

2005 ANNUAL REPORT

Message from the President

As I look back on 2005, I am extremely pleased with the amount of work we as an organization of volunteers were able to achieve. Whether it was organizing events, revamping the OWIT website, working on various policies or developing key components of our business plan like building administrative capacity or creating a fund development strategy, 2005 was an ambitious and productive year for all.

I believe the success we achieved collectively this year established the foundation from which we can build an even stronger, more dynamic organization in the future. With these new fundamentals in place, we will be better able to identify priorities, react to issues, support our existing chapter network and act on new opportunities.

It truly is an exciting time to lead an organization like OWIT. There are so many opportunities for us to take advantage of as a group.

I look forward to serving again in 2006 as I believe it will be another year filled with great potential and achievement for the organization.

I thank each of your chapters for your hard work both at the local and international level, and encourage you to continue thinking of how we can all collectively build and further the mission of OWIT "united around the globe to foster international trade and the advancement of women in business".

Sincerely,

Leann Hackman-Carty

2005 Executive Board

In 2005, members of the Executive Board were as follows:

President: Leann Hackman-Carty

Executive Vice President: Meg Jones

VP Chapter Development: Natalia Burianyak

Treasurer: Sharon Martin

General Counsel: Marian Ladner

Past President & Advisory Board Chair: Amy Johannesen

VP Chapter Support: Cathline James/Renie Bassin

VP Marketing Communications: Gail Robinson

Assistant Treasurer: Erin Crockett

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Chapter Development- Natalia Burianyk



OWIT continues to develop new chapters throughout the world every year.

This year I received a number of inquiries from around the world from various groups and individuals interested in forming OWIT chapters in their respective regions.

Although a number of discussions and emails took place, the only new chapter that was established and approved in 2005 was OWIT-Nepal.

Nepal marks OWIT's first official chapter in Asia. I am pleased to report we have a committed group of individuals with OWIT-Nepal and we look forward to working with them as they begin to grow their local network, and become more active in our international one.

In 2006, no doubt we will see many of the contacts made this year submit their applications for approval as new chapters. I look forward to working with the Chapter Development team next year as we continue to expand OWIT's global network into new regions of the world.

Chapter Support- Cathline James

In 2005, efforts by Chapter Support continued to increase communication with OWIT's chapter network.

I was very encouraged by the response I received and circulated from chapter Presidents as they shared their 'Best moves' in their chapters. Not only was it a great way to profile a chapter's success, but it gave other chapters ideas for events, marketing and board development as well.

In my opinion, after serving two years as VP Chapter Support, I think that the role of chapter support is becoming much more clear. For example, it appears the role should deliver on the following:

- Work to support the chapter presidents by providing them with material for their next meeting on topics such as: best practices, leadership techniques, business strategy for their local chapter, tips on how to make their membership 'funnel' flow faster. This would show a continuous flow of support and provide monthly reminders of what OWIT is doing at the international level.
- Make phone calls to struggling chapters. They need our support and feedback. There is nothing like a personal phone call to find out what their "Chapter Pain" is. The health of our existing chapter network should be paramount.
- Make regional visits whenever possible. If a Chapter Support person attended a function at a local chapter it shows support and promotes further awareness of OWIT and promotes networking opportunities for the organization. They truly are the people that sell OWIT back to its members, so spending time with them in their region is a valuable exercise if it can be arranged. Going forward it might be a good idea for Chapter Support to have a regional committee that could make these visits possible especially if a chapter can tie that OWIT visit into a special event they are already holding.
- Strengthen the link between OWIT and the presidents by finding out what presidents really want from OWIT.

Near the end of 2005, due to changing personal and professional circumstances I resigned as VP Chapter Support, and was succeeded by Renie Bassin. I thank all of the members I had a chance to work with over the past two years and wish Renie all the best as she continues to build a strong communications and support network with OWIT's chapters around the world.

"Keeping our current chapters healthy is an important priority for us going into the future as the organization continues to expand",
Cathline James,
VP Chapter Support.

Marketing Communications-Gail Robinson

This year was an extremely busy and productive year for OWIT's marketing communications portfolio. Our main priority this year was to build and enhance OWIT's website which involved obtaining Executive support, recruiting volunteers for a Website Committee and realizing support and input from the Chapters.

Our goals and objectives were:

- To develop a communications flagship that complements the image OWIT wishes to convey to the organization's target audiences
- To create a forward-looking, professional organization identity
- To develop content with volunteer help from the Chapters
- To launch the enhanced website at the Annual Board Meeting in Washington DC - November 2-4

In order to achieve our goals, we carried out a significant amount of preliminary research. For example, we reviewed the current OWIT sitemap and overviewed a number of website links and best practices that were submitted by the Chapters.

During the Spring Board meeting in Bermuda, the committee presented recommendations regarding options for additional features and functionalities. Board feedback was then incorporated, and a motion to prepare and circulate a Request for Proposals was approved.

After preparing the Request for Proposal, a project management and approval process was adopted, and approval was obtained to distribute the RFP to a number of website design firms in Europe, the United States and South America. Upon review of the submissions, the successful firm, Microscience from Peru was selected, and they began work immediately.

The new website was successfully launched to the OWIT Board in Washington DC. This new design reflects the mission, goals, messaging and positioning that will take the organization in to the future. In addition, there are templates for Chapters to use and a range of resources to access.

Next year, a Webmaster Program will be implemented across Chapters as well as a launch to external audiences. In addition, we will also overview what's working and what's not working for the target audiences on a consistent basis that will enable us to continue to enhance planning so the website evolves and improves over time with complementary marketing communications programs.

It truly was a very busy, but productive year for OWIT's marketing communications. I want to thank Lilia Navarrette and Beth Peterson for their leadership and time in helping move the website successfully through Phase 1. We look forward to building on this foundation in the new year, and know that the website will be a great foundation from which to build.

"The OWIT website will be our communications flagship", Gail Robinson, VP Marcom.

Advisory Board– Amy Johannesen

As Chair of the Advisory Board this year I want to personally thank board members for all of their help, support and advice over the past year. We are fortunate to have a very committed group of individuals with a range of experience and expertise. Members of the 2005 Advisory include:

Cherise Valles, Geneva

Karen Henniquen, San Diego

Renie Bassin, Orange County

Marian Duntley, Los Angeles

Tim Love, Japan

Monique Roske, Washington DC

Amanda Ellis, Washington, DC

Adair Heuchan, Geneva

Lori Feathers, Dallas

Leslie Schweitzer, Washington, DC

Events– Meg Jones, EVP

From an events perspective, 2005 was a very successful year for OWIT. The board had a chance to meet in Bermuda for their Spring Board Meeting, and Washington, DC for its annual fall meeting.

Spring Board Meeting, April 28-29, 2005- Bermuda

The OWIT Spring board meeting provided the Board with the opportunity to move forward in leaps and bounds in core areas. Generously hosted by OWIT-Bermuda, the focus on OWIT's identity was ably moderated by VP Communications, Gail Robinson.

Further commitments to attend the OWIT conference, to be hosted by OWIT-Denmark, were made although a last-minute change of management of the conference venue and resulting price-hike on quote rendered the conference uneconomically viable. The efforts of OWIT-Denmark were most appreciated.

With regard to our strategy, mission and values, the business plan was revisited and reinforced at the Spring Board meeting. There was much enthusiasm centered around bringing OWIT alive online, with chapters committing to provide content for the revamped website. The website is to be launched and in early 2006, with the business plan to be developed through 2006 and fully operational in 2007.

"Our annual meetings truly are excellent ways in which to connect our chapters, and to promote networking, education and information exchange", Meg Jones, EVP

Annual Fall Meeting, November 3-5, 2005- Washington, DC

The annual fall meeting in Washington was a tremendous success. We would like to thank Angela Marshall-Hofmann, Andrea Ewart and members of the Washington chapter for being such gracious hosts. Over the two days, we discussed a number of important issues to the organization.

On day one, we received a comprehensive overview of OWIT's new website by Gail Robinson, Lilia Navarette and Beth Peterson. That evening, we were hosted by the South African embassy to a cocktail reception, at which time Futhi Mtoba, OWIT's 2005 Woman of the Year was the guest speaker.

On day two, we reviewed a number of issues including: fundraising, events, administrative support, regional groupings and shared services. In addition, the 2006 board slate was approved, and Northern California was selected as the host chapter for the 2006 conference.

That evening, we celebrated OWIT's 15th anniversary celebration, and presented our annual OWIT awards. We thank our sponsors Toyota, Alberta Government, US Chamber of Commerce, Deloitte, Pisani and Roll, Peoplinc, Epstein, Becker, Green, Wickliff & Hall PC, and Blank Rome for making this event a great success.

We look forward to hosting successful events in 2006, and thank all of those who helped make this year's events such a success.



Front row:

Isabel Romero (Peru), Maritza Soto (PR), Elizabeth Tee (Bermuda), Susan Baka (TO), Marian Ladner (G.Counsel), Me, Valeria Jimenez (Monterray), Tina Seale (Houston), Natalia Buriannyk (Alberta), Lilia Navarette (LA), Karin Simpson (Alberta), Amy

Back row: Andrea Ewert (DC), Jackie Adamson (Charleston), Leslie Schweitzer (Advisory), Ann Watts (Charleston), Erin Crockett (Dallas), Kim Holizna (NE Ohio), Amanda de Vogel (TO), Grace Chiam-Hester (NE Ohio), Marian Duntley (LA), Beth Peterson (NC), Adonica Wada (NC), Gail Robinson (VP Marcom)

Missing: Monique Roske, Angela Marshall-Hofmann

Treasurer's Report– Sharon Martin

Day to day treasury operations continue to run smoothly in large part due to the consistent efforts put in by our bookkeeper, Carolyn Varker. Carolyn continues to assist with the dues, reimbursement, and invoice processing responsibilities. The consistency and dedication in Carolyn continues to be an asset to OWIT.

In addition to day to day treasury management, 2005 brought revisions to the Conference Surplus program. Specifically, as the Northern California chapter presented a proposal to the Executive Board to revise the current conference surplus program. The Executive Board carefully reconsidered the Conference Surplus program, presented the revisions, and a revised policy was adopted. The revision is aimed to reward performance of the hosting chapter, looks after the administrative needs of OWIT, provides another mechanism for chapter fundraising, and recognizes this is a partnership between two parties that shares both the risk and reward. Specifically, the revised policy provides for an increase in surplus shared by the host chapter according to a scale, according to which conference profits of \$40,000 or more are shared at 50 percent between the Board and host chapter. The new program will be implemented with the 2006 Conference scheduled to be hosted by the Northern California chapter.

In its second year, the Scholarship program awarded one scholarship to Toronto for attendance at the Spring Board meeting in Bermuda. The Scholarship program continues to receive praise and appreciation at the chapter level.

Further, the Treasury looked at ways to reduce OWIT expenses with the key aim of reducing conference call expenditures. Towards the end of the year after receiving quotes from a number of providers and after careful consideration, OWIT moved to a new conference call provider with fees which promise to reduce costs significantly in this area.

With expenses rising, coupled with the cancellation of the annual conference - a key source of income for OWIT - the year resulted in a financial loss. However, 2006 promises to bring a strong conference - the budget for which is being monitored already closely by Treasury - and an incoming Treasury focused on reducing costs and increasing income, primarily in the area of sponsorship.

I am grateful for the opportunity to serve as Treasurer this year and wish the 2006 Executive board all the best as they continue to grow the organization in the future.

“The financial health of our organization is an important priority. Seeking new sources of revenue generation will be a priority for next year.” Sharon Martin, Treasurer



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 2006 OWIT Executive

The new slate of officers for 2006, voted in at the Board meeting in Washington, include:

- President: Leann Hackman-Carty, Alberta
- Executive Vice President: Lilia Navarette, Los Angeles
- VP Marketing Communications: Elizabeth Glynn, Los Angeles
- VP Chapter Development: Kim Holizna, NE Ohio
- VP Chapter Support: Renie Bassin, Orange County
- Treasurer: Erin Crockett, Dallas
- Assistant Treasurer: Karin Simpson, Alberta
- General Counsel/ Corporate Secretary: Marian Ladner, Houston

Congratulations! We look forward to a productive, successful 2006!

**We're on the web:
www.owit.org**