

TRADE

Women-only mission visiting Washington

A group of seven prominent Calgary entrepreneurs heads to Washington, D.C., today as members of an all-woman international trade mission.

The Calgary group is among 125 women selected from across Canada to explore export opportunities in the U.S. The mission, from Nov. 12 to 14, will be led by International Trade Minister Sergio Marchi.

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The Calgary group includes: Lori Donovan, partner, president and chief executive officer of First Step Inc.; Rita Egizii, president of Chromacolour International Ltd.; Arlene Flock, president, Flag Works; Eryka Haley, president, Wisdom Health Initiatives Inc.; Karyn Allan Keenan, senior vice-president, Arts and Communications; Debra Mauro, executive vice-president, Albi Homes Ltd.; and Vianora Warner, marketing manager, Warner Shelter Systems Inc.

The first-ever, women-only mission is part of a government initiative to double the number of Canadian exporters by the year 2000.

While one-third of Canadian firms are owned by women, they are under-represented in the export market, a government news release said.