

And the WINNERS Are...

Women's business associations and groups across Canada recognize the entrepreneurial spirit and achievements of female business owners through a host of awards. Some stellar female exporters are among the entrepreneurs who were honoured in the past year. From cattle production to career coaching, the products and services from these savvy businesswomen are making a mark on the international stage.



Rosemary Marr receives Export Award from Ron Dahms, Senior Vice-President, Business Development, EDC, at the 2001 Rotman Canadian Woman Entrepreneur of the Year Awards.

Here's a wrap-up of the major 2001 awards from coast to coast:

- Over 200 women attended the gala awards dinner hosted by NLOWE, the **Newfoundland and Labrador Organization of Women Entrepreneurs** (www.nlowe.org) on November 5, 2001. Exporter **Kimberly Crosbie**, President of **IES Health Technologies** in South River and St. John's, was recognized as **Entrepreneur of the Year-Eastern Region**. An educational video-game producer, the company specializes in health media and exports its children's video games about asthma to the United States. NLOWE itself has played a leading role in fostering the success of women in business in the province since 1997 and received an **Excellence in Fostering Entrepreneurship** award at the Government of Newfoundland's first Community Economic Development Awards in October 2001.
- Canada Export Award 2001** winner, the **Mermaid Theatre of Nova Scotia** (www.mermaidtheatre.ns.ca), was co-founded by Managing Director, Sara Lee Lewis. The company, located in Windsor, N.S., exports Maritime ingenuity and creativity by travelling all over the world, including Hong Kong, Japan, Australia, Europe, Mexico and the United States, to share its vibrant children's theatre with families everywhere.
- In honour of its 20th anniversary, the **Réseau des Femmes d'Affaires du Québec** (www.rfaq.ca) launched what will become an annual award, recognizing women in Quebec who exemplify excellence in the business world. The **2001 award for an entrepreneur active internationally**

went to **Liette Labbé**, co-owner of **Lystel Holstein** (www.lystel.com), which specializes in cattle production—both live and embryos. The company operates in more than 15 countries and is in exposition arenas around the world.

- Women Entrepreneurs of Saskatchewan Inc. (W.E.)** awarded its **2001 Member of the Year Award** (Existing Business category) to career coach, **Sandra Greenough**, President of **Greenough & Associates Inc.** (www.careerpassion.com) in Regina, who exports her services to the United States. The **Award for the Emerging Business** category went to **Irene Friesen** and **Linda Hitching** of **GardenWARE Canada Distributors Ltd.** (www.gardenware.net) in Saskatoon. They have developed an environmentally friendly rain barrel, which is sold across Canada and in the United States. W.E. (www.womenentrepreneurs.sk.ca) is a non-profit membership organization that works with women who are considering a career in business, starting a business, or operating an existing business. Its awards, recognizing the achievements of members, are presented at its annual Business Conference.
- The **2001 Rotman Canadian Woman Entrepreneur of the Year Export Award** (www.cweya.com), was presented by Export Development Canada (EDC) at a November gala ceremony in Toronto, to **Rosemary Marr**, President and CEO, of **Transera Group of Companies** (www.transera-intl.com) in Calgary. A travel agent for cargo, with a solid reputation for managing project logistics in the mining and oil industries, Transera is an industry leader in freight logistics to the former Soviet Union and regularly co-ordinates global shipments via air, land and sea. More than 40% of Transera's over \$40-million in sales are generated abroad. This Export Award recognizes an innovative Canadian woman exporter, with at least 30% of sales outside Canada, who has increased her sales by developing global markets.
- Theresa Carbonneau**, President and CEO of **fSONA Communications**, a wireless communications technology company (www.fsona.com) that exports to the United States, Mexico, Italy, Taipei, Venezuela and the United Kingdom, accepted the distinction of the **2002 Wired Woman of the Year**. The award was presented at the 4th Annual Spotlight Awards Gala™ 2002 held in Vancouver in February. Presented by the **Wired Woman Society** and **Women in Film and Video Vancouver**, the award honours unique individuals who have achieved excellence in the converging fields of technology, entertainment and new media, and highlights the winners as role models and mentors. The Wired Woman Society (www.wiredwoman.com) creates an open environment that encourages women to explore opportunities in technology and to build successful careers that will allow them to play a positive role in the growth and development of the information age. The Society has chapters across Canada, with over 2,000 members nationwide.

Mark Your Calendars!

Spain to Host 12th GLOBAL SUMMIT

While the successful networking and business partnerships, which were generated by the Global Summit of Women 2001 held in Hong Kong, continue to grow, the **2002 Summit is set to take place in Spain from July 11-13, 2002**. It will again bring together over 400 female business, entrepreneurial and government leaders from across borders and disciplines to share best practices and winning strategies that promote women's economic development. The 2002 Summit will focus on women's economic empowerment with an emphasis on helping women to use technology to expand their enterprises. Program highlights will include sessions on E-commerce, the usage of the Internet to access business linkages with women in other parts of the world, a roundtable of women entrepreneurs engaged in trade, and best practices in both traditional and alternative financing of women's enterprises. For more information, visit www.globewomen.com

INTERNATIONAL ALLIANCE OF EXECUTIVE AND PROFESSIONAL WOMEN Goes to Hong Kong and Beijing, May 4-11, 2002

Canadian businesswomen are invited to join the International Alliance of Executive and Professional Women (TIA) for its international trip to Hong Kong and China this year. As Canadian members of TIA, the Canadian Association of Women Executives and Entrepreneurs (CAWEE) will again be participating.

Each year, TIA holds a trip to enable networks and members in various countries to meet and share common goals. Past trips to Norway, Germany, the Czech Republic, England and Ireland provided rich opportunities to network. Likewise, the 2002 trip will give you the chance to meet with local Hong Kong businesswomen and others from Indonesia, the Philippines and Panama, and to participate in special networking events, dinners and receptions. After Hong Kong, the delegation will travel to Beijing, where it will be hosted by the All China Women's Federation. For more information, visit: www.t-i-a.com

Airline and hotel arrangements can be made through Tour East in Toronto at: 1 (800) 667-3951. For more information, contact **Maxine Westaway**, Conference Chair, Tel.: (416) 929-6132.

Great Networking Opportunity in the WEST!

The Alberta Women's Enterprise Initiative Association (AWEIA) will host IMPACT! Pan West Conference for Women Entrepreneurs from April 24-26, 2002, at the Westin Hotel in Calgary, Alberta. The event will include workshop sessions, keynote speakers, innovative learning and networking opportunities—all designed to help you create IMPACT! in your business and in your life.



2001 Global Summit of Women in Hong Kong
CEO of Micro-Mac Products Lois McIntosh (left) and CEO of the Bank of Melbourne Ann Sherry (Australia) (right) with two South African delegates.

Get ready to roll up your sleeves and gain some valuable ideas to take back to your business. Planned topics include competitive intelligence, strategic selling and financial management. The annual Pan West Conference brings together women businessowners from across western Canada to build skills, network and be inspired. You can register on-line: www.aweia.ab.ca For more information, contact: **Shawna Bourke**, Communications Manager, Tel.: 1 (800) 713-3558, E-mail: shawna.bourke@aweia.ab.ca

Plan to Go 'DOWN UNDER'

Extend your business contacts into Australia and experience that 'Down Under' hospitality by participating in National Women's Week in Sydney from June 11 to 15. Presented by the Australian Businesswomen's Network and supported by the Global Banking Alliance for Women and the APEC Women Leaders Network, this will be Australia's first international trade event for women. As an international participant, you will be offered the opportunity to market your products or services, and make contact with prospective trade partners. For more information, contact: **Elizabeth Lahey**, Tel.: (613) 996-4785, E-mail: elizabeth.lahey@dfait-maeci.gc.ca

Marking INTERNATIONAL WOMEN'S DAY

E-business and Internet marketing expert Susan Sweeney, President of Connex Network Inc. and author of *The e-Business Formula for Success and 101 Ways to Promote Your Web Site*, will lead a workshop on Internet marketing and Web site enhancements, on March 7 in Toronto. Sponsored by Industry Canada in co-operation with Women in International Trade-Ontario (WITO), this half-day event will mark International Women's Day. The fee is \$25 for WITO members and \$35 for non-members. To register, contact: **Patricia Sagl**, Tel.: (416) 973-6154, E-mail: sagl.patricia@ic.gc.ca