



Getting Connected E-Newsletter **Summer 2002**

Before everyone heads out to cottages or trips for some well-deserved vacation time, take a look at this Summer E-newsletter for Women in International Trade – Ontario (WITO). We have the results of our Annual General Meeting with some new faces to report on, and you'll want to slip into the city for our Annual Networking BBQ on August 15. Find out more . . .

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1. AGM

Our Annual General Meeting of members was held on May 28 and the WITO Directors elected are:

Candice Rice – President
Susan Baka – VP Communications
Donna Messer – VP Public Relations
Anne Rose – VP International
Ann Watterworth – VP Legal
Patricia Cosgrove – VP Programming
Gail Morris – Secretary/VP Membership
Mary Anderson – Treasurer

As you may have noticed, there are new additions to the Board. Please welcome Mary Anderson of Trade Partners, Patricia Cosgrove of Ontario Exports Inc. and Gail Morris of Livingston International as new board members.

Thank you to returning board members who have worked so hard to make this organization a success! We are sorry to lose Angie de la Cerna and Cindy Lapp. Both have made invaluable contributions to our board and will be greatly missed!

- **About Us: New Directors**

Mary Anderson, Treasurer
(manderson@tradepartners.com)

Mary is the Director of Trade Partners, a consulting group that accelerates the process for a company to successfully export to Canada. Providing extensive on-the-ground business development and support services, Trade Partners steers companies toward profitable business alliances in Canada. They also provide customized consulting services and conduct comprehensive and confidential business-to-business research. Mary has an MBA from the University of Ottawa and a BA from the University of Guelph. She has also been a marketing instructor at Red River Community College and Algonquin Community College.

Patricia Cosgrove, VP Programming
(patricia.cosgrove@edt.gov.on.ca)

Patricia is an International Marketing Consultant with Ontario Exports Inc. (OEI), the Province of Ontario's trade agency. Her mandate is to assist Ontario-based companies in the health care sector market their products and services in the United States. Patricia has a background in the private and public sectors, and joined the then Ontario Ministry of Economic Development and Trade in 1998 after her return from an international marketing assignment in Hong Kong, and went to OEI last year. She received a Master's Degree in Political Science from Carleton University and is also a graduate of the Forum for International Trade Training (FITT).

Gail Morris, Secretary/VP Membership
(gmorris@livingstonintl.com)

Gail Morris has demonstrated a strong interest in international trade since 1988, when she joined Livingston International, North America's leading customs brokerage company and trade-related services provider. Working as Marketing Manager, she develops strategies to bring on board more non-resident importers, U.S. manufacturers that import their goods for Canadian customers and helps clients who choose to in-source part of their Canadian customs process. Gail has a qualification certificate from the Canadian Society of Customs Brokers and has taken many courses in marketing and business. She co-chairs the community advisory panel of Trillium Hospital.

2. Upcoming Events

- **Annual Networking BBQ**

Please save the date of August 15 for our third annual BBQ at the Toronto Island Yacht Club, with guest speaker Evelyn Hannon, Publisher and Editor of Journeywoman.com (www.journeywoman.com), a fascinating and award-winning woman. It's easy to take a wrong turn – for those of you who did not attend last year, several attendees went to the wrong yacht club! To avoid confusion this year, here are detailed instructions to the Toronto Island Yacht Club:

Take the island ferry from Queen's Quay West, 1 block east of Spadina, immediately across from the Antique Market. Call (416) 203-2582 if you are lost! Ferry leaves at 5:15, 5:45 and 6:15 pm. Do **NOT** take the ferry from the Westin Harbour Castle Hotel.

Many thanks to our sponsors of this event: the law firm of Kirsten Goodwin , Thomas & Partners, International Financial Consulting Ltd., and Forum for International Trade Training. (Many thanks to Kirsten Goodwin who brought them all on board).

- **Breakfast Roundtables**

Watch for our new Breakfast Roundtables starting this fall. Our first discussion will focus on trade missions: how to get involved and how to leverage your success. More details will follow. All Roundtables are facilitated by WITO Board Members and provide a great opportunity for informal discussions and networking.

- **Annual OWIT Conference and Trade Mission**

The next OWIT Conference will be October 23 to 25 in Dallas, Texas. Astrid Pregel, Consul General in the Canadian Consul General of Atlanta, will be receiving the Woman of the Year award. She was nominated by our chapter! Dallas is planning a Canada Day program -- for breaking news on the program, see www.owit.org. We are also organizing a Trade Mission to coincide with the OWIT Conference, in co-operation with Industry Canada, the International Trade Centre and the Canadian Consulate General in Dallas. The Consulate will assist attendees in accessing the Dallas area market by arranging one-on-one business meetings for each participant. Visit the Consulate website at www.can-am.gc.ca/dallas for more information on the Texas market – it's booming! Members interested in participating in the Trade Mission should fill out the Expression of Interest Form sent recently by Anne Rose, our VP International. For more information, call Anne at (416) 536-1630 or e-mail to anne.rose@sympatico.ca

- **Holiday Reception**

Save the date of November 28 after work for our holiday reception. We have a marvelous evening planned and will share details with you shortly.

3. News

- **Australian Trade Mission**

Two WITO Board Members, Anne Rose and Susan Baka, participated in the recent 1st Canadian Businesswomen's Trade Mission to Australia, sponsored by RBC Royal Bank and the Global Banking Alliance for Women. The Mission included business matching, conference sessions and plenty of networking opportunities, courtesy of Westpac Bank of Australia, which hosted the 2nd Summit of the Global Banking Alliance for Women held in conjunction with the Mission. Anne and Susan gave presentations on exporting and also participated in an international focus group with other trade mission delegates and provided input on how banks can better serve women entrepreneurs. And, inspired by our first Canadian chapter of the Organization of Women in International Trade (OWIT), Australia is now planning to set up a local chapter, with our Canadian chapter acting as a mentor.

- **Members Out & About**

Board Member Mary Anderson of Trade Partners received a warm welcome when she participated in a World Trade Month Luncheon organized by Women in International Trade, Orange County, in Newport Beach, California in May. Keynote speaker Grant Aldonas, Under Secretary for International Trade U.S. Department of Commerce - considered to be the Commerce Department's leading advocate on international trade promotion and development in the Bush Administration - commented on the need for a seamless border in a high security environment.

4. Past Event Summaries

• **May 28: Power of Positive Linking**

At the Annual General Meeting of Members on May 28, keynote speaker Donna Messer, President of ConnectUs Communications Canada and Managing Editor of *BusinessWoman Canada* Magazine, talked about the “Power of Positive Linking.” As the title suggests, the night was all about networking and how to make it work for you, based on Donna’s own experience at networking for over 20 years. For those of you who missed her talk, here are some highlights:

- Above all, networking is about building relationships, and those relationships build business.
- We know about the 5 Ws (who, what, where, when and why), but there are also the 3 Ws you need to know when networking to get work:
Who are you?
What do you need?
What are you willing to share?
- While searching for new business, keep in mind that your answer to each W has value. In other words,
Don’t discount your skills just because it’s easy for you.
Don’t give away what you do for a living.
Don’t undervalue what you do.
- And remember:
Sell your strengths - - - buy your weaknesses.
Don’t try to sell anyone anything – find out their needs.
Find other people like yourself - - people you like doing business with.

• **May 2 Gala: Canada/U.S. Business Opportunities**

The May 2 Gala welcomed the international Board members of the Organization of Women in International Trade (OWIT) for their first meeting in Canada, hosted by Industry Canada and RBC Royal Bank. It featured keynote speaker U.S. Consul General Antoinette Marwitz, the first woman to hold the position of Consul General in Toronto. A member of the senior foreign service, Antoinette’s assignments have included Panama, Liberia, Barbados and Toronto. Most recently she was the Director of Foreign Service assignments in the U.S. Department of State. Her talk focused on the business opportunities between Canada and the United States. Some of her key points:

1. Trade has no gender, but women have a special place in international trade, especially U.S. / Canada trade.
2. The Canada / U.S. trade relationship is the biggest in the world.
3. Our economies are more intertwined than ever: 86% of Canadian exports are to the U.S., and 72% of Canadian imports are from the U.S.
4. There was \$243 billion of U.S. trade with Ontario in 2000.
5. More than \$1 million of trade per minute takes place every day.
6. The number and range of opportunities for bilateral trade are huge.
7. The \$1.4 billion per day in trade between Canada and the U.S. is powerful fuel for the economies of our countries.
8. The U.S. Commercial Office provides these services: market research, trade promotion and advocacy to build long-term relationships. Members can contact Linda Archer for more information.

Dianne Waterhouse, President of Round Top Window Products Inc., also spoke on her spring participation at the *Women’s Entrepreneurship in the 21st Century Conference* in Washington, D.C. In her talk, she urged other women business owners to take advantage of resources such as our embassies and consulates (our secret weapon!) to grow your business internationally. “There are huge and profound opportunities in

the U.S., Mexico and in developing countries,” said Dianne. “We live in the most exciting of times and as Canadians can break new ground, but it will take our collective intelligence to make a difference on a global scale. We are a generation of women global entrepreneurs and business does not need a global passport.”

Andrea Florian, an independent Toronto singer and songwriter, capped off the Gala with entertainment www.andreaflorian.com (she will be singing at the upcoming August 15th BBQ too for those who missed her in May.)

- **February 27: Post September 11 Changes to U.S. and Canadian Customs Regulations**

Guest speaker Meni Mancini, Director of Marketing and Business Development Consulting, North America, at Livingston International Consulting Group (mmancini@livingstonintl.com), spoke to members at this luncheon, held at Cassels Brock & Blackwell, on the important changes affecting cross-border trade since September 11. With a more stringent environment calling for stricter mandates on security, both the U.S. and Canada are working to streamline ways to deal with changes so that cross-border trade is not impeded. The onus is now on business owners to understand and comply with rules and regulations. Customs Administrations in both Canada and the U.S. now demand a greater focus on information management and preparedness. As Meni pointed out, this changing approach needs to be understood and communicated within organizations.

The biggest take-away from Meni’s talk? As overwhelming as customs documentation may seem, apply logic and common sense. Tap into associations, government and the Livingston International Web site (www.livingstonintl.com) for assistance. There are also seminars available to help you understand the regulations and new requirements and how they impact your business.

Other highlights:

1. Why pay attention to rules and regulations? Because non-compliance can mean more examinations and audits.
2. Biggest misconception? That, because of NAFTA and free trade, there is no documentation required.
3. Most common and most avoidable error? Improper documentation. It’s important to understand how to complete the Canada Customs Invoice and the NAFTA Certificate – and to ensure your suppliers do as well.
4. Where do you start? Evaluate your preparedness today to see how you fare in light of the current environment.
5. Then what? Focus on a border strategy and invest in it. Companies that are pro-active will fare best and have an edge.

Please let Patricia Cosgrove (patricia.cosgrove@edt.gov.on.ca, WITO’s VP Programming, know if there is a specific topic you would like to see covered at future meetings. We would welcome any suggestions regarding activities for members.

5. Membership Dues

We have decided to change our membership year from July - June to January - December to coincide with our fiscal year. As a result, all members registered before January 1, 2002 will receive an invoice for six months dues (July to December 2002). Sorry for the inconvenience, but it will make things run smoother. All new members who registered after January 1, 2002 are not affected.

6. Volunteers

We are looking for volunteers for our program, sponsorship and membership committees. A great opportunity to get involved with WITO! Please let Candice Rice know if you want to become more involved in your association. Tel: (416) 973-5157; e-mail to rice.candice@ic.gc.ca.

7. Suggestions?

If you have content or suggestions for future editions of *Getting Connected*, please pass them on to Susan Baka, VP of Communications, at phone: (416) 410-1654 or e-mail: sbaka@baycomm.ca. We'd be happy to hear from you!

This e-newsletter is produced for members of Women in International Trade – Ontario, P.O. Box 715, 31 Adelaide Street East, Toronto, ON M5C 2J8. www.wito.ca



Special thanks go to our newsletter sponsor, Ontario Exports Inc. (OEI), the lead trade agency of the Government of Ontario. OEI helps small- to medium-sized enterprises (SMEs) grow export sales and compete in world markets. OEI provides a variety of services for SMEs, including export education, counselling, market intelligence and advocacy. OEI matches buyers and sellers, introduces Ontario companies to foreign delegations, participates in international missions and organizes virtual trade missions. Resource products available through the OEI Web site include the *Ontario E-Commerce Export Guide*. Upcoming trade shows and OEI seminars are listed under "Trade Activities" on the Web site too. To learn more about how Ontario Exports Inc. can help your company, call 416-314-8200 (GTA) or 1-877-46TRADE (8-7233) toll-free (Ontario only) or visit the OEI Web site at www.ontario-canada.com/export.

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