

OWIT–Toronto's

2006 Board

As a lead up to the holidays, OWIT-Toronto hosted its annual general meeting to review the achievements of 2005 and select its new board for 2006. Members include:

Co-Presidents:

Susan Baka
Amanda de Vogel

Past President:

Mary Anderson

VP Communications:

Nancy Ward

VP Programming:

Gail Morris

VP Finance:

Alma Farias

VP Legal:

Ann Watterworth

VP Membership:

Jamie Lynn Mattina

VP Sponsorship:

Carla Kearns

VP's Website:

Bogumila Lapinski
Carmen Contreras

Administrator:

Susan Mogg
susanmogg@rogers.com

www.owit-toronto.ca

Save the Date

The 2006 OWIT International Conference: Building the Bridge from Market Access to Global Trade

September 13-15, 2006
Stanford Court Hotel, Nob Hill
San Francisco, CA

Join OWIT and WIT-NC for three days of programs delivering on these topic tracks:

- Supply chain logistics, security, corporate strategies and logistic implications.
 - Regional markets, market access strategies and drivers for the business sectors.
- For more details: www.wit-nc.com
- Trade policy, import and export trade compliance, regulatory and cross-border issues.

The Third Annual JoAnna Townsend Awards

Nominate an Exceptional Woman in Business Today!

It's not too early to be thinking of nominations for the third annual JoAnna Townsend award winner. See the OWIT–Toronto website (www.owit-toronto.ca) for nomination forms and for more information about the award.

Last year's award was presented to Susan Langdon of the Toronto Fashion Incubator for her leadership and mentorship of women in the fashion industry. Susan has assisted many fledgling companies get off the ground and paved the way not only for their domestic, but also international, success.

Award Background

JoAnna Townsend, in her role with the Department of Foreign Affairs and International Trade, was instrumental in making women entrepreneurs a focus within the department and in introducing initiatives to encourage more Canadian women to export. Whether supporting trade missions for women or simply being available to give advice, JoAnna had an

unwavering commitment to furthering the interests of women entrepreneurs – even through her prolonged illness which resulted in her untimely passing in January of 2004. Susan Baka, Co-President of OWIT–Toronto, says: "OWIT's award honours JoAnna's contributions and commitment to women in international business and will help keep her spirit alive."

The Award will be given out at OWIT-Toronto's annual summer BBQ in September 2006, featuring guest speaker and woman exporter Nadja Piatka, President of Nadja Foods, which supplies healthy, great-tasting food to the foodservice industry, including *Subway* Restaurants. Nadja was introduced to the world of exporting by JoAnna Townsend's encouragement. The annual deadline for nomination submissions is July 31st.

Event Write Up by Monica Ospina **Sales and Marketing Techniques** **to Develop International Business**

Angela Santomieri, founder of Langu-EDGE Solutions Inc., discussed the importance of utilizing appropriate marketing and communication tools when doing business in foreign markets at our February breakfast roundtable, sponsored by IE Canada. Here are some of her tips:

1. Before launching marketing materials such as business cards, brochures, videos and websites, revise and test them in the destination market. This will avoid problems like lack of precision, misuse of words, or hidden messages.
2. In order to establish credibility in foreign markets, include customer testimonials, awards and any news coverage about your business in your promotional material since potential customers tend to rely on the opinion of other clients and media.
3. Communicate the sales/marketing message in the client's own language. Studies have demonstrated that companies targeting markets by using

the local language/dialects have a much higher rate of success.

4. Understand the differences between hiring the services of a translator or an interpreter. Translation is used for written materials whereas interpretation is used for oral activities such as meetings, conferences, and videos. When translating or interpreting messages from one language to another, the information must be very precise and direct, avoiding the use of humour or slang, neither of which translate well.

By taking into account these simple steps, women exporters can more confidently craft the marketing messages about their products and services to be successful in foreign markets.

Langu-EDGE Solutions Inc. offers innovative translation on demand services in English, French and several other foreign languages.

"Langu-EDGE Solutions Inc. offers innovative translation on demand services in English, French and several other foreign languages."

For more information:
www.langu-edge.com

Upcoming Event **Think Big! Creating Sustainable Growth Conference**

OWIT-Toronto is pleased to partner with Women Entrepreneurs of Canada (WEC) and the University of Toronto's Rotman School of Management to present a daylong conference dedicated to inspiring big ideas and taking big risks in order to make growth happen!

Join Canada's top entrepreneurs, intra-preneurs and business thinkers as they share experiences and ideas that will help you define your own creative vision, lead your team towards your goals, and create long-term sustainability by anchoring clients to your brand.

Think Big! Creating Sustainable Growth will kick off with a day of exchanging ideas and workshops co-presented by WEC and the University of Toronto's Rotman School of Management. A networking cocktail will follow celebrating the success and the future of all women business leaders.

Date: May 11, 2006

Time: 8:00am-7:00pm

Location: Joseph L. Rotman School of Management, U of T, 105 St. George St. Reception to be held at Lobby bar after the event at 192 Bloor St. West.

OWIT-Toronto members save \$50 and enjoy the special conference rate of \$299 per person. This includes continental breakfast, luncheon, cocktail reception and take-away conference materials.

For more information:

Tel: 1-866-207-4439

Email: wec@wec.ca

For full conference agenda and registration form, please visit the WEC website at: www.wec.ca/thinkbig.



**Providing Women With
Networking and
Educational Opportunities
in International Trade**

Student Event Write Up by Kerry Cain Careers in International Trade

The start of the New Year saw yet another valuable seminar hosted by OWIT–Toronto’s Student Chapter. With over 30 people in attendance at the Careers in International Trade session, there was a plethora of valuable information from the guest speakers. These included representatives from Export Development Canada, Ontario Exports Inc., Expeditors International, the British Consulate General and Loop Media.

The main topics of discussion included the impact of networking, resume and cover letter presentation, internships and volunteer work. Each of the speakers shared their wealth of knowledge, and offered meaningful advice while discussing the challenges they faced in the International field:

- **Mary Palmer**, the Business Development Manager at EDC for the past five years, mentioned the importance of being true to oneself in regards to the passion that drives interest in the international field. She also noted that her experience in several companies in varying industries was critical to helping her to narrow her career interest. http://www.owit-toronto.ca/past_events06.html
- **Elan Gillespie** from Loop Media emphasized meeting people, company visits, and the merit of internships.

- **Barbara Vink** elaborated on the significance of application and networking in gaining a stronghold in the international field. It was after working on a temporary assignment on policy that Barbara then applied for a permanent position with the provincial government. With over 11 years’ working experience, she is currently an Export Consultant with Ontario Exports Inc.

- After three years import experience with Expeditors International, **Kelly Virtuoso** stressed that, regardless of educational background, motivation and determination are driving forces in securing a valued position.

- **Jamie Mattina**, a Business Manager from the British Consulate General in Toronto, spoke about the importance of volunteering and keeping in touch with several significant contacts.

This seminar gave an insider’s view on the various methods of entry to international work as well as potential for growth within this area. It also provided invaluable guidance for students who are missing the relevant work experience and emphasized that, with persistence and determination, one will be successful.

For more information on our Student Chapter, please contact Katrin Spence at katrin.spence@web.de.



OWIT–Toronto: The First Canadian Chapter of the Organization of Women in International Trade

Short Term Staffing Needs This Summer?

Hiring a Seneca College International Business Co-op student is an efficient, inexpensive way of meeting your short term staffing needs, while providing you with the opportunity to identify talent for future employment and qualifying you for a \$1,000 tax credit!

Students in the 3 year Seneca College International Business Co-op program are preparing for an exciting career in international trade. A typical student in this program has a mature outlook, a good work ethic, is often multi-lingual and often has experience living and working in other countries.

Suitable entry level positions for these students may include:

- ✓ Junior Logistics Assistant
- ✓ Import/Export Clerk

- ✓ Market Research Assistant
- ✓ Junior Freight Associate
- ✓ Customs Import Classification Analyst
- ✓ Foreign Exchange Analyst
- ✓ Customs Traffic Clerk

To post a position or for more information please contact:

Denise Olah, Co-op Coordinator
International Business Co-op program
416-491-505 Ext. 2359
Denise.Olah@senecac.on.ca

Please note that the students’ work term must begin by May 19th in order to obtain the required 420 hours for the program. Post your position early to get the best pick of students!

“Hiring a Seneca College International Business Co-op student is an efficient, inexpensive way of meeting your short term staffing needs.”



OWIT–Toronto wishes to thank our 2006 Committee Members:

Events
Marie Magnin
Barbara Vink

Communications
Katherine Fisher

Administrator
Susan Mogg

DON'T MISS OUT:

Check OWIT–Toronto's website frequently for updates!

www.owit-toronto.ca

Coming Soon!

Watch for OWIT–International's revamped website at www.owit.org.

You'll find:

- **International Chapter Member Directory to help you expand your network**
- **International business directory to help you build your business**
- **Trade-related news and initiatives**

Do you have something to contribute to the next edition of *Getting Connected?*

Contact:
Nancy Ward
VP Communications
(416) 368-6956
nward@cglg-canada.com

OWIT Calendar of Events 2006

SPRING: Cross-Border Buffalo Networking Event

Date: June

Details: Watch for details coming soon about this valuable networking event.

LATE SUMMER: OWIT–Toronto's Annual BBQ!

Date: September

Details: It's that time again...to sit on a patio, mingle with like-minded individuals and enjoy the last days of summer. Join us at our Annual BBQ to find out who the next winner of the JoAnna Townsend Award will be. Special guest speaker will be woman exporter Nadja Piatka, President of Nadja Foods, which supplies healthy, great tasting food to the foodservice industry, including *Subway* Restaurants.

FALL: Global Update on Key Markets: Panel

Date: October

Details: OWIT's famed regional trade update! OWIT members successfully doing business globally in the U.S., Mexico, Africa, China and Australia will share tips and lessons learned. Find out the latest news on markets abroad from a panel of business professionals with experience abroad.

HOLIDAY SEASON: OWIT–Toronto's Holiday Event

Date: December

Details: Always a wonderful time to celebrate the festive season with colleagues and friends. This is a must-not-miss OWIT–Toronto event.

Watch our website at www.owit-toronto.ca for event details.

FITT's 9th Annual National Conference

Set Your Sights on the World: Strategies and Networks

FITT's 9th Annual National Conference, Set Your Sights on the World: Strategies and Networks, will be held at the Atlantic Canada World Trade Centre in Halifax, June 13 and 14, 2006. The FITT conference presents excellent networking opportunities, informative sessions, an exhibit area and the CITP gala dinner. For more information: www.fitt.ca/conference/2006 or email conference@fitt.ca.

2006 RBC Canadian Woman Entrepreneur Awards

Seeking Successful Woman Exporters for Prestigious Award

Nominations for qualified candidates are now open for the **2006 RBC Canadian Woman Entrepreneur Awards (CWEA)**. An exciting addition this year to the Award categories is **The Business Development Bank (BDC) Exporter Award**. This will be given to a woman who has a profitable business in a global marketplace and has increased sales significantly by developing international markets for her products and/or services. The recipient must provide evidence that at least 30% of her company sales come from outside Canada and demonstrate consistent year over year growth in international sales over the past three fiscal years.

The awards, which will be presented at a gala ceremony in Toronto on November 16, are the biggest and most prestigious national honour for women business owners.

Nomination Deadline: July 17, 2006 **Application Deadline:** August 14, 2006

To nominate yourself or a candidate: www.theawards.ca, email info@powerpointgroup.com or tel. 416-923-1688 (toll-free 1-800-354-3303). For more information: www.rbcroyalbank.com/sme/women.

OWIT–Toronto Welcomes its New Members

- **Barbara Vink**
Export Consultant
Ontario Exports Inc.
- **Bonny Shears**
National Sector Business Development Manager
Grant Thornton LLP
- **Katherine Fisher**
Sales Assistant
Promotion Solutions
- **Dilek Duman**
Student
Sheridan College