



## Message From The Chair

Welcome!

This is the very first issue of WEOC's quarterly newsletter. We've assembled an array of articles, links and references we hope you will find of interest. Our ultimate goal is to continue to build the momentum for women's entrepreneurship in Canada. Please help us do that by sharing with your own clients and networks anything from this or future correspondence that you think is helpful.

As for WEOC news, we now have 22 organizational members across Canada and are aiming for 40 members by the end of the fiscal year. By our calculations, those 40 members will represent and be in touch with more than 100,000 Canadian women entrepreneurs!

If anyone will be attending Minister Chagger's conference in Toronto on November 9, please feel free to join us at the WEOC AGM, which we plan to hold late in the afternoon of November 8 after the WEConnect International Conference. It will be a short organizational meeting only at the end of which we plan to adjourn to a spot where we can have an informal get-together over purchased snacks and beverages. This will give all of us the opportunity to meet and talk about the hopes and dreams we have of building a better economic future for our clients. As soon as the time and venue are finalized, we'll let you know.

Looking forward to meeting and greeting you in person!  
Regards,  
Sandra

## Your WEOC Organization

Women's Enterprise Organizations of Canada (WEOC) is the national association of professional business support organizations dedicated to the success of women entrepreneurs, and the authority on women's entrepreneurship in Canada. Member organizations provide resources, programs and services directly to women entrepreneurs coast to coast. To learn more about WEOC, visit our [website](#).

WEOC's Board of Directors:

- Sandra Altner - CEO of Women's Enterprise Centre of Manitoba
- Paula Sheppard - CEO of Newfoundland & Labrador Organization of Women Entrepreneurs
- Laurel Douglas - CEO of Women's Enterprise Centre of British Columbia
- Marcela Mandeville - CEO of Alberta Women Entrepreneurs
- Ruth Vachon - CEO of Femmes, Affaires et Développement
- Prabha Vaidyanathan - CEO of Women Entrepreneurs of Saskatchewan

## In This Issue

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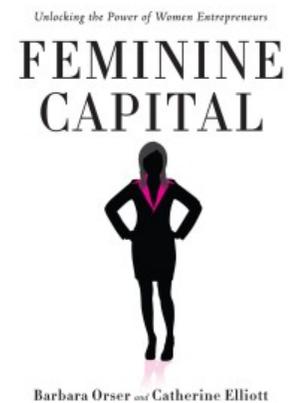
## "Feminine Capital" Becomes Bestseller!

When Professors [Barbara Orser](#) and [Catherine Elliott](#) of the Telfer School wrote their book *Feminine Capital: Unlocking the Power of Women Entrepreneurs*, their goal was to tell the story of how women were taking different approaches to business, creating wealth and transforming lives. They offered new insights into the ways that gender influences entrepreneurial decision-making.

On April 5th, the Women's Enterprise Centre of BC organized and hosted an international collaboration to promote the book. Women's Enterprise Organizations of Canada aided by bringing together 25 organizations who used various media strategies to bring focus to the way women entrepreneurs can use feminine capital to create distinctive brands, build new markets, and drive profits.

Due to the collaborative efforts of women's enterprise support organizations, this book became a bestseller on Amazon.ca in the Entrepreneurship category and sparked conversation about the enterprising women who are changing the face of business!

For a list of the #FEMCapital Partners, as well as information on two interactive webinars with the authors of "Feminine Capital", [click here](#).



## Canadian Women Prepared for Export Success!

Canadian women entrepreneurs are primed for international business success thanks to Business Women in International Trade (BWIT), a Program of Global Affairs Canada's Trade Commissioner Service (TCS). BWIT is the only federal program that provides targeted products and services to help Canadian women entrepreneurs globalize their businesses. Alongside their many helpful resources, BWIT also hosts trade missions which promote relationships across borders.

BWIT's recent trade mission was to Orlando, Florida on September 21-24. Go For the Greens offered women business owners access to exclusive networking opportunities, one-on-one meetings, and workshops oriented to helping businesses expand regionally or nationally.

For more information, visit the [BWIT website](#) or email the [BWIT Team](#). Information on past BWIT trade missions is available on the WEOC website [here](#).



## Opening a World of Opportunity for Women through the G20 Summits

When women succeed, the global economy grows. The crucial role of women in achieving prosperity and the need for gender equality was acknowledged by the world's 20 leading economies ([G20](#)) in 2015, with the launch of an engagement group W20.

Held in Turkey in 2015, this permanent engagement group focusses on encouraging gender equality and economic growth. Laurel Douglas, CEO of Women's Enterprise Centre, represented [Women's Enterprise Organizations of Canada](#) (WEOC) as part of the three-member Canadian delegation at the 2016 summit.

Almost 200 delegates participated in the W20 discussion about how women entrepreneurs can overcome success barriers including access to financing, lack of positive role models and fewer opportunities for entrepreneurial growth through global supply chains.

Through these discussions, recommendations were made for the creation of an entrepreneurial ecosystem for women. Douglas says, "These recommendations will make a change to how countries formulate their policies and programs for women's economic empowerment." The official recommendations will be presented to the G20 leaders to consider and work towards.

To read a detailed list of W20's recommendations, read the article [here](#) on the WEOC website.

## Innovation and Intellectual Property

Innovation may be the secret to success! With innovation comes intellectual property (IP) considerations around ideas that should be protected, such as inventions, new technologies, brands, unique designs, and more. IP can be classified into five categories:

- [Copyright](#) protects original literary, artistic, dramatic, or musical works. It's the legal protection that lets content creators cash in on their creative works. Original works are automatically protected by copyright when they're created.
- [Trademarks](#) represent a brand or company's identity and reputation. They include logos, names, slogans, and more. It's through trademarks that companies can defend themselves from others copying their brand image.
- A [patent](#) protects any new and useful invention, such as a product, machine, process, or an improvement to any of those.
- [Industrial designs](#) cover the decorative, non-functional aspects of products-essentially their physical appearance.
- Customer lists, recipes, patterns, supplier lists, and business plans are some examples of [trade secrets](#). Trade secrets are anything of value which gives you a competitive edge. However, there is no formal protection for trade secrets. As the name implies, you just have to keep them secret.



Want to learn more about IP? Keep WEOC's newsletter for more IP articles. This article is the first in a series written by the [Canadian Intellectual Property Office \(CIPO\)](#).

## Upcoming Events

### The Canadian Women's Entrepreneurship Conference

"Whether you're a business woman, someone who aspires to be one or someone who works to support women entrepreneurs, this one-day conference is for you. You will meet established and experienced businesswomen who will be speaking about access to capital, expansion to new markets and social innovation, among other topics. As well, you will have the opportunity to tell the Government of Canada what you would like to see in terms of support services for women in business." - The Honourable Bardish Chagger, Minister of Small Business and Tourism, host of the event.

This all day event will be held **November 9** at the Toronto Airport Marriot Hotel. Stay tuned for more information on this exciting event.

### WEConnect International Conference

Why not also check out the WEConnect International Conference hosted at the same location as the Canadian Women's Entrepreneurship Conference? Hosted by WEConnect International on **November 7 and 8**, this conference offers education for business owners seeking to grow their business, as well as a rich environment for corporations interested in improving their inclusive sourcing programs.

[Learn more.](#)

Become a member of WEOC! Call 204-988-1863 for more information.