

MCMURDY: And Lori, finally, back to you. Do you have advice? I mean, you mentioned that about 30 per cent of your sales are already in the U.S. Do you have advice for other women who are in business for themselves and are thinking about entering the export market? Are there any tips in particular?

DONOVAN: I think the way that I got into the export market or into the U.S. was just by continually trying, finding clients that I felt suited my product and never giving up, constantly going after them and talking to them and eventually, getting a contract with them. And my only recommendation is that it's really a tough market to crack, but it is very crackable.

MCMURDY: All right. Well, thank you very much both of you, and good luck with the mission.

BOTH: Thank you.
