



INFORMATION TECHNOLOGY; KNOWLEDGE AT YOUR FINGERTIPS, THAT WAS THEN...

by: Fatima Cabral

Evolution of communication

The first explorers used the constellations to guide them. They knew the world was flat and were concerned about falling off the edge if they travelled too far. These explorers had no instruments to help them. Their communications were restricted to the minute space they occupied at any given time and by their ability to see clearly.

As time passed, and knowledge was gained, the world became known as a sphere. The sphere however, was still a mystery and navigation was still inextricably bound to the knowledge of the heavens. Exploration to acquire knowledge remained dangerous and knowledge was communicated slowly.

business - that is the new business vision. The constellations now have their analogue communications devices, their knowledge pools, their integration facilities and their "Desktops". 'Desktop' generally comprises a personal computer on top of a desk. But it is also a metaphor for an information presentation and manipulation device that is easy to use and readily available to knowledge consumers and providers.

The Desktop will change rapidly in physical form, location and interface in the near future. The Desktop's essential function remains the same. Its range of functions, however, is increasing exponentially. Some examples of the new Desktop are:

The new constellations are the

internet, intranets and extranets, the knowledge banks. They guide the new explorers - business managers and technology innovators

- in their quest to work more efficiently.

Within a century, the telephone, wireless, morse code, and other reliable instruments enabled explorers to communicate freely and acquire knowledge rapidly. Radar and sonar made the task of exploration easier for both visionaries and the masses.

Navigation and communications evolved so quickly that the crew of a rocket to the moon were able to acquire knowledge and communicate it back to their home in real time. The manufacturers of computers became the new visionaries, able to navigate and provide instant communications.

The new business vision

As changes arise more rapidly than ever before, it is the visionaries in technology that are the new elite. Technological space for every person in an organization, matched to their competence as well as the capabilities required from the

- HUD (Head Up Display) information presented on the inside of the car windscreen
- Cars with internet connection for updated routing information
- GSM phones, officially called Mobile Terminals (MT) for email and microbrowsing
- Smartcards
- Handheld information devices

As a result, the established view of the Desktop -- based on the idea of people working in a uniform manner, sitting at desks, utilizing uniform tools no longer holds up.

Life as we know it

The new age of innovation requires a descriptive term that embraces the environment in which people now work: an

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CAWEE
CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS
a world within

PRESIDENT'S MESSAGE

by: Patti Knight

Whether you are a casual computer user or one that uses technology every hour of your day, there is no denying that computers are an essential part of our lives. My husband's Great Aunt, who is 84 years of age, beamed on Christmas morning because she received her very own laptop so she can email all her family while they are in Florida. I knew then we had hit the 21st century.

From a business perspective, we have moved from faxes to emails for our most common means of transferring documents. Web sites are the main marketing vehicle of this Association. Businesses today need a web site to be credible.

For small business owners, having a unique web address seems onerous, but it is very easy to assign an alias to your web email so that your company name is your address. Ask your provider or hire a tech support person for an hour and have them set it up for you. It's easy, it's inexpensive and it adds tons of credibility to your business.

Many business owners who are not technically minded think that having your domain name as your business name is very costly. It costs \$35 per year to own a domain name. There are services out there that help you search your company name and there are options for the suffix as well. For example, you can use .net, .org, .ca, .on.ca instead of .com.

For less than \$100, technology can spiff up your company image - a far cry for the thousands needed just a few short years ago.

We at CAWEE are committed to continual development and improvements in our web site services. As funds permit, we are working towards online registration for events; online chat forums for CAWEE members; and online search for associated services and businesses. We have great plans and continue to work on your behalf to expand your network through CAWEE business friends. ✨

acclaim

quarterly news

Editor:

**COMMUNICATIONS
COMMITTEE**

Contributing Writers:

**FATIMA CABRAL
PATTI KNIGHT
KELLY HAGEN
MARILYN RYDER
PAT VANN
DEB HULME
BETH PARKER**

Design & Layout:

**ORBITAL COMMUNICATIONS
GROUP INC.**

MISSION STATEMENT

Canadian Association of
Women Executives &
Entrepreneurs (CAWEE)
provides an environment
for successful
business women to grow
and develop both profes-
sionally and personally
through business and
community involvement.

WWW.CAWEE.NET

I DON'T KNOW HOW SHE DOES IT!

**Have you heard yourself saying this repeatedly
about a woman in your world?**

Then stay tuned to find out who is the winner of
this year's **CAWEE's ExtraOrdinary Woman of
the Year Award.**

Each year on International Women's Day, CAWEE
recognizes a woman who has been instrumental
in your world, helping you to define who you are,
reach your goals, aspire, and be.

**Announcement of the award will be made at the
March 6 International Women's Day Event.**

CAWEE INSIDER: CAWEE Grows Again!

A WARM WELCOME TO THE FOLLOWING NEW MEMBERS:

Debbie Blevins, BMO INVESTORLINE

Judy Gillies, FINANCIAL TASK FORCE INC.

Nikki Hulin, SCOTIABANK

Helen Kohl, KOHL COMMUNICATIONS

Elizabeth Kuzmas, RBC DOMINION SECURITIES

Soo-Ling Ng, SOBERMAN ISENBAUM & COLOMBY LLP

Victoria Sherriff-Scott, BELLADONNA COMMUNICATIONS

Leigh Taylor, FITZSIMMONS & COMPANY, BARRISTERS
& SOLICITORS

International Women's Week Dinner and "ExtraOrdinary Woman of the Year Award"

DATE: Thursday March 6

PLACE: Metropolitan Hotel (see page 6 for details)

BREAKFAST NETWORKING - Make the connection!

February 13, March 13*, April 10, May 8, June 12

CAWEE's monthly breakfast get-togethers attract professional, executive and entrepreneurial women from all over the Greater Toronto Area. These business socials take place the second Thursday of every month at Movenpick Marché in BCE Place from 7:30 a.m. to 9:00 a.m.

**CAWEE Corner meeting, see below for details!*

Parking underground, or the King Street subway exit. Register two days prior in order to be included in the contact listing for the day.

Cost: \$10 for members and \$20 for non-members. (inc. GST).

Purchase your own breakfast

Non-members may attend two (2) breakfasts before being requested to join.

CAWEE CORNER

March 13 Topic: What is CAWEE Corner?

CAWEE Corner an opportunity for us to connect with other CAWEE members to share our knowledge and experiences. All of us in CAWEE have a broad range of experience beyond what may be evident based on our current occupation or business title. Let's take advantage of this and pass on the information to each other.

The Benefits

- Members learn from each other and become great resources for each other
- Strengthens the value of membership in CAWEE.
- Fosters a greater sense of community within the membership
- Enables members access to informal development without having to incur the cost of formal training programs

The Format

- Every other month at the Breakfast meetings
- Meeting will start with the usual introductions by all attendees
- Discussion on a specific topic selected by members.
- Format will include small and large group conversations, panel discussions, and guest speakers
- Attendees will have a chance to participate and provide additional comments and suggestions to those already presented
- A moderator will facilitate the discussions

CAWEE LUNCH N' LEARN SERIES: BARGAINING WITH FINANCIERS

EFFECTIVELY bargain with financiers.

USE your Banker as a resource.

ESTABLISH AND MAINTAIN an effective relationship with your Banker.

BUILD your Banker's trust in your company or yourself.

At the core of having a successful outcome when bargaining with financiers is establishing and maintaining an effective Customer/Banker Relationship. The workshop will provide:

- tips on communicating effectively with your banker
- a "good" way of sharing the "bad" news
- tools that can be used when bargaining
- the importance of a Business Plan and treating it as a "living document".
- sources of financing

Workshop Leader

Linda Davies has worked in the banking industry for over twenty years divided between the Retail and Commercial banking. *(This will be a GENERIC presentation, and not one based on Scotiabank products).*

Date: February 19

The sessions will be held at the Scotiabank Laurentian Room, 40 King Street West, and will commence at 12 noon until 1:30. A light lunch will be provided. **Cost:** \$55 for members and \$75 for non members, plus GST.

RSVP to all upcoming events in advance. Contact Marilyn Ryder, CAWEE:

Tel: 416-756-0000 Fax 416-862-0315, register on-line at www.cawee.net, or email info@cawee.net for further information, registration details, and to book your space.



The "Top IT Must-Do's for a Business Owner/Executive"

by: Marilyn Ryder

CAWEE Insider asked Marilyn Ryder, President of Kestrel Companies Group Inc what she felt, in her experience, are the top IT Must-Do's for small and medium size business owners.. Marilyn consulted with various business owners. She discovered that although business owner/executives may not need to have IT skills themselves, they do need to hire IT professionals/employees to inform them and make sure that their technology is current and looking to the future.

Here is Marilyn's IT list:

1. Communicate the corporate business plan and strategy to all employees, including how the current/future technology reflects the plan/strategy and will give the corporation its competitive edge.
2. Support her/his business plan with the most up to date technology the company can afford.
3. Create a budget for the most up-to-date equipment and software possible, including upgrades over a 1, 3 and 5 year plan.
4. Hire the most qualified IT consultant or staff person possible, someone knowledgeable about her/his business and the plans for taking that business forward through information technology. If you hire a consultant for this, a good place to look is through referrals from people who run

similar businesses.

5. Stay up-to-date about industry standards and trends in the IT industry, as well as your client requirements. Many times businesses cannot 'communicate' with each other because of different platforms or software versions.
6. Provide ongoing training for all employees (including executives) to keep everyone current on new technologies and to maximize the use of such technologies.
7. Keep the doors of communication open so employees, usually the front line users of the technology, feel comfortable suggesting additions, deletions, and changes, as well as specifying training needs.
8. Ensure top-of-the-line security including backups and firewalls so that business assets are not compromised, either by staff or by the IT resources themselves.

Marilyn Ryder is the president of Kestrel Companies Group Inc., association management, and provides administrative support services to CAWEE. She can be reached at 416-862-7004 or through mryder@singlesourcemanagement.com 

Communicating via email

Deb Hulme attended the fall Lunch N' Learn Workshop and talked with seminar leader Pat Vann following the event to further discuss IT communication.

DH: Pat, I enjoyed your Lunch 'N Learn workshop "Communication: Verbal - Visual - Visceral". Your interactive format was very helpful and I picked up some tips that I put into practice immediately. What tips can you share for communicating effectively through technology, with voice mail and email now business standard?

PV: Here's an example. I sent an email to someone who was going to work with me on an event. As I was unfamiliar with her 'trade', I requested that she speak to an 'expert' and make the arrangements through her. I received a voice mail and heard a slightly annoyed person stating that this was my responsibility and she wasn't being paid for this.

I was surprised at her response. On reviewing the email, I concluded my request was fair. On

reflection, I realized that I wasn't clear about why I wanted to connect her with this expert. What I wanted was clarity, efficiency, and to do it right. What she heard was an order. I think the mistake I made was two-fold: 1) I assumed that we were on a more intimate footing, and 2) I didn't explain the 'WHY' of the situation. In my coaching practice, when working with groups, I ensure that all parties understand where I'm coming from and what needs to happen. Also, I could have formulated my request as a question - which is the *raison d'être* for coaches - asking the right question.

Tips might include:

1. Know the person you are sending the email to.
2. Ask for understanding by way of confirmation or feedback.
3. If making a request of someone, ask for help.
4. Have a beginning, middle and end - set expectations at end.
5. Answer promptly, completely and with style. 



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The Woman Within

MORE WEB POWER TO YOU: NEW TRENDS IN WEB SITE TECHNOLOGY

by: Kelly Hagen

"Jane" jumped on board the web site train almost five years ago, proudly sending friends and business associates to her company's web site. After four years of paying monthly fees higher than her phone bill and feeling a bit embarrassed by a rather clunky web site design, Jane just recently had her site redesigned and switched hosting services. Now all her updates, including weekly product information sheets, are done by her assistant, she's added e-commerce capabilities, cut her monthly fees significantly, and better still, clients are coming to her because of her web site!

ACCLAIM asked Kelly Hagen, CEO of InQuent Technologies, a leading world Internet application and service provider, about trends to watch in web site technology.

More power means your web site can become More productive...

Small and medium businesses (SME's) learned in the last five years that they need a web site. Millions have then had to learn about registering domain names, how to build and maintain a web site, and how to host it on their own servers or, more likely, how to choose a provider to do the hosting and web site design. It probably wasn't easy - the whole process is still pretty technical for the typical layperson.

But it doesn't end there. Changes in the hosting and web site design markets mean SME owners should continue to pay attention to and evaluate the decisions they made in the early steps of web sites. The good news, however, is that it is getting easier on all fronts. Here are a few trends to watch:

Web site design tools are getting better and are accessible online as you need them. So if you've hired an outside firm to design and make changes to your site, you might be able to do it yourself now. If your site design hasn't changed in a while, consider revisiting it using the new tools.

New features are making web sites more powerful. New tools allow you to more easily capture site

visitor data, send marketing emails, add e-commerce capabilities to your site, and more powerful tools. More power means your web site can become more productive and therefore might be worth more marketing focus to use it well.

Hosting providers keep offering more and more for less. Adding e-commerce capabilities used to be very expensive, but now basic products are being bundled in for free or minimal monthly fees. More sophisticated statistics features are making it easier to know if your site is productive and worth its cost. In addition, some providers are offering service guarantees, even on low-end packages.

The hosting industry is consolidating. Economies of scale mean larger providers may get stronger, and have more resources to devote to research and development, maintenance and service. Over the last few years, many small providers were purchased by the "big guys". If your provider does get bought, this doesn't have to be a bad thing. The larger entity may bring greater service, support, and R&D dollars to improve features and functionality. But pay attention if the change means a migration of your site to the new provider. This can mean downtime if not handled properly.

Finally, the customers are gaining "power." More and more SME's understand that it isn't as hard as they thought to move their site to a new provider. Churn is relatively high and hosting providers know their financial performance depends on keeping you as a customer.

How is InQuent meeting these new trends? At InQuent, we provide wholesale private label hosting services to providers around the world, who in turn provide them to SME's. InQuent performs the market analysis, R&D, product updates and product maintenance for our provider customers, allowing them to focus on servicing their SME customers more efficiently and thus more profitably. More importantly, they can satisfy their customers and stay on top of these trends more effectively than on their own.

Kelly Hagen is the CEO of InQuent Technologies, Inc., a privately-owned corporation in Toronto, kelly.hageny@inquent.com. For more information on InQuent and its services, or for a list of customers, please visit their web site at www.inquent.com ❁



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International Women's Week Dinner *and* "ExtraOrdinary Woman of the Year Award"

COME CELEBRATE SUCCESS.

We honour International Women's Week with a special event each year, focusing on a theme celebrating women's accomplishments. It also is the event where we award the annual CAWEE "ExtraOrdinary Woman of the Year Award".

This year's speaker will be *Grace Cirocco*, founder and President of Cirocco & Associates, a company offering training solutions, keynote presentations, and life skills coaching. Grace is the author of the best selling book *Take the Step, the Bridge Will Be There*. Grace has worked with executives, corporate leaders, government managers, a variety of organizations and individuals to generate "intelligence" and competence. She is an inspiring and energizing speaker.

Date: Thursday, March 6

Location: Metropolitan Hotel, Toronto
108 Chestnut (Parking available)

6:00 - 6:45: Cocktails

6:45 - 7:45: Dinner

8:00 - 9:00: ExtraOrdinary Woman of the Year
Presentation and Guest Speaker
Grace Cirocco

Price: \$55 for members and \$75 for non members,
(plus GST)

Cash Bar

Information Technology - continued from cover

environment of rapid change, instant response, global mobile communications and unlimited (almost unchartable) access to knowledge banks. The new constellations are the internet, intranets and extranets, the knowledge banks. They guide the new explorers - business managers and technology innovators - in their quest to work more efficiently, make a positive impact on the bottom line and share knowledge across expanding borders.

Knowledge is no longer limited to the corporate database and the personal information systems. The knowledge stores are globalized and infinitesimal in number. It is no longer relevant where knowledge resides, where it is accessible is key. The range of exploration opens up once more.

Fatima Cabral is the CEO of Pink Elephant Inc. - an IT Service Management company - that specializes in IT management best practices. Visit www.pinkelephant.com or contact info@pinkelephant.com for more information. ✨

DO YOU LOVE MONEY AND FINANCE? THEN...

TALK ABOUT YOURSELF!

This is your chance. CAWEE looks for articles for ACCLAIM, articles from you. Next issue our theme is "Finance". Send all ideas for stories to ACCLAIM Editor, info@kawee.net 600 words, deadline is **March 16, 2002.**