

Cheryl Lockhart

From: OWIT Alberta [rsvp@owitalberta.org]
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To: Cheryl Lockhart
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OWIT Alberta Mailing List

February 7, 2007

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President's Message

Dear Friends of OWIT,

Welcome to a new year, one that OWIT Alberta is very excited about. This past November, with the assistance of facilitator's from the Board Development Program (sponsored by Alberta Community Development), all board members met in Calgary for a two day board-building workshop and strategy development exercise. The session certainly helped to reinvigorate the board and help set a new direction for 2007. This was aided significantly by the results of the survey that you responded to in the fall. We had a very impressive 22% response rate – thank you to all that took the time to respond. Very clearly we heard that the majority of you were interested in events that introduced topics related to international trade, business and entrepreneurship (72%), although approximately half of you also were also open to speakers addressing women's development and empowerment, professional development and international development. International trade policy held the least attraction for most of you, and I can't blame you – it can be a dry topic!

We asked how we could improve the value of an OWIT membership and you told us that a membership directory, opportunities to promote your business, on-line access to international contacts and regular events were all important. Regarding events, we have a great line-up for the remainder of the winter. And soon OWIT International will be launching the new web site which will allow members to submit a personal profile which can then be viewed by OWIT members around the world. For business promotion here in the province we are considering a member directory.

On the international front, three board members, including myself, flew to San Francisco to attend the annual OWIT conference. It was a fantastic event with a lot of valuable information presented by a wide roster of high-caliber speakers. Plus, the networking opportunities were fabulous! I plan to bring the conference binder to upcoming events so you can all see what a wonderful professional development opportunity this is. I truly believe more women from Alberta should plan to attend the conference in Miami October 24 - 26 – you won't regret it!

Finally, I'd like to mention that OWIT is always looking for interesting speakers for our WIT Night's Out. If you have a business associate traveling to Alberta from out-of-country, know someone who has been successful in international trade and has an interesting story to tell or if you know a particular subject matter expert, let me know and perhaps we can have her/him address our organization.

Cheryl Lockhart

President, OWIT Alberta

OWIT International News

Last year, I had the pleasure of serving as President of OWIT-International. As a somewhat "virtual global organization" I was amazed at what a committed, talented group of individuals achieved primarily through conference calls and email. Whether it was organizing a very successful annual conference in San Francisco, revamping the OWIT website, embarking on a fundraising strategy, adding new chapters in Hampton Roads and Nepal, launching a new brand or setting the groundwork for



future growth internationally, I believe 2006 was a watershed year for the organization.

It truly was an honor to lead the organization in 2006; however, I am confident OWIT-International's 2007 Executive will continue to build on the solid foundation that has been established by the numerous dynamic volunteers who have contributed their time, leadership and expertise to growing the organization over the past sixteen years. As international trade becomes even more pervasive in all of our lives, so too will the need for global networking, trade education and information sharing opportunities. I believe OWIT is in a unique position to fulfill this ever growing need. As many of you know, international trade is a complicated field to work in; however, the rewards can be great— and the friendships even greater.

In closing, I want to personally thank my home chapter, OWIT-Alberta for its hard work both at the local and international levels. We have an amazing group of committed women who are working hard to build and lead the organization both locally and internationally. Once again, in 2007 we have representation at both the OWIT-International Board and the Executive levels.

I invite each of you to attend the next OWIT International Conference in Miami, October 24-26, 2007. The theme is Emerging Markets: The Road Ahead for Finance, Business & Trade. It will be a great opportunity for networking, learning about new international trade trends and policies, understanding more about emerging markets, and connecting with OWIT members from around the world! I know you won't be disappointed.

I encourage each of you as you continue building and furthering OWIT's mission of being "united around the globe to foster international trade and the advancement of women in business".

Together, we can, and are making a difference.

Leann Hackman-Carty

Immediate Past President & 2007 Chair of the Advisory Board OWIT-International

Special Report: OWIT International Conference

It's been three years since OWIT Alberta hosted the international conference in Calgary which, incidentally, was the first time I was introduced to the organization and some of the wonderful women who founded the chapter. Since then I had forgotten what a great experience attending an OWIT conference can be. I'll admit it, I was very busy in September and regretting that I had signed up for the three-day conference, titled Building the Bridge from Market Access to Global Trade. It didn't take long for that regret to fade away...



The line-up of speakers in San Francisco was truly impressive covering a wide variety of topics along three tracks: global import and export, global supply chain and security and emerging markets. In the sessions I attended I was again reminded of how seriously the American government is taking security issues and how Canadian businesses are not immune to these sensitivities, even if similar legislation is not being proposed here. For anyone needing to justify the cost of the conference, I would suggest that the duty minimization strategies presented by one panel of speakers (including the Senior Director of Global Import Compliance with Gap Inc.), if implemented, would easily have saved your company enough money to send you to the conference.

Organizers were also careful to incorporate speakers and topics that would be of interest to Canadians. Mary Anderson of Import Export Canada spoke on Implementing and Sustaining a Multi-Faceted Global Security Program, which helpfully explained the similarities and differences between C-TPAT and PIP. Susan Baka from OWIT Toronto gave valuable advise on navigating cultural differences that can make or break a deal and Carla Kearns, a Canadian with extensive experience in China, provided wonderful insight into how to build business relationships in that country.

Another highlight of the event was the awards ceremony, where Canadian Andrina Lever was named OWIT Woman of the Year (Photo from left to right: Susan Baka, Co-President OWIT Toronto; Leann Hackman-Carty, President OWIT International/OWIT Alberta; Lilia Navarrete, Executive Vice President OWIT International Andrina Lever, OWIT Woman of the Year and Marc LePage, Canadian Consul General to San Francisco/Silicon Valley) . Andrina is a pioneer and a long-time advocate and champion for the advancement of women's entrepreneurship internationally. The award is given annually to a woman who has furthered trade through excellence and innovation and who by doing so has enhanced the status of women in international trade and business. Andrina's championship of several initiatives has helped to ensure that the women in international trade are heard and their unique policy concerns addressed.

I wanted to share my enthusiasm about this event with you because I truly feel that everyone involved with, or interested in, international trade should consider attending the conference next year in Miami . We are fortunate here in Alberta to have a plethora of international trade seminars, courses and networking events to choose from but this conference is unparalleled in terms of the caliber of women that you will meet and the breadth of topics you will be exposed to. And of course, conferences are also about networking. Every attempt was made to facilitate networking and I can safely say that I met more than half of the 300 other attendees in a meaningful way.

So I encourage you to pencil October 24th to 26th into your calendars. We've been assured that hurricane

9726 - 72 Avenue

season is over in Miami by that date!

Cheryl Lockhart

International Strategies Ltd.

Upcoming Events

OWIT Alberta will be hosting two events in February. Keep an eye on your in-boxes for more details and information on how to register.

DATE: Tuesday, February 20th

CITY: Edmonton

SPEAKER: Michelle Simpson, B.A., LLB, Ritchie Mill Law Office & Honorary Consul for Barbados

TOPIC: International Business Law; What you should know - a few war stories

LOCATION: TBD

DATE: Wednesday, February 21st

CITY: Calgary

SPEAKER: Richard Stobbe, Lawyer, Registered Trade-mark Agent , Brownlee LLP

TOPIC: Protecting International Trade-marks and Brands: Strategies and Stories

LOCATION: TBD

The following month, set aside **March 8th - International Women's Day** - for a very special speaker in Calgary. We are still confirming her attendance but will send out an event notice as soon as possible.

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Is your organization looking to partner with a dynamic organization? If so, the Organization of Women in International Trade: Alberta Chapter invites you to become a sponsor for 2007.

This year, we will be organizing events in both Calgary and Edmonton. Each event will focus on a specific issue of interest to our members; offer an opportunity to network with other Chapter members; and provide updates and information on the OWIT International Conference scheduled to take place in Miami this fall. In addition, we plan to continue our successful WIT Night Out program and hold a special event to celebrate International Women's Day.

Contact us today, and become part of a growing network, committed to be *"united around the globe to foster international trade and the advancement of women in business"*.

Chapter Sponsor

Contribution of \$1500 cash+

- ◆ Sponsor logo recognition on chapter collateral materials ie. Chapter website, newsletter etc.
- ◆ Sponsor logo link on OWIT:Alberta website
- ◆ Chapter sponsor recognition at Edmonton and Calgary events
- ◆ Advertorial in chapter newsletter
- ◆ Opportunity to provide a speaker for a special event
- ◆ Ability to distribute organizational information at all events in Calgary and Edmonton
- ◆ Member rate at OWIT International conference
- ◆ Profile and interaction with a wide variety of international business delegates

Event Sponsor

Contribution of \$500 cash+

- ◆ Sponsor recognition at a specific monthly event
- ◆ Advertorial in chapter newsletter
- ◆ Opportunity to participate at a special event, including the introduction of speaker at monthly event
- ◆ Ability to distribute organizational information at all events
- ◆ Profile and interaction with a wide variety of international business delegates

Goods-In-Kind Sponsor

Contribution of product and/or service

- ◆ There is also opportunity to provide the organization with goods and/or services in kind
- ◆ If you have a product or service you would like to donate to OWIT:Alberta, please contact our Sponsorship Chair Leann Hackman-Carty at leann@owitalberta.org directly

Edmonton, AB T6E 0Y8

Sponsor Profile

OWIT Alberta is very pleased to have Carolyn Beck of Beck Designs as a chapter in-kind sponsor. You may have noticed our new, more visually appealing event notices and our re-designed brochures, all of which were professionally created by Carolyn.

Carolyn is an extremely creative professional designer who has produced award-winning work. She holds a Bachelor of Design Degree with a Major in Visual Communications from Alberta College of Art and Design, is a member of the Society of Graphic Designers of Canada and attends seminars, conferences and design workshops regularly.

To view some of Carolyn's other work, got to www.cbeckdesigns.com or contact Carolyn directly at carolynbeck@shaw.ca

>> [Beck Designs](#)

Advertising

The OWIT Alberta newsletter is now distributed to over 350 professionals involved in international trade in Alberta. It is a fabulous medium for promoting your product or service. Why not consider advertising in the next OWIT Alberta newsletter?

For only \$25 we can post either your business card or 5 lines about your business. For more information, contact Milena Radakovic - milenarada@yahoo.com

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