



Dear OWIT Members, International Trade Professionals and Members of the Community,

Our new OWIT website, which launches today, adds a revitalized look and many new features, including a robust new membership section with an extensive database system as well as practical and useful resources.

I invite you to look at our new website, www.owit.org, designed and built by Microscience, based out of Lima, Peru. With our newly enhanced website, our organization is well positioned to further the development of women in business and trade. By expanding our global horizons and building strong professional business relationships, our organization will continue to grow to serve the international trade community.

The crucial work and collaboration carried out by our dedicated website committee, our web developers and our webmaster over the last two years has been instrumental in the development of our website.

The website committee was composed of three OWIT women, Gail Robinson from Alberta, Canada, Beth Peterson from Northern California, U.S., and myself, Lilia Navarrete from Los Angeles, U.S. I had the pleasure to work with these two fabulous and talented OWIT members for two years, together with our webmaster, Brian Wendell from Bitmek in recent months. We worked together virtually and across borders and in different languages to make this happen. From inception of the project, to preparing an RFP, evaluating developers of three different countries, setting out the wirelines and storyboards to form the databases, this group saw it through. It was the passion and steadfast determination, with a belief in the spirit of volunteering that made this international project happen.

Thank you Gail and Beth, for your hard work, your hundreds of volunteer hours and the contagious passion and fun that we had.

I also want to thank our Beta testers, who were the pioneering early users of our website. You helped us find bugs, consider new features, and improve our website prior to going live. The feedback, suggestions, and constant input helped us tweak features, as well as edit and clarify messages. And, of course, I would like to thank Leann Hackman-Carty, Past President of OWIT for her support of this project.

Like many websites, it is a work in progress, and as time goes on, more features and resources will be added. There are a lot of new ideas in the development pipeline already. Help us by sending us your feedback and your links to resources so that our resource section is global, robust and valuable to all our members around the globe.

We have developed the website with various needs in mind including, that it be informative and engaging. The site, devoted to and designed for OWIT members, professionals and members of the community interested in our organization and the international trade arena is remarkable. The website, includes useful and practical resources for OWIT chapters and information about OWIT, thereby providing a one-stop shop for OWIT members. The OWIT website offers features and resources that we hope will serve our members as you pursue collaborative international trade interests.

Here are just a few things you will be able to do and see at www.owit.org as an OWIT member:

- ◆ Network with OWIT members around the globe using the new membership directory,
- ◆ Learn about international trade issues in our resource gateway,
- ◆ Easily find OWIT guidelines and key documents,
- ◆ Join in with the "official development" of our organization by volunteering on an OWIT International committee,
- ◆ Keep our organization growing with sponsorship leads,
- ◆ Use the website to see your ideas or concepts come to life,
- ◆ Vote for preferences,
- ◆ Help establish standards,
- ◆ Get involved to help coordinate the look and feel of website updates.

Our new website truly is a database, not just scanned pages - in other words the website is dynamic with an internal search engine.

As a preview for your tour: please note the following features and resources. A password will be necessary to access the OWIT Membership gateway. Please check with your OWIT president or International Representative.

- ◆ The Conference gateway providing valuable information on our upcoming Conference on October 10-12, 2007.
- ◆ Our Women of the Year and biographies of our role models through the years
- ◆ The World Map showing OWIT Chapters located around the globe
- ◆ The Volunteer section for signing on for international projects
- ◆ A Media Room to profile OWIT news, complete with a media kit, archive and search feature
- ◆ A Sponsorship package to be downloaded and presented for funding
- ◆ The Event Calendar to enable our members to check on OWIT Chapter meetings when traveling
- ◆ How to join a chapter or start a new chapter
- ◆ The Membership Directory with all OWIT member business contact information
- ◆ The Job Bank listing trade job postings
- ◆ A Speaker Bureau Directory with profiles of OWIT members available for speaking opportunities
- ◆ A Resource Library that with several links including LISA.org - an organization with exciting information on globalization and localization

There is access to about 10 gateways in our website and with your input, we will be adding many more diversity features as OWIT grows with our membership.

Our website launch is a milestone for OWIT. As a connector with your collaboration needs in mind, we are striving for continuous improvement with our enhanced website. We will need your input and feedback for the next phase that is currently in the works. Please email us with your comments, or fill out the short survey.

I'm happy to answer any of your questions. Feel free to email and I or one of the OWIT Executive Board members will get back to you.

Now, be our guest and take a tour of the new OWIT website, your website! www.owit.org

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United around the globe to foster international trade and the advancement of women in business