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**Influential
Women in Business
Awards**



William Westeringh
Managing Partner, Vancouver
Fasken Martineau

Congratulations

Fasken Martineau is pleased to join Business in Vancouver and our co-sponsors in celebrating all women in business at the 13th anniversary of the "Influential Women in Business Awards."

Women in leadership positions are adding value and creating legacies through their contribution to our business environment. With their many priorities and commitments, these women bring their unique perspective and important influence to corporate boards, to agencies, and to the business community at large.

Fasken Martineau is committed to being a leading supporter of events and initiatives that promote and celebrate the successes of women in business.

Influential women in business bring significant and distinctive leadership to our business communities. Their persistence and determination sets an example for all business people, ensures future opportunities for the next generation of women in business, and provides them with a goal to reach new heights in their careers.

On behalf of Fasken Martineau I congratulate the winners and commend the achievement of all women who are leading the way in business.

William Westeringh
Managing Partner,
Vancouver

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Women more savvy online than men, but recognize the limits

Experienced with social media, top female executives prefer old-school communication

By Frank O'Brien

The social media revolution – cited as being vitally important to female business executives – will never replace old-fashioned business protocols, top women executives contend.

"Social media may get you in the door but nothing can improve on face-to-face meetings," said lawyer **Elizabeth Harrison**, a senior partner in the Vancouver law firm of **Farris** and this year's *Business in Vancouver* Influential Women in Business (IWIB) Lifetime Achievement Award winner.

It is a common refrain above the glass ceiling: despite a long history of women using social media that largely has left men in the dust, it is old-school talking and privacy that still dominate the boardroom.

Separate recent studies in the U.S. and Canada show that women in business are more astute with using the power of the Internet and social media than men. A poll conducted late last year by **Ipsos Reid** found that more than a third of Canadian women access a social meeting site every day, compared with just 22% of men.

In the U.S., a **Harris Interactive** survey found similar results, and that twice as many women as men would choose social networking if they had to pick just one communication method to stay in touch.

In business, the Harris survey also found that women are more likely than men to deal with clients and co-workers through social media.

This comes as no surprise to **Sandy Haung**, owner of **Pinpoint Tactics Business Consulting** of Vancouver, who believes women's innate communication skills naturally translate online.

"You see women building a larger social media community [than men]," said Haung, noting that one of her most successful female clients links a blog, a **Twitter** account, **Facebook** and **LinkedIn** platforms, all designed to drive traffic to her company's website.

Huang suggests that women were early adoptors of the idea of online social communication, while men primarily began using the Internet for research.

"Women are more comfortable trying out new things," she said.

Fatigued with email

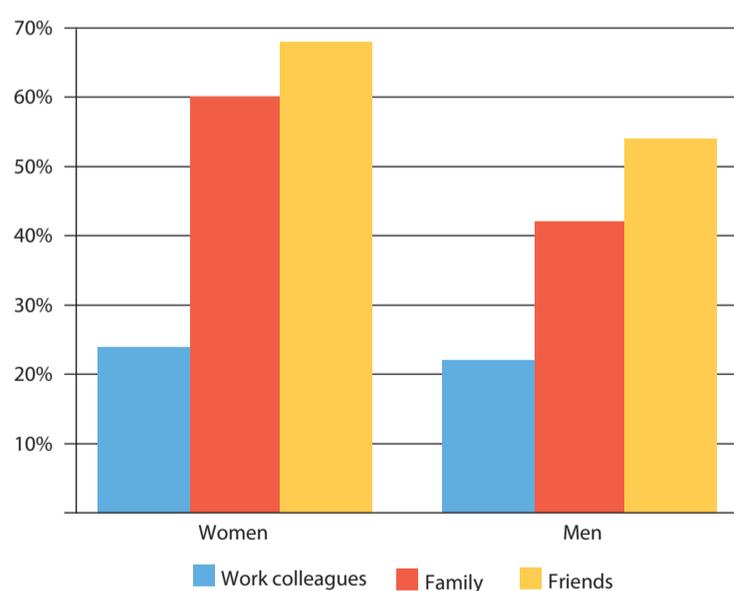
But successful women clearly delineate social media from business.

Jill Leversage, former managing



Sandy Haung, principle of Pinpoint Tactics Business Consulting of Vancouver: female communication skills naturally translate online

Portion of U.S. adult population that communicates with friends, family and work colleagues using social networks



Source: Harris Interactive/Rebtel Survey on Communication Preferences in the U.S.

director of investment banking at **TD** and now a financial consultant, said she prefers phone conversations and personal meetings in her highly personalized business.

"I was a huge early adopter to email but I became fatigued with it," said Leversage, one of this year's IWIB winners. "I would sooner talk to someone directly. I think there are inefficiencies in email." She uses an example of a recent business trip to Vancouver Island with a dozen other women.

"Now we are all 'replying all' to thank everyone."

She sees Facebook and Twitter as simply superfluous to her business.

"I always believed that I should provide my clients the best service I possible can," Leversage said. "And that means long phone calls and private conversations in personal meetings," rather than risking information in any online format. She said the best use she has found for email is to set up a

phone conversation.

2012 IWIB winner Lois Nahirney, Vancouver-based executive vice-president, corporate resources at resource transport and supply giant **Teekay Corp.**, says social media can play a role in a widespread organization but can seldom trump personal contact.

"We use our internal social intranet at Teekay to get ideas globally from employees," she said. Recently, the service was used to gather ideas for a worldwide employee charity, but more commonly it is simply a support tool for global projects and ideas, Nahirney explained.

"Social media may get you in the door but nothing can improve on face-to-face meetings"

– Elizabeth Harrison,
senior partner,
Farris

Such long-established online portals for women, such as **iVillage** and **Blogger.com**, may have given women an earlier understanding of the power of the Internet and how it could be used for business, Huang suggests.

But few successful women in business admit familiarity with such popular sites, which mix information on health, fashion and sex with consumer and business advice.

When asked about **iVillage**, which was the first site to introduce the concept of virtual shopping carts 15 years ago, Nahirney said, "Never used it, but then I don't buy women's fashion magazines either." •

fobrien@biv.com