

Women: Canadians can compete in U.S. market

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"As the new CEO for VIVA, I'm going down to the States in order to find distribution channels and marketing opportunities for St. John and VIVA," says Ms. McKellar. "We feel quite strongly that our 600,000 people that we (now) train could be 6 million in the States. And our \$40 million in sales could be \$100 million in sales."

What would help is one or two contacts helping with distribution and marketing channels — contacts Ms. McKellar hopes to find in Washington this week.

Canadians can be successful in the American market with the right product and competitive pricing, she says.

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The other Ottawa-area businesswomen who were chosen to take part in the trade mission are: Sheena Penne, president of Delta Media Inc., a public affairs and communications agency; Randi Hansen, president of

Gainsborough Communications Group, which focuses on the creation, production and distribution of video and print materials; Diane Girard, president of Microtrain International, which specializes in the development and marketing of information technology products and services; Micheline Bélanger, president of Osprey Associates, a consulting firm with business, professional and educational services; Nata Maggio, director of finance and administration for ShowBase Inc., which, among other products, produces database publishing software; and Francine Whiteduck, president of Whiteduck Resources Inc., a specialist in program evaluation and consulting services in economic development and education.