

Champions

breakthroughs and resources for women entrepreneurs

www.rbcroyalbank.com/sme/women

Spring/Summer 2004 Issue 1 Vol 7

Women Trading Globally: A Plethora of Possibilities

"The connections made here will reverberate for years to come." This was the prediction made by **Astrid Pregel**, former Canadian Consul General in Atlanta and a pioneer of women's trade initiatives, in addressing the **Women Trading Globally Forum and Trade Mission**, held in Vancouver, B.C. this spring.

Over 200 women entrepreneurs, government and financial representatives from the U.S., U.K., Australia, the Middle East and Canada participated in the three-day event presented by RBC Royal Bank™ in collaboration with the Global Banking Alliance for Women. It featured business matchmaking

"A fabulous conference that offered a broad perspective – one far beyond what's in it for me."

Judy Bradt, Principal, Summit Insight

and over 40 dynamic international speakers, including Canadian Woman Entrepreneur of the Year Award recipient **Rebecca MacDonald** and **Dr. Raja Dhafer**, one of only three women on the Iraqi Governing Council.

The objective of the mission was to connect export-ready women entrepreneurs from all sectors and help them expand their businesses internationally. "My overarching goal was to establish connections for the long term," says **Linda Wilson**, Senior Partner, Precision Management Catalysts. "Not only did I make contacts for immediate follow-up, but what was even more valuable were the many powerful women I met in a range of businesses – small and large – with whom I established relationships."

The participation of women from Iraq and Jordan – funded by the World Bank – highlighted their unique challenges as business owners in coun-

tries where women are often marginalized. But it also opened the door to potential partnerships with women in other parts of the world.

"Women in these developing countries want to create strategic relationships," said keynote speaker **Sally Armstrong**, editor-at-large for *Chatelaine*, who urged delegates to find innovative ways to partner with them.

As more countries recognize the need to capitalize on women's entrepreneurial activities, it is important that women's concerns be reflected in trade policies. Canada's Ambassador to the World Trade Organization (WTO) and the UN, **Sergio Marchi**, challenged delegates to take a leadership role on behalf of women business owners by participating in the current Doha Round of trade negotiations.

A strong lobbying delegation to Geneva would influence the work of the WTO and help it better reflect women's realities, he said. "The opportunity to 'rock' the WTO is there for you to take."

For more coverage on *Women Trading Globally*, visit www.rbcroyalbank.com/sme/women/missed_the_event.html



Canadian entrepreneur Linda Wilson with Dr. Raja Dhafer of Iraq.

delegates to find innovative ways to partner with them.

Comment

Photo: Henk and Yanka Van der Kolk



With our report on **Women Trading Globally**, featured on this page, we felt it would be most appropriate to theme this issue of *Champions* around growing businesses. We continue to be supportive of all women-owned

businesses from startups to long-established businesses. Visit our Web site at www.rbcroyalbank.com/sme/women, where you will find many resources to assist you.

We believe that encouraging women-owned businesses to grow by accessing new markets is in all of our best interests. That's why we were honoured to host the Women Trading Globally event in Vancouver, a coastal city so symbolic of international trade. And we were delighted to witness the connections made for building future business relationships. The involvement of my Global Banking Alliance partners – Teri Cavanaugh, *FleetBoston*, Verna Gessaman, *RBC Centura*™, Simonne Hogan, *Westpac* (Australia) and Amanda Ellis, the *World Bank* – and the support and advice of women around the globe not only made the event possible but also very special.

Once again, we were all reminded by speaker after speaker that this is a time of exceptional opportunity for women entrepreneurs. I hope that the information offered in these pages will help you seize opportunities to grow your business.

Betty Wood
Director, Women's Markets
RBC Financial Group



CONTENT

Task Force Results	2
Resources for Growth	3
Champion Profiles	4
Meet Our Clients	6

Financing for Expansion	8
Marketing Tactics	10
Women in the News	11
Access Free Resources	12

Practical Resources to Help You Grow

Here are just a few of the many resources you can tap into as you develop and grow your company. Be sure to visit www.rbcroyalbank.com/sme/women/ for more about financing your business growth, other associations, publications and unique services available to help women business owners across Canada.

WOMEN PRESIDENTS' ORGANIZATION

what it is: A non-profit membership organization for a diverse group of women presidents who have guided their businesses to at least \$2 million in gross annual sales (or \$1 million for a service-based business).

what you get: Local chapters (maximum of 20 women) are facilitated by a professional who organizes meetings of the peer advisory group to focus on important business issues and cutting-edge business trends. In Canada, there is a chapter in Montreal, two in Toronto, and soon to be moving west with an eye on Vancouver and Calgary.

information: Tel: 416-762-1990 or visit www.womenpresidentsorg.com

STEP AHEAD MENTORING PROGRAM

what it is: A high-quality, year-long mentoring program, based in Toronto, that matches women who want to grow their businesses with successful entrepreneurs who have gone through a growth cycle.

what you get: One-on-one mentoring from an assigned mentor and monthly educational and networking sessions, featuring guest speakers, mentor panels and roundtables.

information: Tel: 416-410-5802, email: info@stepaheadonline.com or visit www.stepaheadonline.com

ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE: OWIT-TORONTO AND OWIT-ALBERTA

what it is: A world-wide, non-profit organization, with two Canadian chapters, designed to assist women in doing business globally.

what you get: Networking through local chapter meetings and an annual international conference; access to global business contacts; education and training through topical meetings, workshops and seminars.

information: *Toronto:* Gail Morris at 416.253.1500 or e-mail gail.morris@sympatico.ca or visit www.wito.ca

Alberta: Leann Hackman-Carty at 403.214.0224 or e-mail leann@concreteglobal.com or visit www.owit.org/albertapages.html

ATLANTIC CANADA OPPORTUNITIES AGENCY WOMEN IN BUSINESS INITIATIVE

what it is: A government initiative designed to improve the growth and competitiveness of women-owned businesses in Atlantic Canada's emerging growth sectors.

what you get: Individual support to help you determine the information and services your business requires and to make contact with the individuals or organizations in your region that provide it.

information: ACOA Toll-Free 1.800.561.7862, or visit www.acoa-apeca.gc.ca/e/business/entrepreneurship/wbi/wbi.shtml

WESTERN ECONOMIC DIVERSIFICATION CANADA WOMEN'S ENTERPRISE INITIATIVE

what it is: Business information and services specifically tailored to the needs of women in Western provinces and offered by non-profit groups – the Women's Enterprise Society of B.C., Alberta Women's Enterprise Initiative Association, Women Entrepreneurs of Saskatchewan Inc. and Women's Enterprise Centre of Manitoba. WEI offices are located in Kelowna, Calgary, Saskatoon and Winnipeg, with satellite offices in Vancouver, Edmonton and Regina.

what you get: Access to a loan fund and advisory services, assistance with business plans and export plans, and referrals to other services.

information: WD Toll-Free (accessible in Western Canada only) 1-888-338-WEST (9378) www.wd.gc.ca/pos/weil/xindex_e.asp

WOMEN'S ENTERPRISE CENTRES

what it is: As a result of the recommendations of the Prime Minister's Task Force on Women Entrepreneurs, the federal government will be opening business centres in Ontario and Quebec this year to help women entrepreneurs start and grow their businesses.

what you get: Mentoring and networking services, support, information on sources of financing, and other services tailored to the needs of businesswomen.

information: *Ontario:* Candice Rice, International Trade Canada, tel: 416-973-5157; e-mail: rice.candice@ic.gc.ca
Quebec: Sylvain Savage, Canada Economic Development, tel: 514-496-5473; e-mail: sylvain.savage@dec-ced.gc.ca

Peer Advisory

Networking

Western Canada

Mentoring

Atlantic Canada

Central Canada



HELPING YOU GROW

The Definitive Guide to Managing for Growth

See page 12 for details

IN MEMORY OF A WOMEN'S TRADE ADVOCATE



JoAnna Townsend

A tireless champion of women entrepreneurs and exporters, JoAnna Townsend, former Director of the Small and Medium Enterprises Division, Department of Foreign Affairs & International Trade (DFAIT), passed away in Ottawa in January after fighting a determined and courageous battle with brain cancer.

During her time at DFAIT, JoAnna was instrumental in making women entrepreneurs a focus within the department and in introducing initiatives to encourage more Canadian women to export. In particular, as Chair of the Trade Research Coalition, she spearheaded the groundbreaking *Beyond Borders* report – the first research of its kind in the world on women and their role in international trade.

The Organization of Women in International Trade – Toronto (OWIT – Toronto) has named its new export award after JoAnna (visit www.wito.ca).

In the News



High Seas Networking - Over 100 business-women joined Vancouver representatives from RBC Financial Group on a three-day *Weekend to Remember* cruise from Vancouver to San Francisco last fall. Mixing business with pleasure, the event featured seminars and workshops on creating business plans, disability and long-term care insurance and gender differences in investing.

[top row l-r]: Marie Temming, business banker, Vancouver, and Deborah L'Abbee, Investment Advisor, White Rock, [seated] Caroline Parker, Investment Advisor, White Rock and Bev Poole, business banker, White Rock.



Celebrating Women Artists - Renowned Canadian painter **Doris McCarthy** [seated centre] spoke at an art exhibition featuring the contemporary Canadian women visual artists surrounding her. The event, presented by Elizabeth Kuzmas of RBC Financial Group, was held recently in Toronto. Doris' contributions to Canadian art are impressive. She has

produced an unparalleled body of work, was the first woman President of the Ontario Society of Artists, and has taught some of Canada's most distinguished artists. Her passion is painting Canadian landscapes: "We are a wonderful country and I love painting it!" Her advice to the talented artists featured at the event: "Work, draw, paint, keep going. Put your whole heart and soul into what you are doing. And, remember, self-promotion is an essential part of being a successful artist."

Hats off to...

Charlie Coffey, Executive Vice-President, Government and Community Affairs, RBC Financial Group, who was appointed as an Officer to the Order of Canada on January 27. Throughout his career, Charlie has been known for his support of women entrepreneurs, Aboriginal peoples, and our youth. His leadership, proven record and reputation in public, private and not-for-profit sectors across the country has resulted in several additional appointments and special honours, including the Toronto-based 2004 Yorktown Family Services Humanitarian Award for Community Service.



Andrina Lever, Lever Enterprises, a consulting firm specializing in international trade, finance and commercial development, was honoured late in 2003 by The International Alliance for Women with its World of Difference Award at the Global Partnership Forum held in Washington, D.C. The award recognizes women whose actions, efforts and inspiration have truly made a "world of difference" in the advancement of women in their community, region, and globally.