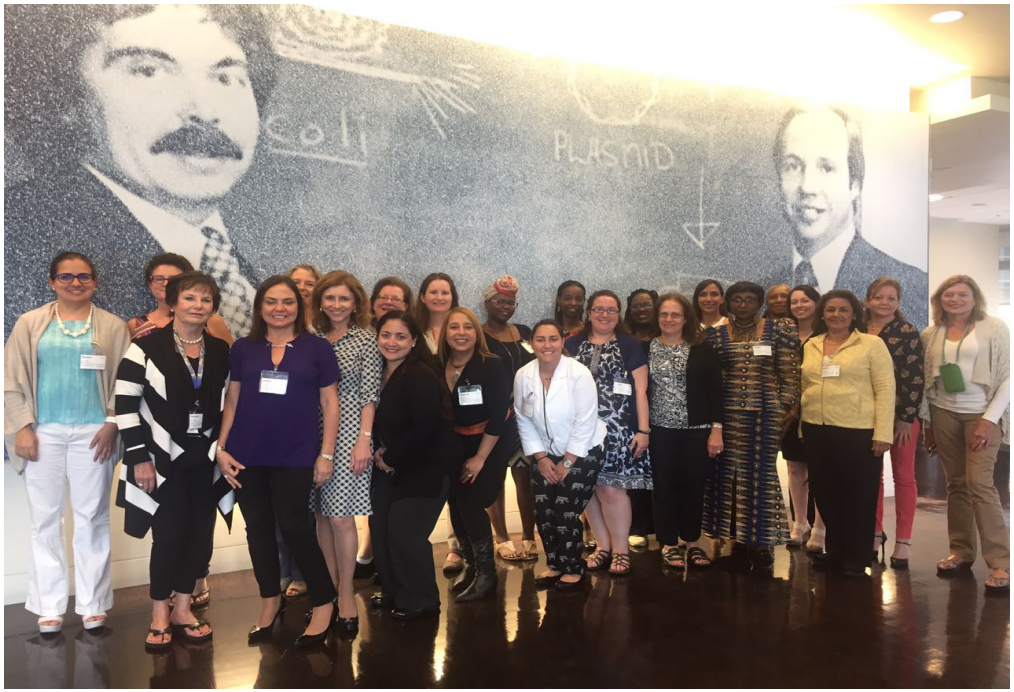
OWIT International
Chapter Leadership Webinar
April 30, 2019

Orientation and Training for OWIT Chapter Presidents and Board Members, Representatives to OWIT Intl Board, Membership Directors, and Administrators

Goals of Webinar

- To better understand OWIT Intl and how OWIT Intl and its local chapters work together to advance OWIT's global goals
- To learn about administrative, programming, and chapter support resources and benefits available to the chapters from OWIT Intl
- To gain practical help in accessing and using OWIT Intl's website and membership directory

OWIT International



What is OWIT International?

- Established in 1989, OWIT is a global association for women in international trade and business
- Our members impact hundreds of millions of dollars in trade and business transactions annually.
- OWIT Intl serves as the unifying body of a network of chapters spanning the globe in the Americas, Western Europe, and Africa.

OWIT CHAPTERS

- Cairo
- Charleston
- Chicago
- Dominican Republic
- Greater Triangle NC
- Lake Geneva
- Los Angeles
- Monterrey
- Nairobi
- New York City
- Nigeria
- Northeast Ohio
- Northern California
- Orange County
- Ottawa
- Peru
- South Florida
- Tampa Bay
- Toronto
- Washington DC

- OWIT also supports a “Virtual Chapter” for individuals involved in international trade and business who do not have access to a local OWIT chapter where they reside or work.
- Membership in a Local Chapter or the Virtual Chapter gives automatic access to the OWIT International network.

OWIT Intl's Network

- 2,000 + professionals around the world in 20 Local Chapters and the Virtual Chapter
- Online directory representing OWIT's global membership, partners, and webinar presenters (access restricted to OWIT Intl members)
- Educational programs and activities locally and globally to promote the empowerment of women in international trade

Mission

- United around the globe to foster international trade and the advancement of women in business.
- Our growing network continues to provide a collective forum to support education, to facilitate information exchange and to promote networking.
- In pursuing these goals, OWIT strives to provide a rewarding volunteer environment, to stay at the forefront of trade and technological developments, and to build partnerships and alliances with peer organizations and associations.

How is OWIT Intl Governed?

OWIT Intl is the unifying body of a network of 20 Local Chapters and the Virtual Chapter. As such, it is governed by its chapters:

- Board of Directors -- the primary decision-making body comprised of one representative selected by each local chapter (the "OWIT Representative")
- Officers on the Executive Committee -- elected by the Board of Directors to oversee functional areas for two-year terms
- OWIT Intl Bylaws -- access at http://www.owit.org/ourstory/bylaws

Board of Directors

- The OWIT Representative is the liaison between OWIT Intl and the local chapter
- The OWIT Representative participates in monthly OWIT Intl Board of Directors meetings
- The OWIT representative is authorized to vote on behalf of the chapter at OWIT Intl board meetings
- The OWIT Representative reports to chapter's Board of Directors on OWIT Intl initiatives, programs, and business
- The OWIT Representative reports to the OWIT Intl Board on chapter's initiatives, programs, successes, and challenges

Executive Committee

- Comprised of President, Executive Vice President (President Elect), Immediate Past President, Treasurer, Secretary, General Counsel, and Vice Presidents of Chapter Development, Chapter Support, Conference, Government, IT, Marketing, Partnership, Programming, Social Media, Sponsorship, and Virtual Chapter
- Any OWIT chapter member in good standing is eligible to serve as an officer on the Executive Committee
- Each officer has one vote at Board of Director Meetings (may not vote as Executive Officer if also representing a local chapter)
- Officers participate in the monthly OWIT Intl Executive Committee and Board of Directors meetings

Monthly Meetings

- The Board meets via video/telephone conference ("ZOOM") on the 3rd Wednesday of every month at 12 noon EST
- The Executive Committee meets via ZOOM on the 2nd Wednesday of every month at 12 noon EST
- Twice a year OWIT Intl holds in-person meetings (usually March/April and September/October)

OWIT Intl Committees

Any chapter member is welcome to volunteer on one or more of OWIT Intl's eleven committees:

Chapter Development – identify and onboard new chapters

Chapter Support -- OWIT Intl liaison with chapter leaders and administrators to provide training, mentoring, and assistance with website/membership directory

Conference – plan and execute OWIT's annual conference

Government – lead OWIT's government affairs efforts

IT (Information Technology) – provide strategic direction and support on technology and tools to connect OWIT Intl and chapters

OWIT Intl Committees

Marketing – prepare OWIT's newsletters and press releases

Partnership – identify and develop strategic alliances with organizations that complement OWIT's global mission

Programming – identify relevant and timely topics, locate speakers, and coordinate OWIT's webinars

Social Media – increase OWIT's virtual presence by promoting OWIT's programming and news on social media

Sponsorship – identify and recruit small business, corporate, webinar, and conference sponsors

Virtual – create strategies and opportunities to incorporate Virtual Chapter members within the OWIT network

WHAT DOES OWIT INTL EXPECT?

- Chapter representatives participate in at least 6 OWIT International board meetings annually
- Chapter leadership promotes an understanding of OWIT Intl and its benefits and resources to chapter members via chapter's website, newsletter, social media, and other membership communications
- Chapter encourages members to register on the OWIT Intl website and maintain updated profiles in the membership directory
- Chapter encourages members to join OWIT Intl's LinkedIn, Facebook, and other social media groups

WHAT DOES OWIT INTL EXPECT?

- Chapter maintains minimum of 4 active board members, minimum of quarterly board meetings, and minimum of 4 events/programs per year
- Chapter keeps OWIT Intl apprised of membership by periodically providing membership roster
- Chapter timely pays OWIT Intl dues
- Chapter ensures OWIT Intl's online membership directory accurately reflects chapter's current membership
- Chapter advises VP of Chapter Support of significant challenges that may affect its standing as a chapter

OWIT INTL SUPPORTS CHAPTERS

- VP Chapter Support
- Mentoring
- Website
- Membership Directory
- Programming
- ZOOM Conferencing Platform
- Partners
- Administrative Support

VP CHAPTER SUPPORT

- Member of Executive Committee dedicated to providing guidance and support to chapters
- Your Liaison to OWIT Intl
- Orientation/Training/Answering Questions
- Help you leverage OWIT International's benefits to augment local chapter offerings
- Annual Chapter Leadership Webinar
- Mentoring Program
- Website and Membership Directory support
- Sample communications
- vp-chaptersupport@owit.org

MENTORING

Mentoring program is coordinated by VP Chapter Support, who matches mentor and mentee chapters.

Mentoring is available in the following areas:

- Board governance and leadership succession
- Member recruitment and retention
- Programming ideas and staging joint program with another chapter or partner
- Positioning/marketing your OWIT chapter
- Attracting partners and sponsors

OWIT INTL'S WEBSITE

- **Home –** Register to create free OWIT account and profile
- **Our Story –** Learn about OWIT Intl, its history, chapters, leaders, and more
- **Join Us –** See video testimonials, locations of all of our chapters around the globe, and become a virtual chapter member
- **Programs –** Access our webinar calendar and information about our annual conference
- **News –** Read our press releases, newsletters (in both English and Spanish), and blog
- **Resources –** Find speakers, consultants, and advisors on international business and trade in our membership directory using OWIT Pro
- **Support –** Learn how to become a sponsor or Partner
- **Login –** Access My OWIT Members-Only section of website to populate or edit your profile, use the Job Bank, and search the membership directory
- **OWIT Store –** Purchase completed webinars

MEMBERSHIP DIRECTORY

- Members create a free personalized profile
- Members can showcase their expertise as an OWIT Pro
- Members can connect with an expanded network of professionals and experts around the world
- Membership directory is only useful as networking and marketing tool if member profiles are up-to-date
- Source of email addresses to disseminate information on OWIT Intl and its chapters
- Incentive to renew chapter membership to retain access to OWIT's global network, benefits, and resources

WHY SHOULD CHAPTER MEMBERS REGISTER ON OWIT INTL WEBSITE?

Once a chapter member has registered on OWIT Intl's website and the chapter administrator has activated the member's profile, the member has access to all of OWIT Intl's value-added benefits and resources:

- Member rate for events organized by any OWIT chapter worldwide
- Member-discounted rate to OWIT Intl webinars
- Free Members' Only webinars on professional development and special topics, including multi-chapter and virtual chapter networking meetings
- Personal Login to "MY OWIT" Members-Only section of website, including membership directory and job bank
- Opportunities for professional growth through participation on OWIT International committees

CHAPTER ADMINISTRATORS

- Unique log in and password for your chapter
- Update chapter administrator profile (except log in)
- Create and update chapter profile page
- Receive and act upon new member registrations and queries about your chapter
- Make sure OWIT Intl's online membership directory accurately reflects chapter's membership – encourage chapter members to register; timely activate profiles for chapter members; delete profile if member does not renew
- Renew chapter membership and pay annual dues
- Access repository of Training and Best Practices documentation

MEMBER REGISTRATION PROCESS

- When someone registers on OWIT Intl's website, chapter administrator receives an email notification
- Chapter administrator confirms membership
- If current chapter member, chapter administrator "activates" profile
- If not current chapter member, chapter recruits individual
- OWIT Intl has sample communications for chapters to use

REPOSITORY

- By-Laws
- Strategic Plan
- Chapter Leadership Webinar PPT
- Chapter Support Manual
- Website Manual for Chapters
- Chapter Membership Growth Action Plan
- Mentoring Guidelines
- How to Register in OWIT Member Directory
- How to Activate Member in Directory
- How to Update Profile in Member Directory

OWIT INTL WEBINARS

- Supplement local chapter programming with OWIT Intl webinars
- OWIT offers webinars covering timely and informative topics on international business and trade
- Discounted rates for local and virtual chapter members
- FREE Members-Only webinars on professional development or special topics and multi-chapter and virtual chapter networking meetings
- Available for purchase in the OWIT Store

MORE PROGRAMMING RESOURCES

ZOOM

- Chapters have FREE access to OWIT Intl's ZOOM webinar and video/audio conferencing platform to run and record their own webinars
- Recorded webinars can be sold in the OWIT Store
- Schedule your chapter's webinars with the OWIT Intl Secretary at secretary@owit.org

JOINT PROGRAMS

- OWIT INTL partners are available to work with chapters on joint programs
- OWIT INTL can help you coordinate a program with another chapter

19th Annual Conference and Fall Board Meeting

Orlando and Tampa Bay, Florida
October 23-25, 2019

Schedule of Activities

Wednesday, October 23

Orlando Business Tour

Thursday, October 24

OWIT Intl Conference, Port Tampa Bay Tour, and Tampa Bay OWIT Awards Dinner

Friday, October 25

Open OWIT Intl Board Meting

OWIT INTL PARTNERS

- OWIT Intl has established strategic alliances with organizations that complement OWIT's mission
- Several Partners offer benefits to OWIT members

ADMINISTRATIVE SUPPORT

- Promote chapter events via OWIT Intl's website (Joint Events Calendar) and social media
- Highlight chapter events in newsletter electronically distributed to OWIT Intl's members, sponsors, and partners
- Global reach of OWIT Intl's mailing list

Balanco Services (OWIT Intl's Administrative Company)

- Database management, membership recruitment and renewal, and event promotion at discounted rates for OWIT chapters
- Annual cost to a chapter is $300
- Knows OWIT and its chapters

ADMINISTRATIVE RESOURCES FOR OWIT CHAPTERS

Balanco Services is the current service provider of OWIT International, and we are ready to support OWIT chapters with the following services:

1. Manage chapter databases (members and event attendees)
2. Support membership recruitment (follow-up with non-member attendees);
3. Support membership retention (track membership renewal dates and send renewal notices)
4. Promote events and other relevant information on social media

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FOLLOW US

https://www.linkedin.com/groups/56895

https://twitter.com/OWITintl

https://www.youtube.com/user/OWITINTL

https://www.facebook.com/OWITIntl

OWIT INTERNATIONAL

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