

Organization of Women in International Trade

OWIT Newsletter September 2019

☐ OWIT International Upcoming Events

YEAR OF THE WOMAN

THE 19TH ANNUAL OWIT INTERNATIONAL CONFERENCE

The Organization for Women in International Trade (OWIT) and the OWIT Tampa Bay Chapter are hosting OWIT's 19th World Conference this year in Tampa, Florida, on October 24, 2019 with the theme 'Year of the Woman'.

The Tampa Bay region is growing with entrepreneurship and business development at its core. Over the course of the conference, participants, comprised of OWIT global chapter members, partners, and attendees, will be given extraordinary access to trade experts, networking opportunities, and business insights. Indeed, OWIT's vision for its members and participants is ambitious: to empower women in both developed and emerging nations and throughout the world to powerfully shape international trade.

SCHEDULE OF EVENTS

Wednesday, October 23

Tampa Business Day

Join our tour to find out how Tampa went from "Cigar City" to an urban center for international trade! The Tampa business tour will bring participants to some of the most innovative and unique highlights in our downtown area. The tour will be an excellent platform for conference attendees to answer the question – Why Tampa Bay?

Thursday, October 24

#OWITConTampaBay - Year of the Woman! 8:00 AM - 3:00 PM

 OWITConTampaBay Conference has been approved for 7 CCS/CES/MES credits from NCBFAA's NEI!

Port Tour (Subject to Weather) 4:00 PM - 5:15 PM Awards Dinner 6:30 PM

Friday, October 25

OWIT Board Meeting. All are welcomed to attend! No Host Dinner at Brio, 6:30 PM



Registration and more info can be found here!

Save the Date for Our Next Multi-Chapter Networking Webinar





BLOCKCHAIN 101: THE BASICS

October 8, 2019 at 12 Noon Eastern Time

Join this interactive webinar to learn the pros and cons of blockchain technology from industry leaders, Anita Gardeva, Marketing, IBM Food Trust, IBM Blockchain, and Matthieu Merchadou Melki, Executive Director, Florida Blockchain Foundation.

We invite all OWIT members to actively participate in the discussion with our speakers and each other. This event is free to all current OWIT members (both virtual and chapter members) and will last one hour.

Watch your email for registration information! For more information, contact secretary@owit.org.

Click to register or for more info!

ISO Photos and Testimonials for our New Website

We are looking for great photos of OWITers and chapter events to include in our soon to be released newly re-designed website. We'd love to include your photos! Send to VP-

ChapterSupport@owit.org.

Want to be on our new website? Tell us why you love being a member of OWIT! Virtual Members: We want to hear from you, too! Send your testimonial to **VP-ChapterSupport@owit.org**.



Meet Jennifer Diaz of Diaz Trade Law in North Miami! by VoyageMIA





VoyageMIA: Today we'd like to introduce you to Jennifer Diaz.

Jennifer, before we jump into specific questions about the business, why don't you give us some details about you and your story.

Jen Diaz: I was always a hard worker and believed strongly in internships. Throughout law school, I had twelve internships in numerous areas. I did not have a strong inclination for one area of practice and really wanted to experience different areas to figure out what I both wanted, and more importantly, did not want to do. My last internship was a clinical internship, meaning I actually paid my school to receive credit and worked for a firm full time (without pay). I was excited to gain real world experience and was in a business law clinical program. During my interview, I was told the position available was in international trade. I said that sounded great, without having an inkling of what it really meant. I asked if there were books I should read to prepare for the internship, and was told Kiss, Bow, Or Shake Hands would be helpful. It was a terrific book, but, did not prepare me for the crazy road ahead. That was 2006. Almost 14 years later and I'm still in the Customs and International Trade law field and am now a board-certified international attorney with my own legal practice. I now tell any intern or young lawyer craving to learn more about this area to read U.S. Customs: A Practitioner's Guide to Principles, Processes, and Procedures (International Practitioner's Deskbook Series).

VoyageMIA: Has it been a smooth road?

Jen Diaz: Let's start with the fact that I am a woman who is 5'1 and have a young-looking face (my mother has great skin). I've absolutely had challenges along the way. It took a substantial amount of time for the South Florida community to regard me as an expert in

my field, and not regard me as someone who looks like their granddaughter. In order to combat this, I took a board certification exam and became a board-certified international attorney. I have now had to re-certify and have even served on the board certification committee approving those who wish to apply to become board-certified. I also became very active in the community and on non-profit boards. At one time I was serving on 10 boards at once and served as an adjunct professor of International Law at a local university. I currently serve as the President of the Organization of Women in International Trade (OWIT) which has 20 chapters worldwide and has been recognized as a leader in the community. One of my biggest challenges was proving to everyone who doubted me that I could both successfully work in the field as well as originate clients. I now have a successful law firm and will be proudly celebrating Diaz Trade Law's 4th anniversary in January 2020!"

Click to read the rest of the article!

□ Chapter Corner



OWIT Nigeria on a Trade Mission in Kenya with OWIT Nairobi!







"Know What You Want to Get What You Want" featuring Frida Owinga by Daisy Okoti



Having accumulated 25 years of experience in different sectors, **Frida Owinga** employs a simple five-step profit formula to help entrepreneurs transform their



passions, vocations or expertise into profitable brands.

What is Passion Profit about?

Passion Profit is an organisation that helps individuals package their ideas well and turn them into profit making enterprises.

What tips would you offer young entrepreneurs looking to thrive in

business?

First, they should have a very clear goal in mind. They should know what they want. Why are they starting the business? Are they looking to solve a problem in society or do they have some personal reasons driving them to start the business? Neither reason is better than the other, but to achieve success, one must apply different strategies for each.

Do you think young entrepreneurs are adequately prepared for business? Are there enough avenues for young entrepreneurs to thrive?

With the right knowledge and support, anyone can achieve whatever they desire. Success starts with one person's desire for a better future. And if they are consistent in their pursuit of the future they desire, they will take the necessary action to realise their dream. Anyone can get what they really want, if they want it badly enough.

Click to read the rest of the article

Frida Owinga is the Board Advisor for OWIT Nairobi. She previously served in the OWIT Board as the Chairperson 2016-2017 and Vice Chair Programs, 2013-2015. She also sits on the International OWIT Board as Vice President, Chapter Development.

Click here to read more about Frida Owinga.

Creating a Gender-Sensitive Trade Environment through Trade Facilitation

How can trade facilitation reforms help to create a more conducive environment for women traders in Africa? Mucha Mlingo, President of OWIT Nairobi, explains.

At the Organization of Women in International Trade (OWIT) Nairobi, we work with women business-owners every day with ambitions to grow their businesses through trade. Yet gender biases remain a significant barrier to women's participation in international trade: women traders often face greater risks and more unfavourable conditions than their male counterparts, which can discourage them from engaging in cross-border commerce.



Some of these barriers are practical. Firstly, many of the women we work with find it difficult to acquire the information they need. If they are interested in exporting to Botswana, for example, they need to know what documents they will need, what duties may apply and how to comply with all the necessary border procedures. Secondly, the existing trade environment across the African continent is not women-friendly. Administrative processes are not streamlined and women traders report having to interact with multiple entities, which creates more opportunities for gender-based discrimination.

Click to read the rest of the article

<u>Mucha Mlingo</u>, President of <u>OWIT Nairobi</u>, will speak at the Alliance community session on inclusive trade in Africa at the <u>World Economic Forum on Africa</u> on September 5th 2019. OWIT Nairobi is a non-profit, professional organisation that supports the advancement of women in international trade and business by providing networking and educational opportunities.

Mucha Mlingo Represented OWIT Nairobi at World Economic Forum For Africa



"I was honoured to represent OWIT
Nairobi & participate in an event at World
Economic Forum For Africa courtesy of
the Global Alliance For Trade Facilitation.
The session – "Innovate, Integrate &
Empower for Inclusive Trade In Africa"
explored the challenges that women
traders in Africa face when accessing
foreign markets and the participants
worked to identify possible solutions that
the Alliance can introduce across the
projects that they have running across the
continent."

Click to read the rest of Mucha's post on Facebook



WITOC's Global Thought Leaders'
Breakfasts: Hosted Laura Gimenez and
Monica Bogodai (May 31st & June 6th)





On Friday, May 31st, WITOC - Orange County had the honor of hosting past WITOC President Laura Gimenez, at the U.S. Commercial Service office in Irvine, for a briefing on the Panama market where companies learned about local market trends, top sectors, and best practices for doing business in Panama. WITOC has a long history of having influential women leaders in trade. Laura is currently serving as the Senior Commercial Officer for our U.S. Embassy in Panama.

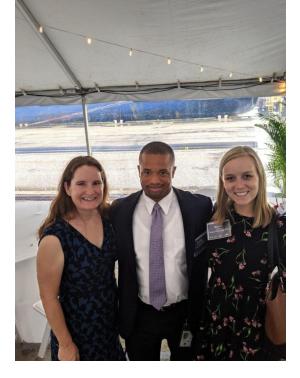
On June 6th, at the same venue, WITOC - Orange County had the honor of hosting Monica Bogodai, Commercial Specialist at the U.S. Embassy in Bucharest, Romania. Our Vice President, Simona Racek, interviewed Monica about the Romanian and Eastern European markets. Companies learned about local market trends, top sectors, the economic landscape, and best practices for doing business in the region.

Thank you to U.S. Commercial Service Irvine for hosting WITOC; to Laura Gimenez, Monica Bogodai, Crystal Denys and all attendees for their time; and to the WITOC board members who participated in this program: Karen Scuncio, WITOC Chairman; Tatyana Aguirre, CGBP, WITOC Government Liaison; Maryam S., WITOC Program Co-Chair; Simona Racek, WITOC Vice President and Anita Cates-Reyes, WITOC past President.

TBOWIT's Celebrated the CMA GGM Dalila's Arrival at Port Tampa Bay







This past June, a few of the members of TBOWIT celebrated the arrival of CMA GGM Dalila, the largest container ship to call Port Tampa Bay. Congrats **Port Tampa Bay!**

TBOWIT Presents: Wine Safari with Sommelier Laura Scott

On June 20th, TBOWIT had such a great time learning about international wines! Thank you **Sommerlier Laura Scott** for giving TBOWIT an introduction to wines from different regions of the world, and thank you to everyone who came out and participated!





Click here for more photos



OWIT Dominican Republic's Special Members' Cocktail

On Monday, July 1st on the occasion of "National Day of Canada" we celebrated with great joy a cocktail for the special members of OWITDR.

The occasion could not be more favorable since the chapter for the Dominican Republic of this prestigious organization was born precisely in Canada.

We appreciate the presence of your excellence **S.E. Pedro Verges**, Ambassador of the Dominican Republic in Canada; **Ms. Wendy Goico Campagna**, Distinguished Counselor of the Embassy of the Dominican Republic in Canada; **Ms. Cynthia Antigua**, Minister Counselor of the RD Embassy in Italy; **Mr. A Kalil Michell**, Director Specialized Diplomacy Mirex and the Director of Cultural Tourism, **Ms. Altagracia Corletto de Olmos**.







Click to view more photos



On the air in Sin Esquemas TV Channel 32

Last Saturday, July 27th, OWIT Dominican Republic was invited to the prestigious tv program Sin Schemas TV on Channel 32. OWITDR thanks the entire team for their invitation and for their interest in OWIT developments that are in the works.

It is an honor to share this segment with these two gentlemen from the Dominican Republic, **Mr. Alberto Atallah** and **Mr. Irving Vargas**, who support the professional development of women in the world. They receive OWITDR's admiration and respect.

WIT-NC Gives Back by Participating in Kiva, the World's First Person-to-Person Micro-Lending Website





WIT-NC has participated in Kiva, a micro-lending organization, since 2007. WIT-NC made an initial investment of \$2,500 which has blossomed into over 800 loans of around \$31,000 to women who are bettering their lives and families! Visit WIT-NC's endowment page to learn

more about how the organization gives back to the community, both locally and globally.

Click to visit WIT-NC's endowment page

WIT-NC Presents a Joint PAEI/WIT-NC Workshop: Sanctions and Restricted Party Screening for Tech Companies

SAVE THE DATE

Wednesday, Nov. 20th at Cisco Systems, San Jose, CA Extended Program: 3:00pm - 8:00pm Networking, Dinner and Program

WIT-NC will be partnering with their sponsor, the Professional Association of Exporters and Importers (PAEI) for the November event, "Sanctions and Restricted Party Screening for Tech Companies." This workshop will focus on benchmarking and best practices sharing relating to the challenges tech companies in screening against restricted parties and embargoed destinations. Cisco will be hosting us. For more information, please visit our event web page.

Click to visit WIT-NC's event page



WIIT was Honored with WITA's 2019 Lighthouse Award

Lisa Schroeder:

"As past President of WIIT, so proud that WIIT was honored with WITA's 2019 Lighthouse award, recognizing our role as a beacon for trade education and women empowering women.

Congratulations to all WIIT's Presidents; and especially our members – past, present and future! – for this prestigious award!"







Thank you to all who attended WIIT's Annual Awards Dinner on June 12.

WIIT had a wonderful time celebrating Women Empowering Women AND promoting Trade. Congratulations to this year's honorees, including:

- Minister Chrystia Freeland, Minister for Foreign Affairs, Canada | 2019 Woman of the Year
- Doral Cooper and Kate Clemans, C&M International | Business Legacy Award
- Kelly Ann Shaw, National Economic Council, National Security Council | Government Service Award
- Hemal Shah, U.S. Chamber of Commerce | Emerging Leader Award
- Ambassador Judy Reinke, U.S. Ambassador to Montenegro | Lifetime Achievement Award
- Jing Zhu and Grace Kim, Trade Remedies Program Section | WIIT Program Section of the Year
- Kathi Lunardi, WIIT Charitable Trust Chair | WIIT Member of the Year

These inspiring women spoke about their journeys in trade with humor, warmth, and candidness. We were honored to be able to celebrate this night alongside them.











OWIT Chicago joined with the American Association of University Women (AAUW) for Empower Chicago

On July 23, OWIT Chicago joined with the American Association of University Women (AAUW) for Empower Chicago, an event designed to close the gender leadership and pay gap and empower women to take immediate action. Andrea Saenz, the chief operating office for the Chicago Community Trust, shared with OWIT Chicago on how she managed to be successful when working in a male dominated environment. She dodged negativity in the moment, completed her projects and dealt with the naysayers after the fact. Devorah Heitner, PhD, author and founder of "Raising Digital Natives" reminded OWIT Chicago that "we all know things." She encouraged to share their knowledge and expertise with others who don't have the same skill set. Gloria Blackwell, Sr. VP of Fellowships & Programs for AAUW, entertained and educated everyone on how to be deliberate in setting goals and in being a leader. There was a separate workshop on salary negotiation. Everyone left with tangible skills on building their career and they had the opportunity to make meaningful connections with the other attendees. OWIT Chicago is able to continue the journey with the free WorkSmart online course. https://salary.aawu.org.





OWIT South Florida's Upcoming Webinars!



Thursday
October 17, 2019
12:00 PM

WEBINAR

Protecting Trademarks Across Borders

Presented by: Susan Dierenfeldt-Troy

Trademark rights are territorial. There is no such thing as an international trademark that is "good" everywhere. Protection of a trademark abroad requires registration of the mark with foreign countries wherever trademark protection is sought. The process can seem daunting especially where registration is sought in several jurisdictions. This webinar will discuss: 1) the avenues available for obtaining protection of a foreign mark in the United States; 2) the Madrid Protocol, a treaty with 80 member countries that allows a trademark owner to seek registration of a trademark in any one of its member countries by filing a single trademark application rather than multiple trademark applications; and 3) the nuances between U.S. trademark registration requirements and the registration requirements of other countries.



Susan Dierenfeldt-Troy, Esq., provides transactional and litigation legal services in the areas of intellectual property law, social media law, and business law through the Miami, Florida law firm of Troy & Schwartz, LLC, where legal meets entrepreneurship™. She is a registered patent attorney and a member of OWIT. As a result of her long pre-law career in new product development in the biotech and medical device industries, Susan understands the exhilaration and frustration associated with getting a new product to market or entering the service industries. She brings this invaluable background to her client relationships where she works with her clients to identify and address legal risks early on.

Click to register here!



WEBINAR

Considering an Agency Search: Now what? Initial Steps to Take for a Successful Search

Presented by: Lisa Colantuono -AAR Partners

For over eighteen years, Lisa Colantuono of AAR Partners has tackled the most challenging of agency searches including: Loews Hotels, Lee Jeans, Nikon, Panera Bread, Subaru, Juice Press and more. In her session, you'll learn about some of the challenges and pitfalls to avoid when considering an agency search. There are better ways to find an agency than leaving it up to "referrals made over lunch." What should you consider when thinking about an agency review? Who should be invited to be part of the search committee? What should be included in an RFI? When should you consider outside help - and what does a professional perspective bring to the process and the outcome? A great review process leads to optimal new agency relationships and positive brand results. Lisa will share criteria for a comprehensive, efficient and objective review process - and the best outcome.



Lisa has been immersed in advertising and marketing for over two decades. Since June 2001, she has worked directly with a myriad of marketers on agency reviews and has counseled numerous clients including Aruba Tourism Authority, Ben & Jerry's, Exxon Mobil, HGTV, Jergens, Jim Beam, Lee Jeans, Lindblad Expeditions, Panera Bread, Subaru (to name only a few) on finding the best communications partners for their needs. Caught in a unique position between clients who want a clean, smooth review process and agencies who want every possible advantage, Lisa is adept at remaining unruffled and gets the job done in a fair and positive manner for everyone involved. She not only believes in "enduring partnerships that matter," but also is enthusiastic about creating them.

www.aarpartners.com | twitter: @AARLisa | Author of @AARLisa New Biz in 140 Characters or Less

Click to register here!

☐ OWIT Partner Corner

Women Leaders from the US and Central Europe Meeting at Transatlantic Summit in New York City



On October 17th, <u>The USA-Central Europe Women in Business Summit</u> will provide leading women in business with invaluable opportunities to connect with fellow influencers, create career pathways for themselves and others, and advance female-led entrepreneurship.

Click here to learn more about this event!

FITTskills Lite Series for OWIT Members

As a business owner who's looking to grow your company within international markets, you need to build that expertise and find answers to your problems quickly.

FITTskills Lite free downloads, taken directly from the FITTskills program, provide



the knowledge you need to get your company export-ready, or increase your international sales.

And, each of these five learning resources takes **an hour or less to read**, so you can start problem-solving sooner:

- Selecting a Market Entry Strategy
- Cash Flow Management
- Establishing Sales Channels to International Markets
- Marketing with Digital Technology
- Analyzing and Mitigating Currency/Foreign Exchange Risk

Visit the <u>FITTskills Lite resource page</u> now to explore your options. In just an hour or less, you'll gain expert international trade knowledge you can act on today.

Don't forget: For a limited time, FITTskills Lite downloads earn you **25% OFF** of the purchase of a related course or workshop!

Click for more info on FITTskills
Lite

NASBITE: Student Internships in International Business



NASBITE is pleased to announce the launch of their new internship service for companies involved in international business. Does your business need help? NASBITE are partnered with more than 100 business schools nationwide and they can connect you with top students who are studying to become Certified Global Business Professionals (CGBPs). The service is free to use and details can be found here: https://www.nasbite.org/cgbp/student-internships-in-international-business/

Click for more info on NASBITE Internships!



New Job Opportunity! USA Jobs is Searching for a Pacific South Regional Director

We are pleased to announce an incredible leadership opportunity in the U.S. field now open on USA Jobs for a GS-15 Supervisory International Trade Specialist position serving as the **Pacific South Regional Director**. This position will be located in the Irvine, Los Angeles or San Diego USEAC. The announcement opened today and closes on **September 23. 2019**.

To apply, visit <u>USAJobs.gov</u> or click on the following: <u>https://www.usajobs.gov/GetJob/ViewDetails/544410000</u> (MP)

As a reminder:

Please read the announcement carefully and note the required documents when submitting your application, particularly the SF-50, "Notification of Personnel Action. If you are a current or former Federal employee, you must provide the most current Notification of Personnel Action (Form SF-50) that verifies career/career-conditional status, title, series and grade (do not submit an Award SF-50). Also provide the SF-50 that reflects the highest grade level held on a permanent basis or the full performance level of your current position, whichever is higher. Failure to do so will may result in disqualification.

To access SF-50s, please log in to your electronic Official Personnel Folder at https://eopf.opm.gov/doc/. If you have difficulty logging in, please send an email to eopfhelpdesk@opm.gov or contact the eOPF Helpdesk by phone at (866) 275-8518.

If you have problems completing your on-line application, including problems submitting your supporting documents, please contact the Monster Help Desk by email at mgshelp@monster.com or phone at 866-656-6831. The help desk is available Monday-Friday, 7:00 a.m. to 5:00 p.m. ET. (If employees experience difficulty uploading the SF-50, it may be due to the ITA / PII issue. Please try again with PII information (SSN, DOB, etc.) whited out.)

For instructions on submitting your application in an alternate format, please contact the HR specialist at the number listed in this vacancy announcement BEFORE the announcement closes.

Click to apply or for more info on this position!

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

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

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!

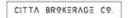






















































About Organization of Women in International Trade (OWIT)

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!







