



Organization of Women in International Trade

***OWIT Newsletter February 2019***

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**Save the Date for #OWITConTampaBay**

Stay tuned for future updates!

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**CHAPTER CORNER**

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**[Post-Event: OWIT Chicago Annual Membership Appreciation](#)**



**OWIT Chicago** had a membership appreciation event on January 17<sup>th</sup> at the Plymouth Restaurant and Rooftop Bar. This free event for members was also intended to generate interest in new memberships. We grazed on a buffet which included quesadillas, salads and shish kabobs. Former colleagues were reunited and new associations were made. As a result of this effort, we received a new corporate membership from Boomerang Carnets, a new individual membership from Joyce Clark-Ranson of Radiant Logistics and we will be voting on a potential new board member, Jodi Schneider of J & B Group Supply Chain Management. Ms. Clark-Ranson has already proven to be a great OWIT ambassador and is actively recruiting new members.

We congratulate **Grant Nordby**, pictured with his colleagues **Kiel Ursin** and **Kristen Brandt** of Boomerang Carnets. Grant was the winner of our \$50 new member gift card raffle. A special thanks to **Leslie August**, OWIT International "Woman of the Year" for sending her team.

### **Post-Event: OWIT Dominican Republic Launch 2019**



OWIT Dominican Republic officially launched in the country during a cocktail party held on January 31 at 6:30pm at the facilities of Epic Center, Santo Domingo, Dominican Republic.

The opening ceremony was headed by its president Mabel Báez, along with its vice president Pamela León, who spoke to businesswomen, executives and related people who gathered at this launch event.

OWIT DR launch had the honorable presence and support of the Ambassador of Canada in the Dominican Republic; Ms. Shauna Hemingway, Director of Cultural

Tourism at MITUR; Mrs. Alta Gracia Corletto de Olmos and Charge for Handicraft Promotion in the Ministry of Industry and Commerce; Mr. José Ferrari.



OWIT Dominican Republic is an organization led by inclusive businesswomen, who seek to contribute and enrich the growth of small businesses and international networking in the country, through workshops, conferences and consultancies scheduled for 2019.

## CWIT Packs the House for 2019 Annual Port Update



The Charleston chapter, CWIT, had a packed house for its first meeting of the year on January 8<sup>th</sup> with a record crowd of 80 attendees. The chapter kicked off 2019 with the Annual Port Update presented by CWIT's 2014 Woman of the Year, Barbara Melvin, Chief Operating Officer (COO) for the South Carolina State Ports Authority (SCSPA).

Ms. Melvin reported that Charleston had the highest volume month in port history in June 2018 with 116,000 Pier Containers > 202,000 TEU. The port reported a record annual volume of 1.25 Million Pier Containers > 2.2 Million TEU. She was happy to report that the Port had the 3 highest volume months in SC Ports History in 2018. The Port had a record operating cash flow estimated at \$85 million! Container volume is up 6% and Reefer is up 9%. Philanthropic donations to the Charleston community were over 106K for 2018.



As Chief Operating Officer, Ms. Melvin has been instrumental in the harbor deepening and with SCSPA operations, including oversight of terminal operations, carrier sales, information technology and support services, crane and equipment maintenance, engineering, environmental, Port Police, procurement, and cruise operations. During her 20+ years with SCSPA, Ms. Melvin has held several senior leadership positions. In addition, she is the recipient of numerous awards, including the 2018 ILA Woman of the Year, the Center for Women's Most Influential Women Wrecking Ball Award, the CWIT 2014 Woman of the Year, The Propeller Club of Charleston and South East



Region Maritime Person of the Year, the National Transportation Week Leader of the Year, and Columbia South Carolina's 2014 Top Women of Influence Award.

Above is a picture from the luncheon with several of the CWIT Board members and guest speaker, Barbara Melvin.

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## Takeaways from Toronto Global Forum

**By Susan Baka, VP-International, OWIT Toronto**



The [Toronto Global Forum](#) is a non-profit organization fostering dialogue on national and global issues. It is held under the auspices of the International Economic Forum of the Americas (IEFA). IEFA organizes annual summits bringing together heads of states, central bank governors, ministers and global economic decision makers. Speakers at the 2018 Toronto

Global Forum, with the theme “Navigating a World in Disruption”, shared these points and made some predictions for the coming year:

- Trade has never been as important or as challenged as before.
- Globalization and technology are accelerating the speed of trade, and borders are becoming more invisible for businesses.
- Canada needs more companies to export and take advantage of free trade agreements. Canada has trade deals with all G7 countries and two-thirds of the rest of the world, and the free [Trade Commissioner Service](#) has been enhanced to help Canadian businesses export.
- Opportunities for cracking new markets have never been better because of The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) which is opening doors and reducing barriers for Canadian exporters to 10 countries, including Japan & Australia.
- A growing cannabis industry represents an interesting intersection of international trade and regulatory regimes.
- The world's economic centre of gravity is shifting to Asia, reinforcing the need for Canadian companies to diversify their markets and reduce reliance on the US.
- Protectionism will not last forever because supply chains are too integrated globally.
- Canada has a strong economy and is a beacon of hope in a world of challenges. There is significant goodwill associated with Canada that can be leveraged now on the global stage.

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## OWIT CHAPTERS' UPCOMING EVENTS

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## Annual State of International Trade & Customs Symposium and Luncheon *Wednesday, February 20<sup>th</sup>*

Join WITOC for its annual State of International Trade & Customs Outlook for importers, exporters, and other trade stakeholders. Come hear from high-level government officials representing various departments within USCBP, USCPSC, DHS/HSI, USDA, and FDA give us a recap of 2018 top headlines on trade facilitation and enforcement and a look ahead on regulatory trends and initiatives that will shape the landscape of global commerce in 2019.



**[FOR MORE INFORMATION AND TO REGISTER, CLICK HERE](#)**

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OWIT International's President, Jennifer Diaz, an expert in Customs and International Trade Law, is hosting a 3 part seminar series, with participation by U.S. Customs and Border Protection (CBP). As a benefit to all members, Jennifer is offering ALL OWIT members a \$50 discount to each seminar using the code DTCROCKS! For all who can't make it in person, the seminars will be offered via webinar as well! RSVP today!



## 2019 SEMINARS FOR COMPLIANCE PROFESSIONALS

8:30 a.m. – Registration, Breakfast & Networking

9:00 a.m. - 12:00 p.m. – Seminar  
800 N.W. 62 Ave  
(Waterford Way)  
Miami, FL 33126

In Partnership with OWIT South Florida  
and Sponsored by

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**ONLY 30**  
**SPACES**  
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FEBRUARY 20, 2019

“ABC’S OF PROTECTING YOUR BRAND”



Jennifer Diaz, Esq.



Denise Calle, Esq.



Augusto Perera, Esq.

Learn from the experts on how to protect your brand at the border and what type of enforcement actions U.S. Customs and Border Protection (CBP) can take against infringers!

[REGISTER HERE](#)

MARCH 20, 2019

“CHINA TARIFFS/AD/CVD 101”



Jennifer Diaz, Esq.



Denise Calle, Esq.

Learn how to identify whether your product is subject to Section 301 Tariffs along with strategies on how to avoid paying the additional tariffs and whether your product is subject to Antidumping/Countervailing duties!

[REGISTER HERE](#)

APRIL 17, 2019

“CBP COMPLIANCE & ENFORCEMENT”



Jennifer Diaz, Esq.



Elena Asturias, CHB



Denise Calle, Esq.

Learn how CBP regulates the importation of your product, what your role is as an importer versus a broker's role, best practices recommended by experts and how to avoid or respond to CBP enforcement actions!

[REGISTER HERE](#)

### SUPPORTING ORGANIZATIONS



[CLICK HERE TO REGISTER FOR FEBRUARY 20<sup>TH</sup> EVENT](#)

[CLICK HERE TO REGISTER FOR MARCH 20<sup>TH</sup> EVENT](#)

[CLICK HERE TO REGISTER FOR APRIL 17<sup>TH</sup> EVENT](#)

**OWIT Lake Geneva presents:**  
**Workshop – Innovation and What it**  
**Entails**





**Thursday, March 5, 2019**



A workshop led by **Hulya Kurt** and **Tumay Yenli**, the owners of "InnKick" Consulting.

Learning about the different models that can be used effectively in this dynamic business world.

What is **Innovation**?

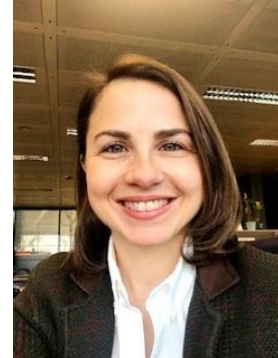
Have you heard about **Agile Mindset**?

Wondered what **Lean Start up method** means?

What is the difference between **Lean Start up** and **design thinking**?

We will dive into these concepts, explain a bit more about the different techniques and provide a high-level overview about the hot topic of today's world. Swing by and learn more...

Stay tuned for more info on the event!



**[FOR MORE INFORMATION AND TO REGISTER, CLICK HERE](#)**

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**SAVE THE DATE!**

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**The Association of Women in  
International Trade (WIIT) Invitation  
to Celebrate International Women's  
Day 2019**

***Wednesday, March 13<sup>th</sup>, 2019***

WIIT invites you to save the date for our March 13th event at Jones Day, celebrating International Women's Day. WIIT will be hosting an insightful discussion on the 2019 Congressional trade agenda, from the perspectives of emerging women leaders in Congress. Event will include a panel and reception.



This event will coincide with **OWIT International's OPEN board meeting** taking place in Washington DC on March 15, 2019. For more information on the OWIT International Board Meeting and the exciting events planned in DC, contact OWIT International Administrator Barbara Aguilar at [secretary@owit.org](mailto:secretary@owit.org).

[FOR MORE INFORMATION, CLICK HERE](#)

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**Charleston Women in International  
Trade (CWIT)  
Hosts the Annual Charleston Soirée  
Tuesday, April 9, 2019**

**Location:**

**Founders Hall, Charles Towne Landing  
1500 Old Towne Road  
Charleston, SC, 29407**

*CWIT WILL HONOR BETSY BURTON, PRINCIPAL, PRESIDENT  
OF HOLY CITY SOLUTIONS AND CO-OWNER OF PREMIER LOGISTICS,  
AS CWIT'S 2019 WOMAN OF THE YEAR*

Betsy is currently the owner and President of Holy City Solutions, and co-owner of Premier Logistics in Charleston, SC. A graduate of Villanova University in Villanova, Pennsylvania with a B.S. degree in Accounting, she spent over ten years as a civil servant working primarily as an auditor for the US Army Audit Agency. Her operational audit experience included logistics, transportation, information management, training and medical support.

Upon moving to the Charleston area in 2003, she began working for Premier Logistics where she helped grow the company's revenue by 800%. In 2006, Betsy started Holy City Solutions for customers desiring a woman-owned business to provide supply chain and logistics services, consulting and logistics brokering support. Holy City accomplishes these service offerings through its network of logistics providers as well as its sister company relationship with Premier Logistics Solutions, which she owns with her husband.

**FOR MORE INFORMATION AND TO REGISTER, CLICK HERE**

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**OWIT INTERNATIONAL WEBINARS & EVENTS**

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**Webinar: A Leader Worth Following  
By: Mucha Mlingo**

*Thursday, February 14 at 12:00pm EST*

Mucha Mlingo, an expert in Emotional Intelligence (EQ) who previously spoke at the OWIT International Board Meeting and an OWIT International Small Business sponsor, will teach our attendees what Emotional Intelligence is, argue the case for emotional intelligence, and teach how leaders can leverage emotional intelligence. She



will also discuss the climate for success and how attendees can create that environment for themselves.

**MUCHA MLINGO** is the Founder of Premier Training Services Ltd (PTS). PTS provides high-impact training solutions in sales, service, and leadership. Mucha has a Masters in Finance from the University of Brunel and she is currently working to complete a Masters in Organisational Psychology with the University of London. Mucha is a Certified Trainer of Trainers with over 10 years' experience in training and curriculum development. She is also a licensed Six Seconds Emotional Intelligence Practitioner and Assessor. As a Master Facilitator & International Keynote Speaker, Mucha utilizes the Six Seconds learning methodology and emotional intelligence (EQ) Model, a robust and practical tool for training & coaching in sales, customer experience, and leadership. Mucha is the 2019/19 President of the OWIT Nairobi Chapter.



[\*\*CLICK HERE TO REGISTER NOW!\*\*](#)

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**Webinar: Learning from Failure**  
**By: Barbara Mowat**

*Thursday, February 19 at 12:00pm EST*



Barbara Mowat, President and Founder of GroYourBiz Ltd., will speak with OWIT members and attendees on the importance of experiencing failure in order to learn. Failure happens to all of us as we build and grow our businesses. We typically do not like to talk about our failures, but as women in international trade - we should! Failure can be a stepping stone to success, spurring innovation and making us stronger. Barbara will speak to attendees as to her experiences with failure and how we can turn those failures into successes, making us more successful women in international trade.

**BARBARA MOWAT** is an international leader in the development of SME enterprises, with a special emphasis on women. She created the Uniquely Programs that assisted over 12,000 entrepreneurs access increased markets, created and owned a national magazine, a retail store, and an e-commerce site supporting small businesses. Her work has assisted entrepreneurs globally and facilitated trade throughout Canada, South-East Asia, USA, South America, Europe, Afghanistan, India, and Africa. She continues to be passionate about fostering the economic growth of women all over the world, by providing women practice solutions such as having their own informal Board of Directors, through GroYourBiz™, creating MyBusinessMyBoards™ for women. Barbara has been broadly recognized for her significant contributions and numerous achievements, including, among many, winner of the Canadian

Women Entrepreneur of the Year Award for Impact on the Local Economy and the Governor General's Awards in Commemoration of the Persons Case recognizing outstanding individuals who have helped to advance equality for women and girls in Canada.

[CLICK HERE TO REGISTER NOW!](#)

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## OWIT INTERNATIONAL PARTNERS

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**TRADE READY**  
Blog for International Trade Experts

### How Global Trade Training and Certification Can Enhance Your Knowledge and Credibility



For small business, entering global markets is a significant undertaking, and it requires know-how. Securing that know-how will require an investment of time and money. “If you’ve been looking at going global you probably already know what you need to do, but do you know how to do it?”

In business, if you don’t have the know-how to go global, you’ll give your profits to someone else,”

according to Caroline Tompkins, President and CEO of **FITT**.

So, in practical terms, what’s the value to small business of investing in trade know-how? We put the question to our own Certified International Trade Professionals (CITP). In this CITP spotlight, Sarah Barnes-Humphrey, CEO of **Shipz**, discusses how training and the CITP designation helped her to grow her own business.

Read the [full story](#) here.



### GroYourBiz Presents: Building a Culture of Agility

*Thursday, February 21, 2019 from 9:00am – 10:00am PST*

**Presenter:** Pauline James  
Principal, Anchor HR Services Inc.

What you will learn:

- Signs of a Rigid Culture
- Building a Culture for Agility
- Hidden Red Flags

- Supporting Leaders to Own the Message
- Leveraging your Mission to Define Success at all Levels
- Continuing Listening to Address Root Causes



### About Pauline Gomez

Pauline has held a number of senior positions and led Employee Relations and Labour Relations in the Canadian market with large national organizations. Over her career she has also held roles in Training & Development, as an HR Generalist, and in Operations.

She has supported small independent units and large complex divisions in identifying barriers to employee engagement and performance. This has resulted in an improved employee experience, while also reducing risk and costs. Having worked closely with her clients and as a leader herself, she is sensitive to the genuine desire of leaders to provide a great work environment while meeting business objectives. Pauline is committed to working with her clients to help them become more effective, respecting their business' unique challenges.

Pauline has a track record of working with Operations and HR divisions to build effective and sustainable programs, tailored to their needs. This includes support from the design through to implementation, including leader training and employee communications. What is unique about her approach is that she is committed to teaching and helping leaders to become independent as opposed to promoting reliance on an 'expert'.

**[CLICK HERE TO REGISTER](#)**



### NCBFAA Needs Subject Matter Experts Like You!

The NCBFAA Educational Institute (NEI) invites all OWIT members to consider authoring an export-focused case study for their Certified Export Specialists! Each year, NEI designees need to earn 20 continuing education credits, and to assist them the NEI offers four free online case studies so that designees can meet their credit requirement without cost or travel. The case studies are based on pertinent industry topics – past topics include *export compliance*, *ZTE*, and *license determinations*.

Authoring a case study is not only a great way to flex your brain muscles and share your expertise, but it is a great way to promote yourself to thousands of students! The case study will be branded with your name and company logo (if applicable), as well as link to your website which will be seen by any NEI student who completes the case study.

While you can author the content for a case study from scratch, you can also opt to base it off a regulation or trade document. We then need 15-20 questions and an answer key with citations. That's it! The NEI provides templates and will format and edit the case study before loading it into the system.

If you are interested and would like an example or more information, please contact NEI Director Cecilia Ferrara at [nei@ncbfaa.org](mailto:nei@ncbfaa.org).





## **PARTNER SPOTLIGHT: NASBITE INTERNATIONAL**



### **National Small Business Exporter Summit Tuesday, April 9, 2019 DeSoto Hotel, Savannah, GA**

**Interested in growing your export sales and positively impacting the bottom line of your business?**

Then make plans to attend the 2019 National Small Business Exporter Summit. Join top small and medium-sized exporters from across the United States as they share best practices and lessons learned that have directly contributed to their export success.

Targeted at company owners, upper-level management, export executives and trade professionals, attendees will leave armed with insights into practical tools, techniques, strategies, and resources that they can leverage to increase their export sales.

#### **Summit Schedule:**

8:00 a.m. - 5:00 p.m.: Exporter Summit Sessions

5:30 p.m. - 7:30 p.m.: Networking Reception

**Registration Fee:** \$235/attendee

**Mark Your Calendar and Make Plans to Attend**

**[VISIT THE CONFERENCE & SUMMIT WEBSITE NOW](#)  
[for details and Registration!](#)**

9 Newport Drive, Suite 200  
Forest Hill, MD 21050  
Questions? 443.640.1064  
Fax 443.640.1031  
[info@nasbite.org](mailto:info@nasbite.org)  
[www.nasbite.org](http://www.nasbite.org)



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**[ADVERTISE WITH US!](#)**



Ready to grow your business with OWIT International? OWIT International offers you the opportunity to connect with an audience of global trade to trade professionals, passionate about supporting the advancement of women in international trade and business. To find out more on how to advertise with us, please contact Jen Diaz at

[President@owit.org](mailto:President@owit.org).

*Free stock image courtesy of pexels.com*

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### **Did you know...**

We have OWIT chapters in:

- [Cairo](#)
- [Charleston](#)
- [Chicago](#)
- [Dominican Republic](#)
- [Greater Triangle NC](#)
- [Lake Geneva](#)
- [Los Angeles](#)
- [Monterrey](#)
- [Nairobi](#)
- [New York City](#)
- [Nigeria](#)
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- [Virtual](#)
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Please check us out at our social media!



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### **OWIT SMALL BUSINESS SPONSORS**



OWIT appreciates the support of our proud sponsors. Want to become a Small Business Sponsor? [Learn more here!](#)

### **Don't Miss Out on Any Member Benefits!**



Did you know that as a member of one of OWIT's chapters, you are AUTOMATICALLY part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT



chapter worldwide

- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register on OWIT International's website [www.owit.org](http://www.owit.org). Create your free member profile today! If you're not a member of a local chapter, please visit <http://www.owit.org/joinus/chapterlist> to learn more about our chapters. If you have questions, please contact [info@owit.org](mailto:info@owit.org).

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### **Call for Volunteers!**

OWIT International needs you! We have nine amazing committees that are seeking volunteers. If you are interested, please contact OWIT President Jennifer Diaz at [president@owit.org](mailto:president@owit.org).

- ***Chapter Development:*** Are you interested in helping grow the OWIT network around the world? If so, this is the committee for you!
- ***Chapter Support:*** Are you interested in helping OWIT chapters learn the benefits of the OWIT network? If so, this is the committee for you!
- ***Marketing:*** Are you interested in helping with OWIT's newsletters and press releases? If so, this is the committee for you!
- ***Social Media:*** Are you interested in helping with keeping OWIT's social media active and up-to-date? If so, this is the committee for you!
- ***Partnership:*** Are you interested in working with OWIT's premier partners to increase the profile of OWIT around the world? If so, this is the committee for you!
- ***Conference:*** Are you interested in helping with OWIT's annual conference to ensure it is a success, with amazing speakers from all over the world, and all members of OWIT around the world attend? If so, this is the committee for you!
- ***Programming:*** Are you interested in helping with OWIT's webinars? If so, this is the committee for you!
- ***Virtual:*** Are you interested in helping ensure OWIT's virtual members who don't have a chapter near them feel included within the OWIT network? If so, this is the committee for you!
- ***Sponsorship:*** Are you interested in helping raise funds for this much-

deserved organization via our small business sponsorship, corporate sponsorship, webinar sponsorship, and conference sponsorship? If so, this is the committee for you!

**Editor:** [Deirdre D. Nero, Esq., NERO Immigration Law, PL](#)

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## About Organization of Women in International Trade (OWIT)

The Organization of Women in International Trade ([www.owit.org](http://www.owit.org)) is a global association for women in international trade and business. Our 2,000-plus members impact hundreds of millions of dollars in trade and business transactions annually. OWIT's focus is on adding value to our corporate, mid-sized, small business and individual members around the world.



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Organization of Women in International Trade  
[Website](http://www.owit.org)

See what's happening on our social sites:

