



June 2009

# PERSPECTIVE

PO Box 20415



## From The Chair...

Dear Charleston Women in International Trade members and supporters:

We are changing directions this month to kick off the summer. Representatives from the Stingrays, the Charleston Battery, and the Riverdogs will tell us about the economic impact their sports teams have on the Charleston area. We will add our own economic impact with a CWIT dinner and soccer game at the Blackbaud stadium on June 13<sup>th</sup>.

Please bring your friends and family to enjoy the game.

Our May meeting with Mrs. Linda Tarr-Whelan was tremendously thought provoking. It was encouraging to learn about the increase in profitability of companies with at least 30% female representation on their board of directors.

I hope you all have an enjoyable and productive summer. We look forward to seeing you again at our September 8<sup>th</sup> lunch meeting.

Lynn Anne Gillen, Merrill Lynch, CWIT Chairperson

## Charleston Battery vs. Portland Timbers!



Join us June 13<sup>th</sup> for a fun soccer match at 7:30!

There will be a tent available with tacos and all the fixings starting at 6:30 until 8:00 p.m.

Cost for the game and tacos is 16\$ for adults and children over 4.

To purchase tickets, please call Suzanne Sudzina, account executive for the Battery, at 843-971-GOAL, extension 218.

Bill Lavery, CWIT Programs Chair



**Sponsorship levels available and auction items needed!**

**Title Sponsor: \$5,000**

Company name included in event title • Website homepage banner with company name and logo through September of the next year • Company name and logo prominently displayed on event promo materials, on program brochure and on each page of the online registration system • Company name included on invitation and reminders • Sponsorship award plaque and event recognition • Partnership mention in "CWIT Perspective" newsletter through September • Space on display table for company promotional materials through September • 1 year corporate membership • VIP seating for 15 with company name plate displayed on table • Limousine transport to and from event

**Black Pearl Sponsorship: \$1,500**

5 tickets to the event • Company name and logo on promo and on CWIT website • Company display at event • 2 CWIT lunch meeting "tickets"

**Starfish Sponsorship: \$850**

4 tickets to the event • company name and logo on promo and on CWIT website • company displayed at event • 2 CWIT lunch meeting tickets

**Sea Horse Sponsorship: \$600**

4 tickets to the event • Company name and logo on promo and on CWIT website • Company display at event

**Sand Dollar Sponsorship: \$400**

3 tickets to the event • Company name and logo on promo and CWIT website

**Save the date for Thursday, October  
the 8th, 2009!**

# 30 Seconds in the Spotlight

6 million people have lost their jobs in the current recession. That means serious competition for vacant jobs! And, that competition demands a get-you-noticed resume. A good resume immediately grabs the reader's attention, making them want to read the entire document. Think of your resume as a marketing piece with you as the product.

A few key tips and pointers for job seekers to keep in mind as they develop their resume:

- Lose the objective statement at the beginning. What to use instead? Crisp, well-defined phrases that describe what you offer. Employers want to know ASAP what you can bring to the table. Here's a brief example: *High energy, tenacious professional with proven ability to achieve high sales volume. Established a new record for highest quarterly sales. Dynamic relationship builder who uses industry knowledge to build credibility, reach decision-makers and close sales.*

- Right under the description section, bullet point your professional and leadership core competencies. Here's an example for someone with an account manager background.

B2B Direct Sales  
Customer Satisfaction  
Sales Management  
Cold Calling

Competitive Positioning  
Product Launch  
Strategic Planning  
Customer Retention/Loyalty

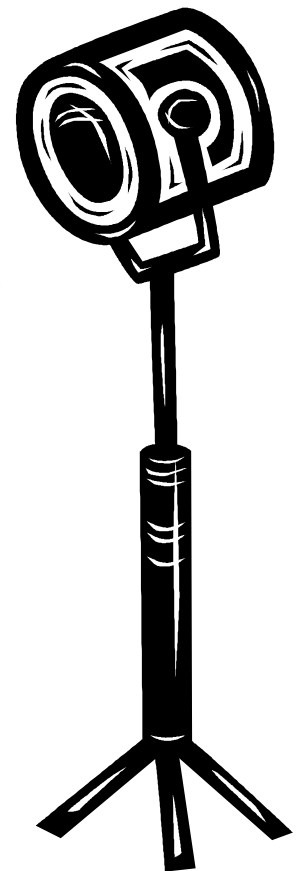
- When describing your former positions, do not simply description your job functions. Tell the reader how you handled a specific situation at work. Use the **challenge/action/results** approach. Here's an example for someone with a training background: *Facilitated turnaround of technical employee development program that resulted in 40% reduction in time for employees to be cross-trained, ultimately resulting in 5% reduction in headcount.* Limit yourself to 3 to 5 pertinent bullet points per position.

- It's OK to have a two-page resume. Employers understand that the days of working for one company for 25 years are over.

- Use a clean font for printed resumes. Assure that your resume is visually appealing – no cluttered margins, appropriate use of bold and italic fonts, use of a common date format throughout, blank lines separating the various sections of your resume.

Good luck! Get noticed! Get hired!

Jane Perdue, CEO, The Braithewaite Group



# We need your support!



The Annual Soiree is CWIT's premier event of the year to celebrate our members and sponsors, as well as indoctrinate new officers. It has been very successful and the committee will strive to make sure it continues to be the elegant affair that we've all come to expect. The upcoming October Luau on October 8th is the primary fundraiser to help raise the money to offset expenditures for the soiree and most importantly, to support the scholarships and Woman of the Year. So please, plan now to participate in the event the smallest way:

donated items, sponsorships, and attendance at the event.

The committee is working very hard to ensure a first class event. It's the members like yourself that make CWIT the organization that it is. Congratulations to all of you!

**Margie Hardwick, OOCL, Annual Banquet Committee**



## Women's Transformational Leadership Luncheon

Ambassador Linda Tarr-Whelan spoke to CWIT members and guests at the May 12 luncheon on the topic of *Women's Transformational Leadership*. Ms. Tarr-Whelan's presentation addressed the timely importance of women seeking opportunities to lead in today's troubled global economy.

Transformational leadership can be defined as a style in which change and innovation is achieved through providing role modeling, mentoring and empowerment - - innate nurturing skills that many women easily employ. Business and legislative organizations would be well served by choosing to balance their leadership pool with the "30% solution" in mind: a proportion of one-third women is critical to successful strategy change.

Ms. Tarr-Whelan noted that women must strive to overcome issues of confidence and understand that they can seek a position the next level above them without already knowing how to do the job. She counseled, "If the door opens, go through it...and open the door for others".

Linda Tarr-Whelan has served as Ambassador to the United Nations Commission on the Status of Women, as Deputy Assistant to President Jimmy Carter in the White House, and has served on numerous boards and commissions. She has recently published a new book, *Women Lead the Way: Your Guide to Stepping into Leadership-and Changing the World*.

**Susan Ogren, Asten Johnson, CWIT Historian/Goodwill Chair**

# Got Talent?



Sarah Schaille originally from Wilton, CT, graduated from Eckerd College, St. Petersburg, FL in 2003 with a BA in Comparative Literature, Spanish Language and Italian Language. Upon graduation she moved to Charleston South Carolina to be the executive Director of Charleston Community Sailing (501 C (3)) located in down town Charleston. She was hired on to manage CCS's new fleet of boats, and created all 10 programs

the CCS runs to this day- including, Summer Sailing Camps, South Carolina Special Olympics Sailing Team, Buddy Sail Outreach and many more. Sarah has continued her passion to share her love of sailing on by staying on as the head sailing coach for the Wando High School Sailing Team.

Sarah left CCS in 2007 to take on a new position at the Charleston based start up, Port Security International, LLC. PSI was a front runner in providing and operating Non-intrusive X-Ray Scanning Systems for Ports in Central and South America. PSI hired Sarah on as the Bilingual Marketing Coordinator, with a focus on the emerging markets in Guatemala, Honduras and Costa Rica. As PSI grew and gained a foot hold in Central America, Sarah was promoted to the Director of International Marketing and spent much of the past year working with clients and government entities in Central America, before the company folded due to poorly timed litigation. In the mean time Sarah has freelanced doing Spanish/English translation and interpretation through her company La Gringa Translating Services and will be running a NYC based promotion for McLaren Strollers on a consulting basis through September, but very much looks forward to returning to the low country for the fall.

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Sally Davis, Charming Inns, CWIT Membership Committee

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