



Organization of Women in International Trade

OWIT Newsletter June 2019



*Click on the banner for more information or to purchase tickets for **#OWITConTampaBay2019***

www.owitcontampabay.com

□ Chapter Corner



CWIT Hosted the Charleston Soirée to Celebrate the Woman of the Year and Scholarship Recipients



From left to right:

Angela Burchfield (Secretary/Membership Co-Chair), Sonja Bailey (Historian), Sally Wolf (OWIT Rep), Helen Michael (Vice Secretary), Robynn Millar (Publicity), Betsy Burton (CWIT's Woman of the Year), Kim Coley (Membership Co-Chair), English Struth (Immediate Past Chair/Programs Chair), Taylor Jackson (Awards), Ashley Kutz Kelley (Chair), Suzy Pistey (Vice Chair/By-Laws), and Elizabeth Hills (Communications).

On April 9, 2019, the Charleston Women in International Trade (CWIT) hosted the Charleston Soirée to celebrate the Woman of the Year and Scholarship Recipients. The Woman of the Year is a prestigious award that recognizes a woman involved in the field of international trade who has made an outstanding contribution to her profession, and in so doing, enhanced the status of women in international trade. The award recipient's character, integrity, knowledge and dedication to her profession make her a role model in the field of international trade. This year, CWIT recognizes Betsy Burton as the Woman of the Year. Betsy is the President and CEO of Holy City Solutions. She also serves as the VP of Quality Control at Premier Logistics. Additionally, Betsy has also served in several volunteer organizations heading various committees and is currently a member of Charleston Women in International Trade and Women in Defense and OWIT.

In 2004, CWIT began offering scholarships to aid South Carolina resident students who are enrolled/enrolling in an accredited higher education program in pursuit of a degree specific to international trade or related course of study. To date, CWIT has given away \$100,000 in scholarships. This year, CWIT awarded scholarships to the following winners: James (Jimmy) Harden was selected as the \$1,000 Technical Scholarship Winner; Austin Setser won the \$500 High School Scholarship; Alicia Cruz was awarded the \$1,000 High School Scholarship; Paige Robinson won the \$4,000 College 1st Place Scholarship; Renee Faley was awarded the \$2,000 College 2nd Place Scholarship and Jonathan Dickey won the \$1,500 College 3rd Place Scholarship.

"Creating More Opportunities for Women in Trade is the Right Thing to Do" by Mucha Mlingo



Gender inequality is more than a moral or social issue, it is a critical economic challenge. Women account for half the world's working-age population and if they do not achieve their full economic potential, the global economy will suffer.

**A McKinsey Global Institute report
finds that \$12 trillion could be added to**



global GDP by 2025 by advancing women's equality (McKinsey Global Institute, 2015).

Economic evidence shows that giving women the same opportunities as men improves a country's competitiveness and productivity, which in turn has a positive impact on economic growth and poverty reduction.

Globally, the elimination of all forms of discrimination against women could raise per capita productivity by 40 per cent, according to the World Bank (Doing Business Report, 2017).

Women play a significant role in the global economy. They invest more in their communities – more than men typically do. Their participation in the economy would also stimulate wider benefits. Studies of economies as varied as Bangladesh, Brazil, Canada, Ethiopia, and the United Kingdom, suggest that women generally devote more of the household budget to education, health, and nutrition than men.

[Click here to read the rest of Mucha's article](#)



OWIT-Chicago Receives COA Award by the U.S. Department of Commerce's International Trade Commission

In the picture and video below (from left to right): **Ian Steff**, Deputy Assistant Secretary for Manufacturing at the U.S. Department of Commerce's International Trade Administration, **Beuloria Williams**, President for OWIT-Chicago and **Ana Guevara**, Deputy Assistant Secretary for U.S. Field Operations at U.S. Department of Commerce's International Trade Administration.



From the Tampa Bay Times: "Global Trade and Tampa Bay" by Susan L. Hoeller



In the 2016 presidential election campaign, global trade deals were harshly criticized,

particularly those involving China. The admission of China into the World Trade Organization in 2001 did result in the closing of thousands of U.S. factories, and too many factory workers lost good-paying jobs. American consumers as a whole benefited because they could purchase less expensive "Made in China" consumer goods. Global corporations importing and selling these goods made greater profits since Chinese wages are so low as compared to U.S. wages. In the past two years, concerns about China's theft of American companies' intellectual property, on-going cyber-security attacks against the U.S. from some foreign countries and a perceived rise in illegal immigration have increased support for protectionist trade policies - and not just in communities that lost manufacturing jobs.



Of course, "Made in the USA" products are popular because we all want to support American jobs. But international trade is not just about merchandise and commodities. It includes technology transfers, software, recreational and medical tourism, sporting events, foreign students and cross-border services like legal, accounting and project management.

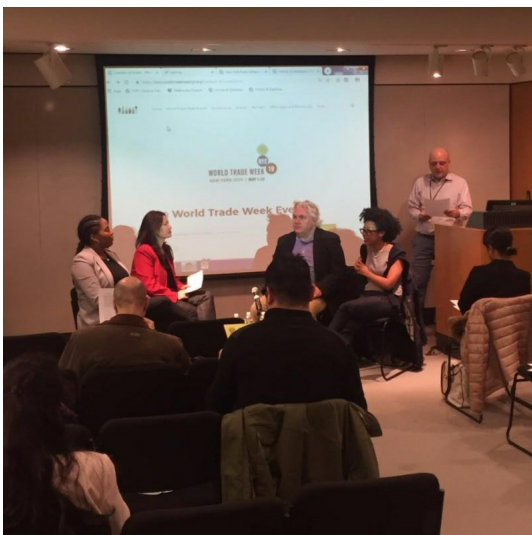
American consumers are more exposed to foreign imports than they are to our nation's exports. Numerous government and private sector studies reveal that exporting companies pay higher wages than domestic companies in almost every industry sector.

Many residents of our Tampa Bay region may not realize how much international trade adds to our quality of life here - imported foods adding to our food security, world-class medical centers and universities attracting foreign patients and students, high-paying jobs and new technologies created by our exporters as well as foreign firms setting up operations here, a rapid expansion of Port Tampa Bay and an increase in the international flights to and from Tampa International Airport.

***Susan L. (Susie) Hoeller, Land O'Lakes.** The writer serves on the board of directors of the Tampa Bay chapter of the global Organization of Women in International Trade. This article is from the Tampa Bay Times, April 14, 2019 Sunday edition.*



OWIT-NY has a Successful Event on "Growing Your Career in International Trade" for World Trade Week NYC



On May 1st, 2019, OWIT New York had a great panel yesterday on shaping careers in international trade as part of World Trade Week NYC. Thank you to the New York Public Library (Science, Industry & Business Library) for hosting us and thank you to our panelists: Chad Schofield of BoxC, Deanna Clark-Esposito, Esq. of Clark-Esposito Law Firm, PC and Victoria Geron of PVH (our moderator) for the enlightening discussion!

□ OWIT Chapters' Upcoming Events

2019 Annual Awards Dinner

Honoring Outstanding Women in Trade

Please Join Us in Celebrating the Amazing Accomplishments of Women in Trade.



Date: Wednesday, June 12th, 2019 from 6:00pm – 9:00pm EDT

Venue Name: The National Press Club

Location: 529 14th St. NW, 13th Floor, Washington, DC 20045

We will award the 2019 Woman of the Year Award, as well as several other awards, including: Business Legacy Award, Government Service Award, Emerging Leader Award, and a Lifetime Achievement Award. We hope to see you there!

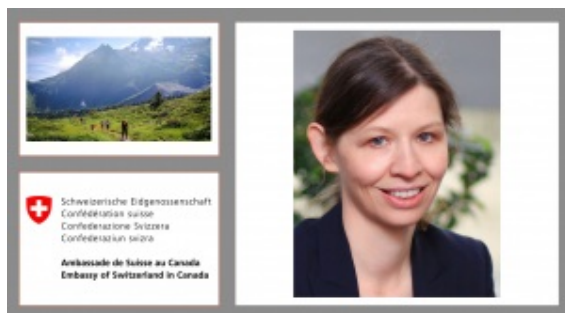
5:00pm – 6:00pm | Annual Meeting (*WIIT Members Only*)

6:00pm – 7:00pm | Cocktail Reception

7:00pm – 9:00pm | Dinner and Awards Program

For more information or to register, click here

An Evening with the Swiss Ambassador to Canada



We are delighted to invite you to an evening with Salome Meyer, Ambassador of Switzerland in Canada. This event is related to Switzerland hosting the Global Summit of Women in Basel (July 4-6, 2019). This year's theme is **Women: Redefining Success.**

Date: Wednesday, June 12, 2019

Location: Residence, Ambassador of

Switzerland, 494 Lansdowne Rd North, Rockcliffe Park, K1M 0X9*

Time: 5:30pm-7:30pm

Agenda: Address from Ambassador Meyer, Ms. Alexandra Logvin and Ms. Alicia Natividad. Speeches will be followed by a networking cocktail.

This is a free event. Please contact us by email (info@owit-ottawa.ca) for ticket information. Space is limited and priority is given to OWIT-Ottawa members.

OWIT-LA Presents: Workforce Development: How to Bridge the Gap and Encourage Workers to Enter into International Trade



A WIT-LA Program You Can't Miss.

Join us on June 13th from 11:30am - 1:30pm!

Preparing the Workforce of the Future

Current workforce trends in the global supply chain



Speaker: Dr. Noel Hacegaba

Managing Director of Commercial Operations and Chief
Commercial Officer Port of Long Beach

Bio

2017 Global Trade Awards "Guy Fox Special Award"

[Click here to register for this OWIT-LA event](#)

**2019 Summer Reception:
The Power of Effective Negotiation**



June, 20th, Hotel Manotel Royal

18:30 - 22:00

2019 OWIT ANNUAL SUMMER RECEPTION

The Effective Power of Negotiation

Panel Discussion & Cocktail Reception



Andrea Delannoy
Founder & President,
MOD-ELLE



Giuseppe Conti
Founder, Negotiation &
Influencing Expert, Conti
Advanced Business Learning



Anca Gosling
Senior Product Manager,
Aviation Training, IATA



Mahmud Samadari
Secretary General, Member
of the Governing Bord, EBBF

When? - June 20th, 2019

Where? - [Manotel Hotel Royal](#), Rue de Lausanne 41-43, 1201 Genève

Do not miss the most significant event of the year. Influential speakers will debate the topic of negotiation. Never an 'old' topic, negotiation is often regarded as 'a dance with your customer or supplier'. If one party knows the steps and the other doesn't, it's difficult to reach an effective agreement.

[Click for more information and to register](#)



**TBOWIT Presents: Wine Safari -
an International Wine Tasting**

TBOWIT Presents:

Wine Safari

An international wine tasting with
Sommelier Laura Scott

Thursday, June 20 | 5:30-7:30pm

Shutts & Bowen

4301 W Boy Scout Blvd. Suite 300

Register at tbowit.org



[Click for more information and to register](#)

Work Smart Online FREE Self-Paced Online Salary Negotiation Workshop

In 2018, our friends at The American Association of University Women (AAUW) embarked on a bold mission to train 10 million women in salary negotiation by 2022 as a part of their efforts to narrow the gender pay gap. To achieve that goal, **AAUW launched Work Smart Online, a FREE self-paced online salary negotiation workshop, designed to empower women with the skills and confidence to negotiate for fair pay.**

In this workshop, participants will learn to determine their market worth based on their skills, qualifications and experience—and to confidently ask for the pay they deserve.

OWIT International is united around the globe to advance the role of women in international trade and business. OWIT encourages you to not wait for a new job or a performance review to learn to advocate for yourself at work. **Sign up** for AAUW Work Smart Online and join the fight to eliminate the gender pay gap.

[Click for more information](#)

□ OWIT International Partners

GroYourBiz Presents: Creating & Engaging Social Media Presence with Video Marketing

Thursday, June 20th from 9:00am – 10:00am PDT



Presenter: [Denise Alison](#)
CEO & Founder, [Stratigro Business Consulting Ltd.](#)

What you will learn:

- Understand the latest trends in social video and how you can apply them to get more exposure for your business
- Learn the benefits of and the differences between:
 - Live Video,
 - Stories, and
 - Pre-recorded video
- Identify how you can incorporate video into your marketing strategy

[Click here to RSVP to this GroYourBiz webinar](#)

FITT and OWIT International Support the Advancement of Women in International Trade

The Forum for International Trade Training (FITT) is collaborating with The Organization of Women in International Trade (OWIT) International, to support the advancement of women and the professional growth of OWIT members with expert trade training, resources and certification.

FITT's online courses and workshops enable you to pursue your self-directed training whenever and wherever it's convenient for you. Target the topics that matter most to you or your business or complete all of the courses and earn your CITP®|FIBP® designation.



As an OWIT member, you can access this professional global trade training with these exclusive member-only discounts:

- get \$50 off any online courses
- get \$25 off any online workshops

Please contact **Cortney** at VP-Partnership@owit.org to obtain these member-only discounts for FITT!

The Forum for International Trade Training, FITT The Forum for International Trade Training (FITT) is a not-for-profit organization dedicated to providing international business training, resources and professional certification to individuals and businesses.

Whether you're looking to grow your business, invest in personal development for your employees, or meet your own personal career goals, the right training and certification can help you enhance your knowledge and credibility, stand out from the competition and take advantage of opportunities.

Endorsed by and in collaboration with Export Development Canada (EDC), FITT provides training courses that give you the world's most up-to-date, industry-validated global trade information available. The courses are created with the help of many experts working in the global trade industry, to ensure all material is tailored to help you develop the practical skills you need to succeed in meeting the everyday demands of international business.

Special offer exclusively for OWIT members

FITT is offering OWIT members a special opportunity to get early access to their new FITTskills Lite online course previews before they launch!

What are FITTskills online course previews?

If you've been thinking about taking a FITTskills course or workshop but wonder if it will meet your needs, FITT's new **FITTskills Lite** e-book downloads can help you try before you buy.

Early access

Early access to FITT's [new course previews](#) allows you to:

- Take advantage of industry-backed resources created directly from the [FITTskills program](#)
- Try before you buy
- Learn without deadlines or exams
- Focus on the topics that matter to you
- Read through an entire unit in an hour or less and move on to the next

**View full list of course
previews**

Special offer

BONUS: For a limited time only, downloading a unit also gives you access to 25% OFF of the purchase of a related course or workshop.

Your next steps:

1. Go to the [FITTskills Lite page](#), and select the unit(s) you'd like to download.
2. Complete and submit the download form. If you are an existing customer, log in first to have parts of the form auto-fill for you.
3. Check your email to get your unit e-book and your discount code.

Don't delay. Download your units to get your 25% discount!

Questions? Contact us at info@fitt.ca or chat with us live at [FITTforTrade.com](https://www.fittfortrade.com).

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.

Free stock image courtesy of pexels.com

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](#)
 - [Northeast Ohio](#)
 - [Northern California](#)
 - [Peru](#)
 - [South Florida](#)
 - [Tampa Bay](#)
 - [Toronto](#)
 - [Orange County](#)
 - [Ottawa](#)
 - [Virtual](#)
 - [Washington, D.C.](#)
-

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. 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.

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.

- **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!
- **Government:** Are you interested in helping to develop and advance OWIT's legislative agenda on trade and women's issues? If so, this is the committee for you!

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

Designer: [Ariana Malpica, Diaz Trade Law](#)

Translation: [Carmen Hiers, TransForma Translation Services](#)

About Organization of Women in International Trade (OWIT)

The Organization of Women in International Trade (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.



[Click here to visit our website](#)

See what's happening on our social sites!

