



## INTERNATIONAL CONNECTIONS: E-NEWS SPRING/SUMMER 2005

Welcome to our third edition of *International Connections*, the e-newsletter for OWIT International. The purpose is to update you on developments at the international level of our association and to share some of the unique activities and best practices of our chapters around the world. I hope you will take a few minutes to read through.

Since our last issue in January, OWIT's Board held an intensive two-day meeting in Bermuda, hosted by our Bermuda Chapter, that focused on developing both a business plan and marketing communications plan that will leverage our strengths and opportunities and strongly position OWIT for the future. Some exciting groundwork has already been laid by existing committees, and new ones are being formed to pursue opportunities. It's a great time to get involved in shaping what's to come for our dynamic and growing organization. As you read through this issue, I hope you will think about how you can make a contribution at the international level...a move that's guaranteed to expand your own horizons and contacts.

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## **OWIT NEWS**

### ***President's Message/Board Update***

The first half of 2005 has been a very busy and productive year for the OWIT Board. In addition to our monthly board meetings, we have created some active subcommittees that are working hard to build a stronger, more dynamic organization.

Our primary focus this year is to develop a strategic business plan that will help position OWIT effectively for the future. A large component of this exercise is to complete a marketing communications plan. Last year, we created the position of VP Marketing Communications on the Executive. In this role, Gail Robinson has helped bring focus and attention to developing this plan. One of its first deliverables will be the launch of a new website later this fall. Thanks to the great work the Website Committee has done, this revamped website will be launched this fall as our flagship communications tool.

At the end of April, the OWIT Board held its annual spring board meeting in Bermuda. Thanks to the work of Frederika Forth, Merrilyn Johnson and Elizabeth Tee, we had an interesting program, wonderful hosts and an extremely productive board meeting. A big thank you to those of you who took the time to be there. Your personal commitment and valuable input are greatly appreciated.

OWIT'S Policy & Procedures Committee has also initiated some great work. Jackie Adamson and Marian Ladner have an ambitious program planned for this committee and its outcomes will be beneficial for all of us going forward.

From a chapter support and development perspective, both Cathline James and Natalia Burianyak have been working hard to facilitate the establishment of new chapters as well as the continued growth and sustainment of existing chapters.

From a financial standpoint, Sharon Martin and Erin Crockett continue to ensure the organization remains in a sound financial position. As we begin to source new and innovative revenue generation opportunities for the future, their financial expertise and advice will become even more critical to OWIT.

As Chair of the Advisory Board, Amy Johannesen has begun to engage its members in more meaningful ways, aiming to capitalize on their unique individual strengths and personal interests. We look forward to having the Advisory Board play a key role in helping to grow and position OWIT for the future.

As Executive Vice President, Meg Jones has been providing an important advisory role with Lani Bannach in organizing the Fall Conference and Board meeting for Copenhagen, Denmark. We look forward to hearing some great speakers, participating in some challenging sessions and networking with delegates from around the world this November. Please mark your calendars now and encourage other members of your chapters to attend!

Finally, to each of the individual Chapter Presidents and Representatives, I want to personally thank you for all of the work you do within your respective communities on a daily, monthly and yearly basis. Your personal commitment to furthering the goals and objectives of OWIT is what enables us to continue to nurture and strengthen the network of women in international trade.

In the wonderful words of Anne Frank, "How wonderful it is that nobody needs to wait a single moment before starting to improve the world." I look forward to working with each of you over the

next six months as we continue to forge ahead on our business plan and encourage each of you not to “wait a single moment” more before becoming actively involved in this process. You’ll be glad you did.

*Leann Hackman-Carty*  
*OWIT President 2005*

### ***Attend OWIT Annual Conference and Accelerate Internationally!***

Plan now to attend OWIT’s Annual International Conference to be held in Copenhagen, Denmark from November 2 to 4 and network with members from around the world. This year’s theme is *Technology – Accelerating International Trade?* and our new Denmark Chapter, headed by Lani Bannach, is putting together a stellar program, exploring issues and opportunities surrounding leading-edge technology and business. In addition to experiencing dynamite sessions and speakers, attendees have been invited to join the Lord Mayor of Copenhagen for lunch.

Because Denmark is accessible from many locations in Europe, you may want to consider trips to London and Geneva where the local OWIT chapters will help facilitate business meetings. Chapters get to keep 10% of all cash sponsorship raised. Let us know potential sponsors, aim high, and use the windfall to send more delegates to the conference. Remember, for every five paid-up delegates registered, chapters get the money for one delegate. The registration fee is \$495US. For up-to-the-minute program details and to register, visit [www.owitdenmark.dk](http://www.owitdenmark.dk) . For information, e-mail to [info@owitdenmark.dk](mailto:info@owitdenmark.dk) .

### ***Bermuda Keynote Highlights***

The Hon. Jennifer M. Smith, Deputy Speaker of the House and former Premier of Bermuda, was special guest speaker at our Spring Board Meeting, hosted by our Bermuda Chapter. The biggest take-away from her impassioned presentation? The need for women involved in trade, through organizations like ours, to help empower women globally and access opportunities - a message that is remarkably similar to that heard from accomplished women wherever you go in the world.

Expressing delight that OWIT is “dedicated to enhancing the status of women in the field of international business and trade through a worldwide network of professional contacts”, Ms. Smith emphasized that “internationalism, more precisely global trade, is the very stuff of Bermuda’s livelihood and history.” Here is a sampling of her remarks that revolved around the status of women in the world:

- The world has gotten smaller, she said, and we can no longer persuade ourselves that we don’t know how women are treated in other countries. “Today, thanks to telecommunications, we know, and are aware, that the gap in well-being (in areas from health to employment) of women in Third World and developing countries is widening...not closing!”
- “Humanity’s entry into the 21<sup>st</sup> century has been both painful and dangerous. In particular, terrorism and the ‘war on terror’ that followed made it clear that our destinies are linked and our lives intertwined. As members of OWIT, you are powerful women in decision-making positions. You are uniquely positioned, collectively and individually, to use your power to advocate for gender equality and justice.”
- “Women’s economic empowerment is crucial to the protection of women’s human rights, including rights to education, to work, to health, to housing, as well as sexual and reproductive rights. Increasing women’s economic decision-making empowers women in all aspects of their lives – in the family, in the community, and at national and international levels.”

Ms. Smith concluded her remarks with a powerful call to action for OWIT. “We will not achieve freedom from fear and freedom from want without justice for women everywhere – your experiences, perspectives and contributions can play a key role in efforts to increase equality and eliminate discrimination and violence against our fellow women.”

### ***OWIT Chapter Development***

Possible future chapters include Paris, Pakistan, Jordan and two in the Ukraine. VP Chapter Development Natalia Burianyk has held preliminary meetings with interested individuals there. The UK will officially be on board soon.

### ***Time to Nominate***

Visit our website at [www.owit.org](http://www.owit.org) for nomination details for OWIT Woman of the Year, Chapter of the Year and Member of the Year. Each member chapter is eligible to nominate one candidate for each award. The nomination deadline is August 1.

Submissions for nominations must include the following:

- Name, address, phone, fax and e-mail of the nominee
- Written biography or resume of the nominee
- Statement in support of nominee that addresses all award criteria and requirements
- Any other information in support of nominee (eg. newspaper articles, local awards, etc.)

Winners will be honored at the annual conference in Denmark this fall.

### ***Seeking Committee Volunteers***

OWIT needs volunteers for two committees:

**Events Committee** – to help organize the annual spring board and fall conference meetings, including selecting future host locations, identifying resources and new events and communicating event details to chapters. Contact Meg Jones at [meg@constructiveconnections.com](mailto:meg@constructiveconnections.com).

**Fund Development/Fundraising Committee** – responsible for overseeing the development of OWIT’s annual budget and implementation of its fundraising plan. Contact Leann Hackman-Carty at [cqcom@telusplanet.net](mailto:cqcom@telusplanet.net).

### ***Enhanced Website Coming***

Thanks to a committed and talented committee, headed up by Gail Robinson and including Lilia Navarrete and Beth Peterson as core members, the RFP stage is almost complete. Once a design firm is on board, the enhanced website development will begin. As we move in to the content phase, beginning in July, we will be putting the word out for Chapter volunteers to join in and help us with this major flagship project. Please watch for further details. If all goes well, we are hoping to launch the enhanced website at the Denmark conference

### ***Access to Market Analysis Tools Extended Yet Again***

Free access for OWIT members to two of the International Trade Centre's market analysis tools - TradeMap and ProductMap - has been extended until the end of this year. However, the password has changed. Ask your Chapter Rep for the new password or contact Meg Jones at [meg@constructiveconnections.com](mailto:meg@constructiveconnections.com). Note that if you're searching for new export markets, there are 200 countries in this comprehensive database, which usually sells for a subscription price of \$6,000 per year, so do take advantage of this terrific benefit for OWIT members!

## UPCOMING EVENTS

### ***2005 Annual International Conference –Denmark***

Our 2005 Annual Conference will be held in Copenhagen, hosted by the new Denmark chapter. Start planning now to attend on November 3-4, 2005, with a welcoming reception on November 2. The theme will be *Technology – Accelerating International Trade?* Denmark Chapter President Lani Bannach emphasizes the clean, safe, modern aspects of Copenhagen – recently nominated as one of Europe’s dream cities – and promises a terrific conference program. You can check out more about the city at [www.visitcopenhagen.dk](http://www.visitcopenhagen.dk) . For program and registration details, visit [www.owitdenmark.dk](http://www.owitdenmark.dk) .

### ***Board Meetings Scheduled***

Remember that it is the responsibility of all Chapter representatives to attend Board meetings. Here is the upcoming schedule:

- November 5, 2005 – Copenhagen, Denmark
- Spring 2006 – Orange County
- Fall 2006 - Arizona
- Spring 2007 – Denver
- Fall 2007 – Puerto Rico
- Fall 2008 – South Africa

## CHAPTER WRAP-UP

*Note: These are the chapters that responded to our request to share news.*

### ***Alberta (www.owitalberta.org)***

A recent meeting held at a local women’s clothing store included a fashion show, discounts and presentations tailored around women in retail who have expanded internationally. The chapter also held an event with His Excellency Poul Kristensen, the Danish Ambassador to Canada, to promote the upcoming fall international conference, and GO-Expo to increase OWIT-Alberta’s profile locally as well as in the oil and gas sector.

### ***Charleston, South Carolina (www.cwitsc.org)***

At its annual banquet, the chapter welcomed keynote speaker Lt. General Daniel W. Christman, Senior Vice President for International Affairs, U.S. Chamber of Commerce, who addressed “Global Economy: The Need for American Leadership”. A silent auction including local items complemented the theme “Soirée at the Charles Towne Exchange”, promoting important events, products, agriculture, etc. related to international trade, which had been the foundation of the city since its inception. In addition, the chapter awarded its first two CWIT scholarships (with funds raised through the annual banquet), and honored the second “Woman of the Year” recipient.

### ***Copenhagen, Denmark (www.owitdenmark.dk)***

OWIT Denmark has launched its new website featuring online event registrations, information about OWIT Denmark and a section devoted to the 2005 OWIT World Conference. A recent high-profile event saw leading Denmark businesswoman (Business Woman of the Year in Denmark) Helle Bechgaard - who has had 25 years of experience in the pharmaceutical industry, including being CEO of several companies - discuss how to create added value in product development.

### ***Denver, Colorado ([www.owit.org/coloradopages.html](http://www.owit.org/coloradopages.html))***

OWIT-Colorado met with five women from Iraq who spoke about their attempts to organize NGO's, the healthcare system, and the value of associations with the United States. The five were part of a three-week mission meeting with professionals on ways and methods to establish democracy in their country. The Denver chapter is interested in assisting Iraq in starting up an OWIT chapter.

### ***Houston, Texas ([www.owit-houston.org](http://www.owit-houston.org))***

In May, OWIT-Houston introduced the chapter to delegates at the International Air Cargo Conference by staffing a booth. One of the goals was to generate interest in membership and in the International Conference in Denmark. Also in May, Houston held its Second Annual Dress for Success Clothes Drive, with a large amount of clothing donated to a women's shelter.

### ***San Diego, California ([www.witsd.org](http://www.witsd.org))***

Several chapter members met with a Geneva counterpart, sharing common events and discussing differences between the two chapters.

### ***Toronto, Ontario ([www.owit-toronto.ca](http://www.owit-toronto.ca))***

The Chapter has held three well-attended events for members this year: *Looking North-South: Securing Your Future Success*, featuring the newly-appointed US Consul General in Toronto, Jessica Lecroy; *How to Prepare for a Trade Mission*, with a panel providing tips; and *Trade Financing & Resources*, featuring a panel of bankers and government reps who discussed what their organizations can offer and what programs are available to help exporters. OWIT-Toronto's new student chapter also held a very successful event on *How to Sell Yourself as a Student Intern*, featuring both interns and employers who hire interns.

### ***United Kingdom ([www.owituk.org](http://www.owituk.org))***

The UK chapter has held two successful events recently. In April, guest speaker Annika Åman-Goodwille discussed "Setting up a Business in a New Country", outlining key legal, financial and administrative requirements to consider when starting up such as marketing, funding and immigration and other requirements that come with successful growth. In May, Maggie Farrell, Director of Trade and Investment for the State of South Australia, hosted a practical, informative workshop entitled "Women in public life – how a public appointment can enhance your career", featuring Dr. Lily Segerman-Peck, Commissioner of the Legal Services Commission, on the selection process for public appointments. OWIT UK is also poised to launch its new website, featuring online registration for events and more information about the chapter.

### ***Vladimir, Russia***

The Russian chapter which is growing steadily just welcomed its first intern to Vladimir, thanks to a cooperative internship program effort with OWIT- San Diego, the University of San Diego and the Chamber of Commerce and Industry of the Vladimir Region, Russia. The Chapter also plans to continue its hosting of speakers at its monthly meetings and will soon have a web presence on the Chamber of Commerce of Russia's web site.

## **CHAPTER-BUILDING IDEAS**

*Here are a few ideas shared by our chapters around the world to help you add value and boost membership:*

**Geneva, Switzerland ([www.gwit.ch](http://www.gwit.ch)):** GWIT leverages and grows a 'diverse' membership by providing tailored events on top of umbrella events, including:

- Product Trader Sub Group: Entrepreneurs, commodities traders, importers and manufacturers exporting products abroad, meets bi-monthly, inviting a guest speaker to talk on a trade related subject, followed by a roundtable discussion and informal networking.
- International Organization Sub Group: Bi-monthly discussion group focused on issues of interest and international priority as it relates to gender trade policy and practices within international trade and business.
- Corporate highlights: Visit leading Corporations headquartered in the Geneva community - sharing their corporate priorities, values and community contributions.

**Houston, Texas** ([www.owit-houston.org](http://www.owit-houston.org)): is asking members who provide services such as training and consulting to offer special discounts to fellow members to help promote the value of membership. Using a Yahoo Group site with an assigned moderator has proven a quick and accurate way to communicate with the membership.

**Monterrey, Mexico:** The new Mexican chapter ensures that diverse topics such as business development and cultural issues, not just trade issues, are included in events.

**Toronto, Canada** ([www.owit-toronto.ca](http://www.owit-toronto.ca)): The chapter suggests partnering with government departments and corporations to hold events at their premises in return for sponsorship recognition. Other tips: schedule regular teleconference calls with your executive board rather than time-consuming face-to-face meetings; get international trade students actively involved (eg. volunteer at event registration desk, take photos at events, etc.) as the chapter gets much needed help and the students are exposed to strong role models and opportunities in international trade.

**Washington, DC** ([www.wiit.org](http://www.wiit.org)): has expanded its Corporate Membership program. There are now three levels of membership: Gold (7 individuals plus other benefits), Silver (5 individuals plus other benefits) and Bronze (3 individuals plus other benefits). One of the benefits to the Gold and Silver members is a seat on the Corporate Advisory Board (CAB) which meets twice a year to gain ideas from a corporate perspective. Another success is the mentor program which matches young individuals looking for a mentor with seasoned individuals.

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OWIT (Organization of Women in International Trade) is a non-profit professional organization designed to promote free trade and the advancement of women in global business. It provides networking and professional development opportunities, with particular emphasis on women. Despite the name, membership includes men and women working in all facets of international trade. OWIT has 40 affiliated chapters around the world, with over 2,000 active members. Visit [www.owit.org](http://www.owit.org).

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