The purpose of the panel is to explore the strengths which women bring to emerging businesses, and to give audience members information on how to handle some of the challenges that this career path presents. The panel members are entrepreneurs in a variety of sectors. Each panelist in turn will speak for ten minutes on topics which frame the discussion, and then the audience will have an opportunity to ask questions.

Framework topics:
Many people wonder whether they could be an entrepreneur. Why did you decide to do it? What do you need to know before you start? What was your best source of information? What surprises did you have? What is the difference between running a science/engineering business and a non-technical business? Identify key factors for success, e.g. financial management, teamwork, original idea, marketing. Explain two or three tasks that you do well, and why they are important. What are the most serious challenges and how do you deal with them? What advice would you give to other women about starting their own business?

PANELISTS

Moderator: Cathy Marr, DAWEG executive and BC Gas
cmarr@bcgas.com

Dr. Joanne Jellett, President of jellett Biotek
101 Research Dr., P.O. Box 790, Dartmouth NS B2Y 3Z7.
Phone 902-424-8670 Ext 166. jellett@innovacorp.ns.ca http://www.innovacorp.ns.ca/jbiotek/

Moya Cahill
President, Pan-Maritime Energy Services Ltd.
100 NewGower St., St. John’s NF
Phone 709-754-9013 mcahill@panmaritime.nf.ca

Kim Crosbie
President, IES Health Technologies, P.O. Box 243, South River, Newfoundland A0A 3W0
Phone. 709-737-8977 ies@nl.sympatico.ca

Dr. Robert Richards
Memorial University Chair in Youth-Focused Technological Entrepreneurship
Faculty of Business
Memorial University of Newfoundland St.John's, NF Canada A1B 3X5
709 737 8883 http://www.busi.mun.ca/yte/yte_frameset.html rrichard@morgan.ucs.mun.ca