



An Affiliate of the U.S. Chamber of Commerce

Center for International Private Enterprise
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Women: The Emerging Economic Force

Schedule of Events

*U.S. Chamber of Commerce
1615 H Street, NW
Washington, DC*



**Women:
The Emerging
Economic
Force**



Conference Sponsors:

National Endowment for Democracy

IBM Corporation

United States Agency for International Development

NewDeal, Inc.

Capitol Health

DaimlerChrysler

Eastman Kodak Company

Philip Morris Companies, Inc.

Manatt, Phelps & Phillips, L.L.P.

Peruvian Connection

The Canadian Embassy

**Center for International Private Enterprise
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Triple Creek Ranch

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Ambassador Don Gevirtz
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Barbara B. Grogan
Western Industrial Contractors

Sandra E. Taylor
Eastman Kodak Company

Debora A. Guthrie
Capitol Health Partners, LP

Steve Van Andel
Amway Corp.

Kim R. Holmes
Heritage Foundation

Peter S. Walters
Guardian Industries Corp.

Senator Roger W. Jepsen
Jepsen & Associates

Women and The Global Economy

Women have learned what it takes to be successful in business, and many women across the globe have become prominent leaders within the business and trade communities. These women have achieved business success through entrepreneurship and their own leadership skills. However, women in business face a different set of obstacles than those of their male peers. They too must have the capability of reaching local and national decision makers in order to ensure that their needs are met and that the business environment is conducive to the growth of business and specifically to other women entrepreneurs. Successful business women and women just entering the marketplace both need strong associations, and the Center for International Private Enterprise (CIPE) has taken the initiative to build these associations into viable organizations that can support this new and growing sector of the business community.

Conference Goals

“Women: The Emerging Economic Force” will aide participants in drafting growth strategies for associations that are operating on a very local level as well as those operating on a global scale. Thematic workshops will highlight ways to mainstream women in business into society, and the importance of global standards and how to achieve them. The major goals and issues to be addressed will include:

- Energizing to overcome barriers to full participation in the world economy
- Mobilizing to share success stories so that others may profit and grow
- Learning the rules of international trade — how to participate in the WTO
- Cultivating advocacy skills and developing strategic plans
- Increasing knowledge on how to access accurate information

The conference will also educate women about issues that affect the business community at large. These issues include combating corruption and corporate governance. Women must be educated about such issues to equip themselves to be leaders within the business community.

CIPE's Mission

The Center for International Private Enterprise is an affiliate of the U.S. Chamber of Commerce, established in 1983 to promote private enterprise and market-oriented reform worldwide. As a principal participant in the National Endowment for Democracy (NED), CIPE supports strategies and techniques that address market-based democratic development. CIPE also receives support from the U.S. Agency for International Development (USAID), as well as private corporations and foundations. Since its inception, CIPE has supported more than 650 projects in 75 countries and has conducted business association management training programs in Africa, Asia, Central and Eastern Europe, Latin America, the Middle East, and the New Independent States. CIPE also publishes *Economic Reform Today*, a quarterly magazine. Issues of the magazine and other CIPE publications are available at www.cipe.org.

Schedule at a Glance

Wednesday, June 14, 2000

6:00 – 8:00 PM

Congressional Reception

Thursday, June 15, 2000

8:00 – 9:00 AM

Continental Breakfast

9:00 – 10:00 AM

Opening Plenary Session

10:15 – 12:00 PM

Simultaneous Sessions

12:00 – 1:30 PM

Luncheon

1:45 – 3:15 PM

Simultaneous Sessions

3:15 – 3:30 PM

Coffee Break

9:00 – 5:00 PM

Resource Fair-Cyber Cafe

Friday, June 16, 2000

8:00 – 9:00 AM

Continental Breakfast

9:00 – 10:00 AM

Plenary Session

10:15 – 12:00 PM

Simultaneous Sessions

12:00 – 1:30 PM

Luncheon

1:45 – 3:15 PM

Simultaneous Sessions

3:15 – 3:30 PM

Coffee Break

9:00 – 5:00 PM

Resource Fair-Cyber Cafe

6:00 – 8:00 PM

Canadian Embassy Reception

WEDNESDAY, JUNE 14

RECEPTION

6:00 PM — 8:00 PM

Congressional Reception hosted by Honorary Conference Chairman,
The Honorable Jennifer Dunn (R-WA)
Barbara Barrett, President, International Women's Forum:
Presentation of Award to The Honorable Jennifer Dunn (R-WA)
Room B-338 Rayburn Building
Independence Ave. & South Capitol Street, SW, Washington DC

THURSDAY, JUNE 15

CONTINENTAL BREAKFAST — HALL OF FLAGS

8:00 AM — 9:00 AM

PLENARY — HALL OF FLAGS

9:00 AM — 10:00 AM

Welcome: Phyllis O. Bonanno, Conference Chairman, CIPE Board of Directors, and
Susan Davis, Susan Davis International
Introductory Remarks: Kelly Stanley, Chairman of the Board,
US Chamber of Commerce, and President, Ontario Corporation
**Keynote Speaker: The Honorable J. Brady Anderson, Administrator,
United States Agency for International Development**

SIMULTANEOUS SESSIONS

10:15 AM—12:00 PM

TIME	Track 1: Association Development		Track 2: International Trade	
	Amway/Emerson Room	3 M/RJR Room	Library	Briefing Center
10:15 AM – 12:00 PM	Policy Advocacy and International Issues Virginia Littlejohn, President, exponentials.com; Alisa Maher, Director, Trade Policy, DaimlerChrysler; and Astrid Y. Pregel, Minister Counsellor (Commercial), Canadian Embassy	Developing Member Services In International Trade: Nancy Gregory Musselwhite, Manager, International Division, Metro Atlanta Chamber of Commerce	The Rules of Trade & How They Affect Your Members Esther Foer, Executive Vice President, The Hawthorn Group	Certifications: Your members and ISO9000 & ISO14000 Lisa Hartley, Vice President of the Quality System Registration Division, Intertek Testing Services

THURSDAY, JUNE 15

LUNCHEON — HALL OF FLAGS

12:00 PM — 1:30 PM

Venture Capital

**Keynote Speakers: J. Clark Armitage, Senior Vice President, Capitol Health, and
Karen Morgan, Consultant, CheMatch.com**

Introduced By: Gayle P.W. Jackson, Managing Director, Lange, Mullen & Bohn, LLC, Global Financial Solution

SIMULTANEOUS SESSIONS

1:45 PM — 5:00 PM

TIME	Track 1: Association Development		Track 2: International Trade	
	3M/RJR Room	Library	Amway/Emerson Room	Briefing Center
1:45 PM – 3:15 PM	Association Financial Management Kenneth Sparks, Executive Vice President, Federal City Council	Staff Development Greg Davis, Senior CIPE Consultant	Services for Members: How to Export and How to Attract FDI Bea Celler, Program Officer, CIPE	E-commerce, Communications & Technology Issues Clive G. Smith, President and CEO, NewDeal, Inc. and Sue Welch, President & CEO, RockPort Trade Systems
3:15 PM – 3:30 PM	COFFEE BREAK			
	Amway/Emerson Room	Library	Briefing Center	3M/RJR Room
3:30 PM – 5:00 PM	Membership Development Nelson Rodriguez, CEO, The Nelrod Company	Association Governance: Role of the Board Janice M. Rys, Senior Vice President – Organizational Development, Metro Atlanta Chamber of Commerce	Services for Members: Market Access and The WTO Willard A. Workman, Vice President and General Manager, International Division, U.S. Chamber of Commerce & Vice President, CIPE	How to Overcome Barriers to Selling Textiles and Apparel Julia K. Hughes, President, International Development Systems

RESOURCE FAIR—CYBER CAFE

9:00 AM — 5:00 PM

A Resource Fair sponsored by IBM and NewDeal, Inc.,
will be held throughout the day.

FRIDAY, JUNE 16

**CONTINENTAL BREAKFAST — HALL OF FLAGS
8:00 AM — 9:00 AM**

**PLENARY — HALL OF FLAGS
9:00 AM — 10:00 AM**

Keynote Speakers:

**“Mainstreaming: Participation in International Policy and Business Decisions”
Sandra Taylor, Director, Public Affairs and
Vice President, Eastman Kodak, Co.**

**“Tips for Using the Internet to Expand Your Business Globally”
Gail Bamford, Market Segment Executive – Small Business
Division – Alliance Marketing, IBM**

Introduced By: Phyllis O. Bonanno, Conference Chairman, CIPE Board of Directors

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**LUNCHEON
12:00 PM — 1:30 PM**

Keynote Speaker: The Honorable Charlene Barshefsky, United States Trade Representative
Introduced By: Ambassador John A. Bohn

FRIDAY, JUNE 16

SIMULTANEOUS SESSIONS

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6:00 PM — 8:00 PM

The Canadian Embassy
501 Pennsylvania Avenue NW, Washington DC 20001



CIPE Staff

ADMINISTRATION

Thomas J. Donohue, President
Willard A. Workman, Vice President
John D. Sullivan, Executive Director
Margo J. Spencer, Public Liaison Officer

Gail Roach, Administrative Assistant to VP
Lynn Costa, Program Coordinator
Syldeline Decker, Receptionist

GRANTS AND EVALUATION

Steven B. Rogers, Deputy Director — Operations & Policy Reform
Dennis Watkins, Manager — Finance
Karen Brunson, Finance Assistant

Geoffrey Geurts, Evaluation Officer
Kara Moller, Information Officer — Grants
Sung Jin, Grants Assistant

ASIA AND THE MIDDLE EAST

Washington, DC Office

John J. Callebaut, Program Officer, Asia
Nick Nadal, Program Officer, Middle East & Special Projects
Hoda Mojadidi, Program Assistant, Middle East

Cairo Office

Randa Al-Zoghbi, Program Manager
Pakinam Hariry, Administrative Assistant

TRAINING

Jayne K. Smith, Program Officer, Training

Vacant, Program Assistant

AFRICA

Jean Rogers, Sr. Program Officer & Director, Strategic Planning

Vacant, Program Assistant

LATIN AMERICA & COMMUNICATIONS

(Economic Reform Today/Forum on Economic Freedom)

Washington, DC Office

John A Zemko, Communications Director & Sr. Program Officer, Latin America
Maria Helena Price, Manager — Publishing & Distribution
Catherine Kuchta-Helbling, Prog. Officer, Latin American Policy & Advocacy
Courtney Fede, Program Assistant, Latin America

Jennifer Choiniere, Communications Assistant

NEW INDEPENDENT STATES

Washington, DC Office

Stephen Deane, Senior Program Officer
Bea Celler, Program Officer
Robyn E. Saakian, Program Officer

Moscow Office

Alexander Goldin, Manager
Elena Mozheiko, Associate Director

CENTRAL AND EASTERN EUROPE

Washington, DC Office

Andrew Wilson, Senior Program Officer
Dana Southworth, Program Officer
Meredith Moore, Program Assistant

Montenegro Office

Malcolm Toland, Project Manager

Bucharest Office

Milton Rose, Chief of Party