

## Circle of Wisdom – Networking and Mentoring Series

### What is this all about?

Two of CATA’s strategic goals are to provide women in Tech with networking and mentoring opportunities. Global research on women and leadership continues to reinforce the importance of these support systems in developing successful careers.

You have a special opportunity to participate in the Circle of Wisdom Growth Series, designed for CATA WIT members or interested members (men or women) to come together in a dine around series.

Five high impact sessions are planned around a Healthy and Gourmet dinner series which will feature senior female and male role models that are as concerned as CATA is on the lack of women entering and being retained in the tech sector. To remain economically competitive, we need to systemically address these issues.

### How this works?

25-30 registered guests are invited to participate in our Circle of Wisdom series. The opportunity exists for interested members to sign up for the entire series or select individual themes of interest to you.

Attendees of this networking and mentoring series will be hosted at a senior woman’s home over a light and healthy dinner, served with light non –alcoholic refreshments. If you have any allergies, please ensure you advise us at registration.

### Lock in these dates:

March 25 <sup>th</sup> , 2008	“Having a successful Career in Web 2.0”
June 19 <sup>th</sup> , 2008	“Immigrant Canadian CEOs leading Software as a Service (SaaS) companies?”
Sept 24 <sup>th</sup> , 2008	“Having a Successful Career in Bio Tech”
Nov 20 <sup>th</sup> , 2008	“Having a Successful Career in Engineering?”
February 25, 2009	“Having a Successful Career in IT?”

### Fees for this Series:

CATA member:	\$45.00 per event
Non CATA member	\$60.00 per event
CATA member	\$200.00 for full program
Non CATA Member	\$250.00 for full program

## March 25

### Circle of Wisdom: Leaders in Web 2.0

#### Overview

This evening will be celebrated with Web 2.0 leaders including:

- Daryl Aiken, Web 2.0 Marketing Consultant and prior head of marketing for eBay Canada,
- Karen Bennett, Senior Director of Engineering for Yahoo.
- Michael O'Neil who is now CEO of IT in Canada at: [www.itincanada.ca](http://www.itincanada.ca) and is an industry leader in Web 2.0 and social mediated technologies.

You will be hosted by Dr. Cindy Gordon, CATA Chair, and CEO of Helix Commerce ([www.helixcommerce.com](http://www.helixcommerce.com)) and Founder of 2BeVirtual ([www.2bevvirtual.com](http://www.2bevvirtual.com)) with Suzie Labonne, SVP of 3RD, ([www.3rd.com](http://www.3rd.com)), National CATA WIT Sponsor, and Toronto CATA Chair.

You will be hosted at Dr. Cindy Gordon's private home. The fireplace will be burning, and relaxing music playing.

This is a rare opportunity for private conversations with some of Canada's Web 2.0 Social Media Digital leaders – so register early as we expect this one to be a sell out!

Each attendee will also receive a copy of Dr. Gordon's new book called *Why Buy the Cow*, on Web 2.0 and the OnDemand Economy written with the CEO of Webex, released on January 14<sup>th</sup>, 2008, a value of over \$20.00US. The book is also available now on Amazon at this link

<http://www.amazon.com/Why-Buy-Cow-Subrah>

[Iyar/dp/0615163130/ref=sr\\_11\\_1?ie=UTF8&qid=1199314318&sr=11-1](http://www.amazon.com/Why-Buy-Cow-Subrah-Iyar/dp/0615163130/ref=sr_11_1?ie=UTF8&qid=1199314318&sr=11-1)

This evening will allow each woman registered to also complete an online profile of herself in a new CATA WIT Hub to enable ongoing mentoring and posting of questions that may need seed from CATA WIT Executive or Senior Advisory Board Members.

To see the profile of current CATA Board Advisors, refer to [http://www.catawit.ca/Mission\\_Vision/national\\_advisory\\_board/](http://www.catawit.ca/Mission_Vision/national_advisory_board/)

## **Speakers:**

**Daryl Aitken**  
**Michael O'Neil**  
**Karen Bennett**

Director of Engineering at Yahoo! Canada

Karen has extensive experience in the software development area academically (with degrees in Computer Science, Mathematics and Project Management from Queen's University and University of Toronto) as well as in the area of development and management. She initially started her career at IBM as a programmer in the development tools and database areas. She moved into management and has launched a wide range of products including e-business, WebSphere and Java applications, development tools for AIX, 370, AS400 and with DB2 database.

Karen later became Director of Research at IBM Canada where a key component of her role involved technology transfer from many of the North America universities and Centres of Excellence to the IBM development teams. She sat on the MIT Media Lab board for several years. Karen was named the first Canadian Women in Technology to help support the IBM CEO and staff on assessing the Open Source and Linux technologies. She decided to try her hand at a start-up company and joined Cygnus Solutions who did embedded programming work for such companies as Intel, Sony, Oracle, Hitachi, Fujitsu and IBM on Linux. She was involved in developing a software simulation model for the Sony Playstation 2 system before the actual hardware was manufactured. This project enabled Sony to bring the PS2 product line to production 18 months ahead of schedule. Cygnus Solutions was acquired by Red Hat and Karen transitioned into VP, Engineering for Linux working out of the HQ Engineering office in Boston, MA. She managed multi-disciplinary teams of engineers in Europe, South East Asia, Japan, Australia, US and Canada. She learned first hand how to do open collaborative development with the different communities, make revenue from free code and work with partners. Her husband's career change required her to return to Toronto with her husband, two children, one dog and three cats, and she moved to Yahoo! Canada to manage their Canadian Engineering group.

Karen is currently on the Canadian Research Council, is a board member of three Canadian start-up businesses as well as BEA Systems. She consults with Venture Capital companies like NorthBridge and IBM and is in the process of getting a Tim Hortons franchise. She enjoys playing on a women's soccer league, being member of the Toronto squash team and driving her children to their multiple activities.

**Cindy Gordon**  
CEO and Founder, [Helix Commerce International Inc.](#),  
Vice Chair, CATA WIT Toronto

Dr. Cindy M. Gordon is the Founder and CEO of [Helix Commerce International Inc.](#), a company specializing in business innovation and growth acceleration strategies.

Prior to founding Helix, Cindy was a partner with XDL Intervest, a tier-one venture capital firm and a Global Practice Leader with Andersen Consulting. Prior executive

roles include General Manager for Xerox Outsourcing and Professional Service, Xerox's President for the Women's Alliance, Senior Director of Global Information Systems Strategies for Nortel Networks and founding partner of InfoTech Consultants.

Cindy advises on a number of high technology company boards. She founded and chaired the CEO Fusion Center, an early-stage technology CEO mentorship community. She is a founding Vice Chair of the CATA Women in Technology Forum (WIT) Toronto Chapter, sits on the National WIT advisory counsel, and has numerous other not for profit board experiences.

Cindy recently published *Winning at Collaboration Commerce The Next Competitive Advantage*. She holds a Ph.D. Innovation, eCommerce and Knowledge Management, UofT, a Masters of Information and Business Management and BEd from the University of Alta.

## **AGENDA**

**Date:** Tuesday, March 25, 2008

**Time:** 6:00pm

**Location:** Toronto, ON

**Fee:** For one Circle of Wisdom  
\$45 (plus GST) CATA WIT Members\*  
\$60 (plus GST) Non-members\*

For the series of 4 Circle of Wisdom evenings  
\$200 (plus GST) CATA WIT Members\*  
\$250 (plus GST) Non-members\*

**Register:** Register by calling CATA at:  
613-236-6550

**SPACE IS LIMITED -**

This is a Toronto Chapter event. CATA WIT Forum is an initiative of the Canadian Advanced Technology Alliance with the goal of helping women in technology companies and women entrepreneurs advance in their careers and businesses through mentoring, networking, professional development and advocacy.