

# 2004 ANNUAL REPORT

## MESSAGE FROM THE PRESIDENT

As we begin 2005, we can look back on a wonderfully productive year for OWIT.

- In 2004, we welcomed five new international chapters and laid the groundwork for even greater growth around the world. Our new board is energetic and we look to even more exciting growth in 2005.
- We worked hard to set up systems to encourage frequent communication between our Chapters, members and OWIT Board. We instituted a procedure of regular email updates from the President and other Board members to make sure everyone was advised and engaged in the activities of OWIT. We also continued a our push to make free monthly telephone conferences for all chapters, a revitalization of our OWIT newsletter, and institution of a brochure that could be used by all of our chapters.
- We rolled out a chapter outreach program under the VP Chapter Support, including a "Chapter in the Spotlight" interview and report process and an "Ann Landers" style column to enable chapters to share issues and concerns. A "Chapter Pen Pal" program was instituted at the fall board meeting to encourage Chapters to work together to address issues. Our goal has been to ensure the OWIT board is a constant resource for our member Chapters as they provide meaningful trade-related programs and networking for their members both locally and through the OWIT international network.
- We began preliminary research to update our website so it will become a more effective and easy-to-navigate tool for communication between chapters. Our 2005 board is already taking the website to the next level, so watch for some excellent progress on this issue in the upcoming year. They will want to hear the thoughts and ideas of all of our Members concerning the type of functionality that will be most useful to your Chapter.
- We refined and rolled out our OWIT Scholarship proposal, designed to provide assistance to active members of Chapters who are disadvantaged in terms of airfare costs, exchange rates etc., so they can more easily attend OWIT Conferences and Board meetings. We are pleased to see Chapters take advantage of this program.
- We put together a "Conference-in-a-Box" to follow on the "Board-Meeting-in-a-Box" document created by the 2003 board. This toolkit will assist Chapters wishing to host an OWIT conference to learn about the goals, requirements and benefits of hosting a conference. It provides timetables, checklists, template advertising materials, budgets, contacts and other advice. It will enable future Boards and host Chapters to focus on refining and expanding each conference by focusing on themes, speaker outreach, and advertising developments without spending time on framework documents and matters that remain relatively constant from year to year. It will also assist with our continuous efforts to increase consistency in the OWIT brand.
- We instituted a procedure to permit revenue-sharing between the conference host Chapter and OWIT. The board felt this was a way to recognize the huge contribution of the host chapter to the vitality of OWIT, and to give the host chapter a direct stake in the success of the conference. It was a long and difficult effort with many roadblocks, but we did it! We anticipate these changes will help all of us in OWIT to work together to put on increasingly more successful conferences each year by building on the successes and experiences of the past, and in fact they appear to have already created great enthusiasm!
- Finally, the Board began working on a "Business Plan" to create a formalized structure for goal-setting and achievement.

In closing, I would like to thank an extremely dedicated OWIT Executive Board for their hard work this year in fostering the growth and development of OWIT, and thank each Chapter for participating in the full OWIT Board, particularly by attending our teleconference and board meetings, so we were able to make this one of our most productive years ever. I also would like to give special thanks to the Puerto Rico and Tampa Chapters for doing a wonderful job in hosting the Spring and Fall meetings. All the best for a happy and prosperous 2005

*Amy J. Johannesen*

## 2004 EXECUTIVE BOARD

In 2004, members of the Executive Board were as follows:

**President:** Amy Johannesen

**Past President:** Monique Roske

**Executive Vice President:** Leann Hackman-Carty

**Vice President Chapter Support:** Cathline James

**Vice President Chapter Development:** Meg Jones

**Treasurer:** Jennifer Wade

**Assistant Treasurer:** Sharon Martin



*From left to right:* Sharon Martin, Leann Hackman-Carty, Amy Johannesen, Jennifer Wade, Monique Roske, Meg Jones

*Missing:* Cathline James, Natalia Geren

## CHAPTER DEVELOPMENT– Meg Jones

This year was a very busy year for chapter development. May I take this opportunity to thank all of you who continue to support chapter development, especially our President, Amy Johannesen, past President, Monique Roske and Jennifer Mulveny who assists on development in Africa and America.

### Developing Chapters:

**Jordan:** Some members of the board had the pleasure of meeting Ms. Rola Abu-Taha, the dynamo behind our emerging OWIT – Jordan, at the Women Trading Globally conference in March. Rola has garnered support from the highest levels to establish OWIT – Jordan. We are currently working through some practical issues with regard to the translation of the name from Arabic to English. Once the naming issue has been resolved OWIT – Jordan should be in a position to register.

**London:** Of the 5 core people who attended the meeting last July, two have since moved overseas. Lani Ban-nach has been focusing on building OWIT – Denmark as a priority. Nina Noeva, founder of OWIT – Bulgaria, is frequently in London and has offered to lend support.

**Johannesburg:** Gecille Kouassi taking the lead in connecting with others who have made enquiries about establishing an OWIT chapter in Johannesburg. With Gecille's experience at our board meeting and conference last year she is well placed to inspire and encourage.

**Belgium:** Vasia Avgoustidi is a Belgian lawyer actively engaged in establishing OWIT-Belgium.

**New Jersey:** Karin Rindal has three founding members and is interested in finding just two more before moving ahead.

**Uganda:** Annette Nansikombi is working on establishing a chapter in Uganda.

### New Chapters:

At the November Tampa conference, the following chapters were voted in by the board:

Denmark

Monterrey, Mexico

Cairo

We welcome Denmark, Monterrey, Belgium, South Africa and Cairo into the OWIT network and look forward to welcoming many of the other developing chapters in 2005.

## CHAPTER SUPPORT– Cathline James

When I first started as VP Chapter Support, I tried to touch base with each of the chapters in order to learn about their most recent issues and triumphs.

One of the first initiatives I undertook was to start a monthly letter to the Presidents that had either a 'tip or a question' and I started getting responses back. As a result, I got good feedback on fundraising tips for chapters that I had received on-line from the Harvard business school website and took the liberty of passing them on to our presidents. In addition, presidents from new chapters were interested in the sample brochure I sent along or a sample 'membership tracker'. Really anything that we can send along to new chapters such as a 'chapter in box' is well received. I also tried to phone everyone the first year from Geneva, and succeeded in reaching 17 presidents. All responses were very favourable. It certainly was a good use of time and energy. Overall, there were some good inroads made into establishing a more formal communication and role for chapter support this year. I look forward to building on some of these initiatives further in 2005.

## MARKETING COMMUNICATIONS

This fall, the board approved the establishment of a new executive position, Vice President Marketing Communications, to commence January 1, 2005.

This act recognized OWIT's growing need for consistent, effective marketing communications tools, in particular the need to revamp the [www.owit.org](http://www.owit.org) website to better serve the needs of OWIT's various constituencies.

The new position will be responsible to:

- Chair the Marketing Communications Committee and oversee committee logistics.
- Work with all committees to support communications needs as required.
- Develop and distribute the OWIT newsletter.
- Be a media contact.
- Prepare press releases for all OWIT media communications.
- Work with chapters to assist them to cultivate contacts with their local media.
- Develop media advice package for chapter use.
- Oversee webmaster and related communications issues.
- Assist conference host chapter to further refine sponsorship materials and packages and incentives.
- Develop and distribute to OWIT chapters communications materials *i.e.* OWIT brochure.

Within this portfolio, the priority for 2005 will be the revamp of OWIT's current website.

We look forward to having an executive officer focused on this important function, and anticipate it will greatly enhance our ability to communicate to all of our stakeholders in a more efficient and consistent manner going forward.

*"The OWIT website will be our communications flagship in the near future", Amy Johannesen, President*

## ADVISORY BOARD– Monique Roske

We are very fortunate to have a very committed group of individuals with a range of experience and expertise as members of our Advisory Board. We want to personally thank each of them for all of their help, support and advice over the past year. Members of the 2004 Advisory include:

Cherise Valles, Geneva	Monique Roske, Washington DC
Karen Henniquen, San Diego	Renie Bassin, Orange County
Marian Duntley, Los Angeles	Tim Love, Japan
Rebecca Armand, Peru	Lisa Landy, Miami
Loise Ngugi-Sauer, Nairobi	

## EVENTS– Leann Hackman-Carty

From an events perspective, 2004 was a very successful year for OWIT. The board had a chance to meet in Puerto Rico for their Spring Board Meeting, and Tampa for its annual fall conference.

### Spring Board Meeting, May 2004

#### Puerto Rico

The board meeting was a great success, thanks to this year's very conscientious and dynamic board, and thanks to the very excellent work of the Puerto Rico Chapter, spearheaded by the tireless and always upbeat Annie Mustafa. Not only did they arrange an excellent location at a reasonable cost, but they ensured great networking opportunities with local business people for interested delegates. These included: a networking cocktail reception at the House of Senate Old San Juan hosted by the Business and Professional Women's Committee of the Puerto Rico Chamber of Commerce; a networking dinner hosted by local Chapter members; and a luncheon for local chapter members and OWIT delegates addressing *Women of Influence in International Trade* featuring Jennifer Maldonado, President of Goldstar Transport & Puerto Rico Warehouse Management Corporation and Dr. Judith Nine Curt, Professor at the University of Puerto Rico, who gave an amusing and enlightening talk concerning understanding the role of culture in international business negotiations.

### Annual Fall Conference, November 10-12, 2004

#### Tampa Bay, Florida

The theme for the 2004 OWIT Conference was "Globalization in an Uncertain World". The program explored the integral link between international trade and security. Conference sessions highlighted a range of approaches in the private and public sectors, for complying with regulatory challenges while continuing or growing cost efficiency and global reach.

The conference opened with a reception at the University of Tampa John H. Sykes College of Business. The program included a range of topics and speakers. Some of the keynote speakers included Pam Iorio (Mayor of Tampa) and Glenda Hood (Florida Secretary of State).

Sponsors for the 2004 conference included: Toyota, Altria Group Inc., Tampa International Airport/Tampa Port, Menlo Worldwide Trade Services, University of Tampa- Sykes College of Business Authority, Alberta Economic Development, Cassels Brock & Blackwell LLP, Fowler, White, Boggs, JP Morgan Chase, KMZ Rosenman, Pinellas Co. Economic Development, Stetson University College of Law, USF-CIB, USF-SBDC and the Journal of Commerce.

Annual awards were also presented for the OWIT Woman of the Year, Member of the Year and Chapter of the Year. The winners for 2004 were:

- Woman of the Year: Adair Heuchan
- Member of the Year: Marian Ladner
- Chapter of the Year: Alberta

We look forward to hosting successful events in 2005, and thank all of those who helped make this year's events such a success.

*"Events are a great way to promote networking and to advance OWIT's mission throughout various regions",*  
Leann Hackman-Carty, EVP

## TREASURER'S REPORT– Jennifer Wade

In my second year as Treasurer, I am pleased to report that in addition to managing on-going duties such as responding to reimbursement requests in a timely fashion, overseeing the collection of dues, and promptly processing invoices, we accomplished the implementation of two new programs: the *Chapter Board Meeting Scholarship Program* and the *Conference Grant Program*.

With respect to the first program, OWIT adopted a policy to provide support for attendance at the two Board meetings to chapters in need. The policy requires an application process which amongst other things requires the applicant chapter to demonstrate the need of the scholarship, efforts put forth to raise the money towards participation in the meetings, and a commitment that the chapter would provide assistance with the meetings (i.e. speaking, follow-up articles, etc.). In its first year, the scholarship was awarded to two chapters: Denmark and South Africa for participation in the Tampa Conference.

With respect to the second program, OWIT implemented the Conference Grant Program which provides the hosting chapter of the annual conference with 20 percent of surplus from the conference. This Program was seen as an important move by the OWIT Board to not only recognize the significant efforts required the hosting chapters in organizing annual conference, but as incentive for future conference hosts.

In addition to implementing these two important financial programs, I updated the Treasury Manual to reflect the new programs, the general annual tax reporting requirements and other responsibilities.

Financially, the year resulted in a net loss. Expenses related to conference calls, bi-annual board meetings, and chapter development meetings outweighed the income received in the form of dues and conferences. Goals for next year include identifying a lower cost conference call provider, developing a budget process for the annual conference, and more stringent dues payment process.

I appreciated having the opportunity to serve as Treasurer for the organization and wish the new board all the best in the upcoming year.

**In all realms of  
life it takes  
courage to  
stretch your  
limits, express  
your power, and  
fulfill your  
potential.. it's no  
different in the  
financial realm.  
Suze Orman**



The Organization of Women in International Trade (OWIT) is a non-profit organization designed to promote women doing business in international trade by providing networking and educational opportunities.

Our members include women and men doing business in all facets of international trade including finance, public relations, government, freight forwarding, international law, agriculture, sales and marketing, import/export, logistics, and transportation. We have over 2000 members worldwide.

**Organization goals:**

- To enhance the status and interests of women in the field of international trade through the establishment of a worldwide network of business contacts;
- To encourage and stimulate the exchange of views, ideas, and information concerning foreign commerce and international relations;
- To establish educational programs, conventions, and other activities to promote the employment worldwide of women in international trade;
- To promote professional growth, education and leadership among women employed worldwide in foreign trade and commerce in both the public and private sectors.

## INTRODUCING THE 2005 OWIT EXECUTIVE TEAM

The new slate of officers for 2005, voted in at the Board meeting in Tampa, include:

- President: Leann Hackman-Carty, Alberta
- Executive Vice President: Meg Jones, Geneva
- VP Marketing Communications: Gail Robinson, Alberta
- VP Chapter Development: Natalia Burianyk, Alberta
- VP Chapter Support: Cathline James, Geneva
- Treasurer: Sharon Martin, New York
- Assistant Treasurer: Erin Crockett, Tampa
- General Counsel/ Corporate Secretary: Marian Ladner, Houston

Congratulations! We look forward to a productive, successful 2005!

**We're on the  
web:  
[www.owit.org](http://www.owit.org)**