

UPCOMING EVENTS

What: The 14th APEC Women Leaders Network Meeting
When: August 4-6, 2009
Where: Singapore.

Themed *Women and Sustainable Development in APEC*, the meeting promotes the participation of women in economic and trade-related activities, as well as provide a forum for women leaders to network and share insights and experiences. For more information [click here](#)

What: Book Launch
When: September 9th, 2009
Where: London, UK

TIAW will hold an event on 9th September in the City of London for the launch of

International Communications Strategy Developments in Cross-Cultural Communications, PR and Social Media by Silvia Cambié and Yang-May Ooi. The book examines the cross-cultural challenges currently facing business communication, including the rise of emerging markets multinationals and Web 2.0. The event will be hosted by The University of Chicago Booth School of Business – Europe Campus. For more information please contact Silvia Cambié at silvia@chandacom.com.

Welcome New Members!

Company of Women,
www.companyofofwomen.ca, Canada

Women in Lodging Connect,
www.ahla.com, USA

Tina Rogers, HR Manager, Progress Telecom, USA

Towers Perrin,
www.towersperrin.com, USA

President's Message



GroupThink

In the UK, we have just nominated our first female President of

TIAW eConnections

TIAW eConnections is a Publication of The International Alliance for Women

May - June 2009

Together Each of Us Achieves So Much More

By Avil Beckford, Editor

The International Alliance for Women is always seeking new ways to increase the value of membership to its members, as well as honor women. In this issue of eConnections we are delighted to announce a series of "Ask the Experts" entrepreneurial teleseminars. Now you have a unique opportunity to ask that "burning" question about your business. [Click](#)

TIAW ENTREPRENEURSHIP PROGRAM EVENT

Attention entrepreneurs!

- Do you have a **great idea** you'd like to nurture into a business?
- Would you like to **learn powerful strategies** for growing your established business?
- Do you want to **launch your business internationally** but don't know where to start?

TIAW can help! Our enhanced *Entrepreneurship Program* will soon offer a **teleseminar series** featuring a variety of international experts.

FREE INTRODUCTORY TELESEMINAR [Click here for Details](#)

Spotlight on TIAW Members

FIRSTHAND: Why I'm Involved in TIAW

TIAW's board members are sometimes asked, "Why did you get involved with TIAW?" The question arises out mostly of curiosity about how they found out about TIAW, what attracted them to get involved and what makes them continue their service, on the Board, as members, as champions. The following is the first in a series of stories about TIAW's Board members.

Stephanie MacKendrick, Immediate Past President [Click](#)

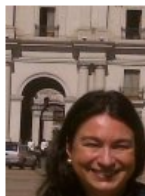
In the Company of Women

by Anne Day

Company of Women joined TIAW because our organizations share similar values and goals, except TIAW is more on a global scale. Being part of TIAW allows our members to be part of a much bigger community of women, with access to even more resources, opportunities and connections that will enrich their professional and personal development. [Click](#)

Chilean Talks on Digital Marketing

By Silvia Cambié, Second Vice President, TIAW



The interactive web is giving us the freedom to build our own brand and promote it through social media like blogs and social networking sites. This is a powerful message for professional women's networks and their leaders. [Click](#)

TIAW Attends Global Summit of Women in Santiago, Chile

By Maxine Westaway, Executive Director, TIAW



the employers group, the CBI. Helen Alexander, who is a non – executive director on a number of boards of blue chip companies, had a strong diversity message in an interview with the Financial Times. She said "It is clear that teams that have diversity within them don't result in groupthink. People come at things in a different way and organisations have to take that into account."

That is one of the challenges of running a global organisation such as TIAW. How to ensure we do not indulge in the 'group think' of the developed world when there is so much talent in the developing world that we need to bring into our network to achieve our mission of the economic empowerment of women at every level. I am delighted to announce that we have appointed our first Regional Director Africa, Sheri Eniola Dada from Liberia, who is a prominent business woman in Lagos, Nigeria. I would like to thank my board colleagues, Doreen Conrad and Virginia Robinson for connecting her to TIAW, and look forward to discussions about how we can extend our reach in Africa. Some years ago, I was a teacher of secondary school girls in Benin City, so I am very aware of the challenges women face there. [Click here](#)

The International Alliance for Women is a global umbrella organization whose members encourage, develop, fund and implement programs that foster the economic empowerment and advancement of women.

TIAW eConnections is a monthly online newsletter publication of The International Alliance for Women. Please direct editorial submissions to TIAW at info@tiaw.org.

www.tiaw.org

Tell A Friend



L-R Maxine Westaway, TIAW; Alberto Van Klaveren, Undersecretary Foreign Relations, Chile; Nguyen Thi Doan, Vice President, Vietnam; Michelle Bachelet, President, Chile; Irene Natividad, President Global Summit of Women; Laura Albornoz, Womens' Minister, Chile



Once again spring in the northern hemisphere means the Global Summit of Women with this year's event held in Santiago, Chile May 14th -16th. As someone involved in international trade for over 20 years speaking on "Gauging Your Business' Export Readiness" was a fitting topic for me. This was my fourth trip to Chile, the last time being in 2006 when we held TIAW's International Conference in Santiago. It was great to see many Chilean friends and enjoy some of the wonderful things Chile has to offer. [Click](#)

Congratulations to City Women's Network

By Diane Morris, Past President, City Women's Network, & President, TIAW



L-R Jane Christmas, Janet Nelson, Stephanie MacKendrick, Diane Morris, Christine Lawrence

It has been a marvellous celebratory 30th anniversary year for City Women's Network (CWN). Speakers have included Cherie Blair, wife of the former Prime Minister, and many leading businessmen and women. There have been a series of special events which have included addressing issues regarding women's progress in business; some wonderful successful stories were told, culminating in a finale at the House of Lords where one of the founders Joni Nelson of Philadelphia reminded us of how CWN started. [Click](#)

Take Action with CARE to Prevent Child Marriage

Imagine a young girl with her whole life ahead of her. She has dreams of an education, a career and eventually, a happy family. Instead, she soon will be getting married — likely to a man more than twice her age or older. Approximately 60 million girls around the world are married by the age of 17. By forcing a girl into premature adulthood, early marriage thwarts her chances to get an education, endangers her health and cuts short her personal growth and development. [Click](#)



TIAW Joins CARE Conference
by Margie Armen

Over 600 women and men converged on Washington DC on May 5 and 6 to participate in the 5th annual CARE conference and celebration, aptly called "Many Voices One Movement." Participants came from 41 US states and brought their passion and commitment to the event. Margie Armen attended representing TIAW. CARE is one of TIAW's strategic partners, connecting around the issue of empowering women through economic self sufficiency.

[Click](#)