

LACHARITY: Now, if the entire delegation - essentially, 125 women - what kind of American contacts will that attract? Will it also be female-lead entrepreneurial activity, or are you expecting a complete spectrum to be attracted to this?

PENNY: Well, it's interesting, they set up a lot of workshops where we will be speaking with American women, counterpart-type women who are involved in areas of expertise that we are involved in, whether it's consumer products or high-tech or training or PR, as it would be in my case. So we are having access to women in these particular sectors. As well, they've set up individual one-to-one meetings with women in our sector or sectors that we have identified on various sheets that we filled out, sectors that we're interested in perhaps establishing contacts in. So they have also, through the Canadian Embassy, arranged these meetings for us. I haven't gone to any of them yet, so I can't tell you what the outcome of that has been. But it's extremely well organized.

LACHARITY: Well, good luck with it, mostly interesting, and we appreciate you taking time to speak with us from Washington this morning.

PENNY: My pleasure, John.

LACHARITY: That's Sheena Penny, president of Delta Media Incorporated, that's of Ottawa, part of a first-ever Canadian business women's trade mission taking place this week in Washington.

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