“Travel is fatal to prejudice...” - Mark Twain (The Innocents Abroad)

Dear FWA Members, Sponsors and Friends,

Having lived and traveled abroad for six years, I can confirm Mark Twain’s observation: - the more you travel and interact with others, the more you cannot help but change any pre-conceived notions. Your world will undoubtedly expand!

One of the great traditions of the Financial Women’s Association (FWA) is our International Business Conference. Starting with its inaugural conference to China in 1977, our delegations have traveled to destinations where the fundamentals of investment and business opportunities enhance our understanding of the global business landscape.

This month, our delegation will be traveling to Israel for the FWA’s 37th International Business Conference. I am so excited to be joining this terrific group and seeing the dynamic innovation of this “Start-up Nation.” I know my view of business in this rapidly changing country will surely change.

1) The World

There is growing concern about the spread of the coronavirus and its impact on global travel, medical treatment capacity, and of course, the global markets. Concerned that the virus will impact demand for gasoline, diesel, and jet fuel, investors have become wary. On February 3rd, oil prices fell by 20% from recent highs of $70 a barrel - moving into bear territory. This decline comes three weeks after escalating tensions in the Middle East caused prices to rise.

The price of oil has historically had a strong correlation and impact on the US economy. Rising crude oil prices tend to increase core inflation and inflation-adjusted bond yields. Yet these dynamics are also influenced by the additional supply resulting from fracking in the US.

Do you want to learn more about this complex relationship? Join us on February
26th as we explore oil, geopolitics and the markets with Helima Croft, Managing Director and Global Head of Commodity Strategy at RBC Capital Markets. Award-winning television producer Robert Windrem will moderate the session.

2) The FWA

In addition to the FWA's International Business Conference to Israel, there are some terrific events planned for February:

February 18th: The Power of Putting Yourself First featuring Monica Guzman

February 26th: A Conversation with Helima Croft – Geopolitics and the Markets

3) YOU!

In keeping with this month’s theme of travel, set a goal for yourself to try to go somewhere new and; experience a different culture. If global travel is not possible, reach out to international colleagues to get a better understanding of their perspective and home markets. You will be surprised how much this will advance your understanding of the interconnectivity of culture and economics.

This month, our nominating committee continues its work of identifying talent within the organization to assume leadership positions. I encourage each of you to consider a leadership position with the FWA - either on a committee or even on the Board. Having begun my own FWA journey by co-chairing a committee, I assure you that the skills you develop will serve you well, no matter in what capacity you work within our industry. Plus, you will be supported and mentored by the fantastic senior talent within our great organization.

I hope to see you all at our events!

Simone Vinocour
FWA President 2019-2020

Old City Jerusalem, Israel

The FWA: Accelerating the Leadership and Success of Women across the financial community in
all industries, by advancing careers, fostering alliances and preparing the current and next generation of professionals.

Contact Us: fwamembership@fwa.org

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