to our award partners; RBC Financial Group, International Trade Canada and Ann Wylie Toal Designs, designer of the award brooch presented to Maxine, for their support of the JoAnna Townsend award.

Check our website soon for details on how to nominate a remarkable Ontario businesswoman for the 2005 JoAnna Townsend Award.

Not only was an extraordinary woman honoured, but a great speaker presented on the influence women in business can have on policy makers.

The honorable Laurel Broten, MPP and Parliamentary Assistant to the Premier of Ontario, talked about the progress women in business have made and provided some tips to influence policy makers: get involved in government; only by having more women in political roles will changes continue.

Ms. Broten emphasized the importance of building relationships: ["the business of tomorrow will be guided by mutual understandings and experiences as much as it is by profit motive."](#)

See all of Laurel’s speech on our website.

Lana Duke’s Secret Sizzle by Jana Schilder - ["How to Build a Brand from Scratch"](#)  
Marketing and advertising legend Lana Duke, of Ruth’s Chris Steakhouse fame, was in Toronto on Thursday, November 4 to address a combined session of more than 100 women belonging to OWIT-Toronto, Canadian Association of Women Executives and Entrepreneurs (CAWEE) and Women in Food Industry Management (WIFM). Lana provided some key insights to her success.

#### **Here are five of Lana’s tips; check out our website to see all ten!**

1. Have a vision of where you want to be in five, ten or twenty years.
2. Give your brand a unique personality and focus on the most important thing about your brand. Know your customer, but be flexible in a changing world.
3. Keep asking questions and keep changing.
4. Invest in the best—don’t cut corners especially in the areas where corners count
5. Know your customer, but be flexible in a changing world.

The presenters represent a wide range of industry sectors including publishing, chemical distribution, multimedia services and engineering software. Each shared their inside secrets to building trade relationships and achieving fast growth.

Common Advice:

Each of the speakers has worked in different markets but all of them reiterated the same thought - the importance of doing your homework about a foreign market, selecting partners you can trust and not being afraid of taking calculated risks. As well, each

talked about the importance of utilizing export development programs offered by both provincial and federal levels of government as well as the resources offered by groups like OWIT-Toronto.

#### **OWIT International's Annual Meeting: Canada makes its mark:**

The theme of this year's conference, held in Tampa, Florida was Globalization in an Uncertain World. Members of OWIT- Toronto attended the annual meeting, with Co-Presidents Susan Baka and Mary Anderson presenting a Canadian trade update. "I found the panel quite informative, with Susan and Mary giving one the feel that Canada is the place that everyone needs to do business with," said delegate Gecille Kouassi, President of OWIT Johannesburg South Africa. "I believe they are wonderful ambassadors for their country." Canada figured prominently at the conference and was honored in multiple ways: Adair Heuchan, Counsellor to the World Trade Organization (WTO) for the Government of Canada, in Geneva, was honored as "Woman of the Year in International Trade". This OWIT award is given annually to a woman who has advanced international trade through excellence and innovation and who, by doing so, has enhanced the status of women in international trade and business. In addition, Calgary's chapter was selected as Chapter of the Year in recognition of its efforts as the first Western Canadian chapter.

#### **Mentoring Achievements :**

OWIT Toronto also saw some of its mentoring efforts pay off as the Monterrey, (Mexico) Chapter was accepted into the organization - along with Copenhagen (Denmark), Johannesburg (South Africa), Brussels (Belgium) and Cairo (Egypt). These new chapters are now part of the growing list of world-wide chapters of OWIT. Canada will continue to be important in the organization as Leann Hackman-Carty of the Calgary Chapter of OWIT has taken on the international presidency in 2005.. Plan ahead for November 2005 when the newly -voted in OWIT Denmark chapter will host the 2005 OWIT Annual International Conference in Copenhagen. See the OWIT International site for more details.

Thanks for reading and look for the next bulletin in April!

#### **Volunteer at OWIT:**

A number of committees within OWIT can use your expertise and energy. Contact us to learn more about assisting in sponsorship, programming, communications or membership. Contact: Susan Baka at 416-410-1654, or Mary Anderson at 905-469-0277 for more information.

#### **Member Opportunity:**

Seneca International Business students available to develop overseas marketing plans As part of their core program requirement Seneca International Business students work to develop an International Marketing Plan for a Canadian SME that wants to expand its exports into an unexplored overseas market.

Recognizing the lack of research time most SME's have, the program offers a unique opportunity that will save SMEs time and money.

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