

**MAY 2014**

## President's Message

My dear Members

We are twenty one! Yes, it was twenty one years ago that NAWEM was officially launched to create multi-racial women entrepreneurship organisation in Malaysia. We have stayed true to the spirit in which it was founded. But we still have a lot of work to do to create a women entrepreneurs friendly environment in Malaysia.

Our AGM was held in March and I am very honoured to be elected as the President of NAWEM for yet another year (2014-2015). I will do everything within my capacity to ensure that we scale new heights. Women who have joined the Association have expectations and it is my responsibility to ensure that all efforts are taken to give the members a platform to further succeed in their business.

Towards this objective, we will have a monthly event called "Tea with the President" where I will be able to meet each and every one of you and have a dialogue on how NAWEM can be a meaningful part of your lives.

This year is also earmarked to start three more chapters of NAWEM, namely in Sabah, Sarawak and Johor. I am indeed very happy to inform all of you that the Penang chapter is thriving, thanks to their members and leadership. I am confident that with the dynamic steering committee in these three locations in the pipeline, we can spread our mission, which is, to act as a conduit for women entrepreneurship. So I urge members who have roots in East and South Malaysia to volunteer to be part of the expansion.

All work and no play makes us all dull and stressed. So the NAWEM Toastmasters has been formed. It is an in-house Club and hence the membership is solely for NAWEM members. Nevertheless, we allow guests and members from other Toastmasters Club and the meetings so far have been a



great learning experience for the members. So please make avail the opportunity to learn public speaking. As businesswomen, the ability to put the point across in a succinct manner can take our company to the next level. And there is the NAWEM Sports Club too, with bowling, badminton and Zumba. Please call the Secretariat for more information.

We are also exploring international affiliations for NAWEM so that the members can network with their counterparts in different continents. More news on this will be available in the periodic e-newsletters.

NAWEM receives invitations to workshops, courses and conferences which are greatly beneficial to women like us. The notices are sent as e-blasts and I urge you to participate as the exposure will surely help in the business.

*Sarojini Ruth*



## Editorial Comments

March was a hectic month for NAWEM. The 20th Anniversary was celebrated with aplomb. The theme was 'Masquerade' and the glittering masks added to the glamour of the beautiful garments the guests wore. The decorations of balloons and banners were festive and gave the whole place a carnival atmosphere.

29th March was the 21st AGM. We have some new faces and many of the experienced committee members were re-elected. All in all, we have a dynamic team that is eager to take NAWEM to different states of Malaysia.

If there is one tune that is played around the globe, it is that about women and their importance. Every country is now acknowledging that the government and business owners have to engage with women. We are the brains for organizations to tap, the market for retailers to entice and the owners of businesses to negotiate. In short, we are a formidable force to reckon with. Hence, we must take advantage of the powerful position we are in and make our product and service visible in the global scene.

The President (2014-2015) Sarojini Ruth wants NAWEM to be the voice of entrepreneurs, big and small, in Malaysia. So, concerted efforts will be made, this year, to recruit new members. At the same time she wishes to create a conversation circle and invite all the current members of NAWEM to talk about their experiences and expectations with regard to their businesses.

Lots of things in store... .....Please see the Calendar of Events for 2014/2015

Warmest Regards,  
Andal Krishnan



# Report on The 20th Anniversary Dinner March 15th 2014



Held in Berjaya Times Square Hotel, it was a night to remember. The VIPs include our Past President YB Dato' Seri Shahrizat Abdul Jalil, the Deputy Minister of Education, YB Dato' Mary Yap, Past Presidents of NAWEM and representatives of Government agencies who have worked closely with NAWEM over the past two decades.

The speeches by President Sarojini and YB Dato' Seri Shahrizat traced the important landmarks of NAWEM's development as the leading multiethnic women entrepreneurs association in Malaysia. There were citation readings of the contributions of the Past Presidents to NAWEM and they were also presented with a plaque in appreciation for their dedication. The citations can be found in the website.

The entertainment was a feast for the eye, from a jewelry catwalk to dances and songs. Of course, the highlight of the evening was the song and dance by the NAWEM members. Snippets of the entertainment will be uploaded for your viewing at leisure.

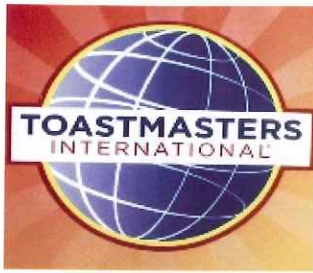
Let us not forget that the main reason for the celebration other than the obvious one which is to mark twenty years of NAWEM's active participation in women entrepreneurship in Malaysia. It is to raise funds for Tabung Amal NAWEM (TAN) and also to run NAWEM's activities. The generosity of our sponsors and the purchase of tables made it possible to reach the target that was set by the Executive Committee.

A special thanks was made to Puan Sri Dr. Susan Cheah for her outstanding contribution to NAWEM and she was appreciated with a special memento.





## NAWEM TOASTMASTERS' CLUB



The meetings are on the first and third Mondays of the month. Senior Toastmaster members from other Clubs come over to our meetings to give us support and also help us to meet the stringent standards of speech-making and evaluation.

It's a lot of fun and costs almost nothing to hone your skills in getting the message across. There is a theme for every meeting and it adds flavor to the gathering.

For more details on Toastmasters International, the parent organization, please log into [www.toastmasters.org](http://www.toastmasters.org)



5 May 2014: Theme: Nostalgia



The Demo Meeting: December 2013

## Calendar of Events:

Here are some of the main activities until September 2014

### ● 24th June 2014 : GST Briefing

### ● Launch of new chapters

July 2014 : Launch of Johor Chapter of NAWEM

August 2014 : Launch of Sarawak Chapter of NAWEM

October 2014 : Launch of Sabah Chapter of NAWEM



Please keep the above dates free to join the committee for the launch of the various chapters. If you have family and friends in these areas who are entrepreneurs or aspiring to be one, please ask them to come for the launch and join NAWEM.



MEETING WITH DR YEOW, UNIVERSITY SAINS MALAYSIA BY NAWEM PENANG



NAWEM PENANG VISIT TO MY KUALI SDN BHD



MEETING WITH Y BHG. DATIN NANCY LIEW, CEO OF MARRYBROWN SDN BHD

### Penang Affiliates of NAWEM activities

### ● September 2014 : NAWEM Penang Retreat – 5th Anniversary Celebration

Look out for more details which will be sent to you through emails



## Food for Thought

Discussion column for pertinent issues in the current business scene

### 1. Talent for SMEs:

There is a growing concern in the government that a lack of capable young people to inject the much needed innovative and technological savvy strategies will affect the GDP of the country. Hence, to counter this dearth of suitable talent, SMEs GLCs and MNCs have been asked to provide internship to University graduates. This will enable them to understand the reality of the job environment and also perhaps sow the seed of entrepreneurship.

The development of human capital for employees in the industry is also closely monitored by government agencies. Therefore, training and coaching is mandatory even for SMEs. With the implantation of the ASEAN Economic Community, only the best will survive. The difference in productivity between two companies is not in the equipment or software. These can be purchased. It is in the skills and knowledge of the employees. The government wants the industry, medium and large, to engage with the education system to address the skills are lacking and what the employer's expectations are. Now, unfortunately, there is a disconnect.

### 2. Women Seniorpreneurs

This is the new phenomenon in entrepreneurship. Perhaps women want more disposable income in their senior years. (High maintenance!) Or simply they want to be totally engaged as they feel they have so much to give. They want to do something that is meaningful and continue to being active, but at the same time have flexibility with work time. Whatever the reason, they belong to the fastest growing segment of entrepreneurship – Seniorpreneurs: entrepreneurs who start their own business, after the age of 50.

Is this age group any different from other entrepreneurs starting their own businesses? There may be a few differences, fear of the unknown and risk factors, but the fundamentals of starting a business are the same for everyone.

A ship is safe in harbor, but that's not what ships are for." ~ American Theologian William Shedd

## NAWEM's EXECUTIVE COMMITTEE MEMBERS

2014 - 2016

President	:	Ms Sarojini Ruth
Deputy President	:	Puan Sri Dr Susan Cheah
VP Administration	:	Ms Low Chooi Ping
VP Finance	:	Ms Ho Mee Ling
VP Membership	:	Puan Sri Anita Aqeela Hiong
VP R & D	:	Ms Suzanna Shahari

Executive Committee :

- i. Ms Soong Yoke Yin
- ii. Datin Nadzley Noordin
- iii. Ms Anusuya Krishnan
- iv. Ms Aziah Jasmin Azizul
- v. Datin Dr Rehana Kassim
- vi. Ms Geeva Samynathan
- vii. Ms Noorliza Shariff
- viii. Ms Hooi Lai Lin
- ix. Ms Sandra Anne Ghouse
- x. Ms Siti Rahimah Mohd Isa
- xi. Ms Hooi You Von
- xii. Ms Andal Krishnan

Auditors:

- i. Ms Stella Tan Nai Kheng
- ii. Ms Helen Selvanathan

Past Presidents:

- i. Puan Mariam Tun Sulaiman
- ii. Dr Bien Mei Nien
- iii. Puan Shamsimar Yusof

Chairperson: NAWEM Penang: Ms Wendy Wong  
Immediate Past Chairperson: NAWEM Penang:  
Ms Ong Swe Ee

### NAWEM Recreation Club

Please contact Puan Sri Anita for more information.

Please do write to the Secretariat if you have any information to share and if space permits, it will be printed.

We also welcome comments and suggestions from readers. Please send them to [secretariat.nawem@gmail.com](mailto:secretariat.nawem@gmail.com)