

Wednesday, November 12  
Workshops (continued)

**Managing the U.S. Business Culture**

Presenter: Dr. Dorothy Riddle, President & CEO, Service-Growth Consultants Inc.

Cdn Mentor: Donna Messer, President, ConnectUs Communications Canada  
*Yes, the U.S. IS different from Canada - and here's how to manage those differences to succeed in capturing U.S. customers.*

**Partnering as a Market Entry Strategy**

Presenter: Diane Girard, President, MicroTrain International

US Mentor: Kathryn Lindquist, President, InterCommerce Corporation

Cdn Mentor: Deborah Turnbull, Director, International Business Development, Alliance of Manufacturers and Exporters Canada

*Discover new trends and methodologies used by small and medium-sized businesses to gain access to new markets.*

**Marketing Your Services Successfully in the USA**

Presenter: Dr. Dorothy Riddle, President & CEO, Service-Growth Consultants Inc.

US Mentor: Pamela Davis Heilman, Partner, Hodgson Russ Andrews Woods & Goodyear

Cdn Mentor: Christine C. Rowland, CEO, Blue Cat Design

*Marketing services (an intangible) is challenging, especially in a highly-competitive market like the U.S. Here's how to make the best use of your time and resources to convince U.S. customers to give your service a try.*

**Legal Issues for Success in Today's Global Marketplace**

Presenters: Pamela Davis Heilman, Partner, Hodgson Russ Andrews Woods & Goodyear, and

Tricia T. Semmelhack, Partner, Hodgson Russ Andrews Woods & Goodyear

Mentor: Sarmite D. Bulte, Member of Parliament

*A focus on U.S. intellectual property, immigration and business law.*

**Accounting Strategies that Win Business**

Presenter: Nanette Neumann, Partner, Evancic Perrault Robertson Certified General Accountants

Cdn Mentor: Jocelyne Houle-LeSarge, Director of Finance, CH-KAY Scientific Translation

*The workshop will emphasize how accounting and/or business policies established now can affect the financial measurement of a company's activities. Topics include pricing strategies, transfer pricing and exchange rates.*