

media relations support. As a matter of fact, I was the spokesperson for the whole commission for the two years.

Recently, we started working with the Ministry of Foreign Affairs on the land mines issue, and we're going to be providing all those media logistics, accreditation on ground support to all the media who are going to come to attend that particular treaty signing in December. So we feel that we have an excellent type of expertise in sensitive issues, crisis management, public and media relations that we now can sell to the Americans.

LACHARITY: And is that the point of this? Is there going to be active deal making during your relatively brief time there in Washington?

PENNY: Well, I think the emphasis is going to be on, again, the making the contacts, seeing what's out there, what are the types of things that we should be aware of, either as we are moving into the market in the States, as we are expanding our market in the States, or if you haven't actually yet come to the States. I think it's sort of groundbreaking in that we're going to be learning from the ground up exactly what is involved so that we don't make any mistakes, and they've done it before so many other times, and there are lots of mentors from Canada with us as well, Canadian business women. So I think we're going to learn what not to do so that we don't waste our time doing those kinds of things, and we can really concentrate on doing the things that are going to make up get the deals and prosper in the American market.