



THE L.A. -WIT

WOMEN IN INTERNATIONAL TRADE
LOS ANGELES

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Visit our Website at www.wit-la.org

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Editors: Sandra Calloway and Hana Hrabec-Snyder

President's Letter

By Kollyn Kanz

As we barrel into Fall with its hustle and bustle of Back to School and the faintly dawning realization that the holidays are just around the corner, it is a good time to pause and reflect on the eventful Summer passed.

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We have endured the challenges of unusually hot weather and rapidly increasing fuels costs. We experienced great sadness at the loss of a true trade community leader and benefactor, Marjorie M. Shostak. And we continue to grieve over the recent tragic events of hurricane Katrina.

We also have many happy summer memories. As part of our continued efforts to provide enthusiastic encouragement and support to our members, WIT-LA hosted a number of fun and educational networking events this summer (as described in this Newsletter) and we are pleased to kick off the new Season with a celebration of the 20th Anniversary of the founding of WIT-LA. We hope to honor those visionary women who came together in 1985 to construct the foundation of the organization we enjoy today.

We also look forward to an exciting fourth quarter including our upcoming Drawback and Customs seminars and, best of all, WITmas 2005.

I look forward to seeing you all there!

Upcoming Events

Mark your calendars!

Thursday September 22, 2005

WIT-LA's 20th

Anniversary Celebration!

Join us at the Matisse Restaurant in Hawthorne to celebrate 20 years of WIT-LA. Our guest speakers will be Mr. Carlos J. Valderrama, Director of Latin America Operations at Carlsmith Ball LLP, Ms. Ana Hinojosa, Area Port Director of Field Operations LAX, and Mr. Kevin Weeks, the new Director of Port Field Operations for Los Angeles.

Wednesday, October 19, 2005

Customs Assessment

Wednesday, November 16, 2005

Drawback Seminar

Wednesday, December 14, 2005

WITmas

For additional information or to register for any of these events, you can...

- Visit our website, wit-la.org,
- Call WIT-LA (310) 535-0127
- Send an e-mail to witla@verizon.net

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New WIT-LA Members

- | | |
|---------------------|----------------------------------|
| Robert Bowen | Creskoff & Doram LLP |
| David Nordella | GMACCommercial |
| Finance | |
| Deborah Wonson | Interdean Interconex |
| Faye Seals | Leegin (Brighton) Prod. |
| Andrea Salazar-Hall | Logistics Services |
| Lisa Lopez | Logistics Services |
| David Hall | Logistics Services |
| Timothy Baze | Logistics Services |
| John Sega | Northrop-Grumman |
| Sandra Sickman | Northrop-Grumman |
| Delia Crawford | U.S. Customs & Border Protection |
| Rose Marie Solodky | |

Congratulations to our new members.



Announcement

Congratulations to Corinne Murat and Tetsunari Takahashi on the birth of their baby girl, Emilie Anne, who arrived at 9:31 a.m. on Saturday, August 20th!

OWIT NEWS CORNER

Courtesy of Lilia Navarrete

Since our last newsletter in March, many exciting things have been happening with OWIT. Here is an update for all of you as I had promised. I mentioned WIT-LA would be represented at the OWIT Spring Board Meeting in Bermuda, where marketing communications strategies were going to be discussed as well as OWIT's vision for the next 3 years. The meeting was very successful led by OWIT's President, Leanne Hackman, and the marketing communication strategies sessions led by OWIT's VP MarCom Gail Robinson. Also, in behalf of the website committee, I made the presentation of our exciting project to the OWIT Board attendees and received great reception to our new website project. We received the go ahead to prepare an RFP for bids from web developing companies. We have since gone through that process of evaluating the proposals and recommending the developing company to the executive committee. *Microscience*, from Peru, was selected as the firm to assist us in revamping and redesigning our Website. The website will be newly designed with many new functionalities, new and practical resources and easy navigation for our members as well as a new logo and image. It will be OWIT's communications flagship, where we can communicate with our members all over the world as well as the entire global community. We are currently in the content development phase of our new website. We currently have 80% of the content that just needs to be repurposed and 20% will be new content. For this current phase, OWIT's website committee needs volunteers for a range of topics. This is a call for anyone who would like to assist in any small or large way to reach our deadline this October since we plan to launch the new site at the OWIT 2005 Fall Board Meeting in Washington D.C.

2005 marks OWIT's 15th anniversary and we will be celebrating it during the Fall Board Meeting that will be held in Washington D.C. WIT-LA is one of the founding chapters of OWIT and will be represented at the Board Meeting and event.

Once again, it is my pleasure to serve as your OWIT representative and I make myself available to you for any questions or suggestions regarding OWIT. Please contact me, Lilia Navarrete at 626-796-2070 or lcnavarrete@yahoo.com.

April's Export Seminar and Luncheon

By Sandy Calloway

On April 20th, WIT-LA hosted an Exporters Seminar and luncheon with guest speakers Hud Warren from Herbalife, Diane Hudson of Meridian I.Q., and Inspectors Olivio and DeLaO from the U.S. Department of Homeland Security Export/Exodus Team at LAX. Diane covered such export topics as; the new AES SED submission rules including proposed pre-departure filing times and proposed post-departure filing changes; current export market updates; and a study in exports which provided ways to save up to 15% by consolidating LCL shipments. Hud's presentation gave tips and pointers to exporters on how they can save money by leveraging their export volumes when negotiating rates with the carriers, and how to watch for hidden "accessorial charges". One of the key points was to work with the carrier to create a "win-win" situation for both parties. The Exodus/Export Team Inspectors Messenger and Olivio also discussed the upcoming AES changes, as well as export licensing issues and requirements. It was very interesting to learn about the challenges of exporting USML and CCL items. They also provided wonderful handouts pertaining to the proposed AES regulation changes.

WIT-LA would like to extend their thanks to Diane Hudson, Hud Warren, and Inspectors Olivio and DeLaO for their time and participation in this seminar.

Customs Classification Seminar

Courtesy of Ikue Duncan

On June 22, Bruce Leeds, Senior Export/Import Advisor, The Boeing Company, and Anthony Piscitelli, Supervisory Import Specialist, U.S. Customs and Border Protection LAX, gave us a great overview of the HTS classification. The legal effect of the GRI, and Section Notes were discussed and explained. The session was easy to follow for the beginner and yet kept an old timer like me interested with various textile samples. The most interesting sample was women's purse shaped like a camisole made of textile and vinyl. The class discussed how it may be classified and the instructor explained the correct way to classify by following the HTS rule.

In addition to such excellent and interesting session, the Greek style snacks and desserts were yummy. It was again another successful classification seminar that everyone enjoyed.

World Trade Week Conference at the Port of Hueneme

Courtesy of Kollyn Kanz

WIT-LA was pleased to support the West LA and Ventura County USEACs, Pierce College International Business Center (IBC), the District Export Council, and five other trade partners from Ventura County, San Fernando Valley (SFV), and Los Angeles to organize the first ever World Trade Week Conference at the Port of Hueneme.

The WTW Conference was designed to highlight the significance of trade to job creation and economic vitality in the Ventura County region and bring critical topics not formerly addressed at the Port such as Export Security, Export Controls, CAFTA, and Doing Business in Iraq.

Southern California Hub Director Mary Delmege kicked off the event by presenting a Certificate of Recognition to the Pierce College IBC for its partnership with the CS which has enabled USFCS programs and services to be more accessible to the over 4,000 manufacturers in the SFV region. The IBC recently signed an MOU with the USFCS to formalize a collaborative global marketing strategy designed to increase jobs and economic development in the San Fernando Valley and surrounding areas through the expansion of US exports.

The WTW event showcased a panel of Iraqi experts, Brian Cahill of US Customs and Border Protection, Keith Hwang, Export Resource Specialist for the DOC Insider, Jim McCarthy, Senior Commercial Officer of Costa Rica, Ex-Im Bank's Western Regional Director David Josephson and Business Development Officer Rob Guthrie.

Pierce College IBC Director Bert Sanchez and ITS Tony Ceballos coordinated 45 prearranged business meeting between companies with international procurement opportunities and US companies that could be potential intermediaries and strategic trade partners.

Mark Wednesday, May 26, 2006 for next year's event!

A Tribute to Marjorie M. Shostak

Courtesy of Brian J. Murphy

The trade community and WIT-LA mourn the loss of Marjorie M. Shostak earlier this year on April 17, 2005. Marjorie was a world-renowned Customs and international trade lawyer. As the senior member of the law firm of Stein Shostak Shostak and O'Hara, and as a representative of various civic, trade, and professional organizations, she regularly testified before Congressional Committees on revision of the Customs laws, which reformed the penalty provisions of the Tariff Act of 1930, and on legislation which modified the procedures for judicial review in Customs matters. Marjorie's active participation and leadership in numerous organizations and the trade community influenced international trade and the Customs laws for five decades.

Marjorie's background is as much of an inspiration as her contributions to the trade community. She enrolled in a six-year program at the University of Nebraska to obtain her B.A. and law degrees, but after four years of study, she moved to California, where she joined the Law Office of Philip Stein as a law clerk. She qualified to take the California bar examination by the apprentice method, after certifying that she had studied over 3,500 hours under the tutelage of Philip Stein in his law office. "I never received a J.D. because at that time, in the 1940's, USC did not have a night program, Loyola did not accept women, and UCLA did not have a law school as yet," said Shostak. Yet she passed the California bar exam on her first try, in 1945, and was one of only 12 women out of more than 1,000 applicants admitted to the Bar in swearing-in ceremonies at Los Angeles. She went on to co-author and author several publications, and instructed classes on Customs Administration at the University of Southern California. She was admitted to practice law in California, and before the U.S. Court of International Trade, the U.S. Court of Appeals for the Federal Circuit, and the Supreme Court of the United States.

Marjorie served as a technical member of the Industrial Functional Advisory Committee on U.S. Customs matters since 1980, by appointment bi-annually by the U.S. Trade Representative and the U.S. Secretary of Commerce. Marjorie was the first woman to serve (from 1956-1962) as an officer and Director of the Foreign Trade Association of Southern California; the first woman recipient (in 1962) of the prestigious Stanley T. Olafson Bronze Plaque Award, the highest honor in the Southern California international trade community, awarded annually by the Los Angeles Area Chamber of Commerce during World Trade Week; and the first woman to serve as General Chairman of World Trade Week (in 1972). Marjorie was also the first recipient, in 1996, of the Foreign Trade Association's Distinguished Service Award, which is now named after her.

In recognition of her extensive contributions, Marjorie received the Woman of Achievement award from WIT-LA in 1995 and the OWIT Woman of the Year award in 1998. Marjorie always displayed a strong commitment to the community, serving as a role model for many WIT members who received her encouragement and support. A long-time supporter of the WIT-LA chapter, she earned the respect and admiration of the entire U.S. Customs and trade community.

Because Marjorie is a prime example of a woman who broke the glass ceiling and because of the extensive contributions she has made, in 2001 WIT-LA established a Scholarship in her name, which is awarded annually to individuals who meet WIT-LA's strict requirements. It serves as a fitting memorial to a great lady! In remembrance of Marjorie, this year WIT-LA will award two Marjorie M. Shostak Scholarships.



Small Businesses Go Global with Help from the U.S. Commercial Service

Courtesy of Julie Anne Hennessy,
Director, West Los Angeles Export Assistance Center

There are some 23 million small and medium-sized businesses in the United States, but only about 1% sell their goods outside the country. Fortunately, the number of businesses that export is increasing, more than tripling in the past 7 years. The main reason behind the surge in exporters is fairly simple: small businesses export in order to grow.

Often times, smaller companies do not fully understand the benefits of exporting; think exporting is too burdensome or just for larger companies; or may not be aware of the full range of U.S. government assistance available to help them export. Helping companies find export markets and make international sales is one of the things that the U.S. Commercial Service of the U.S. Department of Commerce does best. Last year, the U.S. Commercial Service helped more than 5000 U.S. businesses generate export sales worth more than \$21 billion.

This is not to say that exporting is as easy as selling to customers in your own backyard. U.S. business owners need to carefully target the best markets for their products and then be prepared to deal with cultural differences, unfamiliar labeling standards, customs issues and a host of other challenges.

Through a global network of 1,700 trade specialists in 108 domestic offices and nearly 150 posts in 78 countries, the U.S. Commercial Service offers a wide range of products and services to help exporters through every step of the process. From helping exporters find qualified buyers, partners, agents and distributors, to providing country- and market-specific research, counseling, and much more, the U.S. Commercial Service offers tailored solutions to help companies make international sales.

Here in dynamic Southern California, the international trade specialists in the U.S. Export Assistance Centers in Bakersfield, Cabazon, Los Angeles (both Downtown and West Los Angeles), Newport Beach, and San Diego often focus on specific industries and/or regions in order to assist businesses with the unique challenges they face in international markets.

With the continued support of the U.S. Commercial Service, small-to-medium- sized businesses can successfully expand their companies, entering new markets and producing positive results for the U.S. economy. For more information about how the U.S. Commercial Service helps U.S. exporters or to find a trade specialist near you, visit www.export.gov or call 1-800-USA-Trade.



World Trade Week Luncheon and Trade Fair Review

Courtesy of Hana Hrabec-Snyder

The World Trade Week Luncheon and Trade Fair was held on May 26, 2005 at the Biltmore Hotel, and, as in past years, was attended by many members of the international trade community in Los Angeles and beyond.

This year the keynote speaker was The Honorable Kathleen B. Cooper, Under Secretary for Economic Affairs, Department of Commerce, who discussed her role as principal economic advisor to the Secretary, Carlos Gutierrez.

Charlie Woo, founder of Mega Toys, presented the 70th Stanley T. Olafson Bronze Plaque Award to Marianne Venieris, Executive Director of the Center for International Trade and Transportation located at California State University, Long Beach. Ms. Venieris' tireless dedication to the development and the running of this program is indeed well deserving of such a prestigious award. Congratulations, Marianne!



Fun Corner

Brain Teaser of the Month

What force and strength
cannot get through,
I with a gentle touch can do.
And many in the street
would stand,
Were I not a friend at hand.
What am I?

Quote of the Month

“Cherish your visions and your
dreams as they are the children of
your soul; the blueprints of your
ultimate achievements”

Napoleon Hill

Word of the Month

Studies have shown that your
income and wealth are directly
related to the size and depth of
your vocabulary. Here is this
month's word, so you can impress
your friends. You may even be
able to fatten your wallet!

Strident \stride nt\ (adjective)

Meaning: loud, harsh, grating, or
shrill; discordant

Sample Sentence: The **strident**
babysitter barked orders at the
kids to clean up their rooms
before their parents returned
home.

Wrack Your Brain...

1. Where is the American flag flown round the clock, but is never raised, lowered, or saluted?
2. What is the only country whose flag is not symmetrical?
3. What is the only country to have a single-colored flag?
4. How many verses does the Greek national anthem have?

(Answers on last page)

A Day at the Races – Did Your Horse Win?

Courtesy of Elizabeth M. Glynn

On Saturday, May 7th, over 60 people joined us for the 13th Annual "Day at the Races" at Hollywood Park. As cosponsors of the event, WIT-LA members, LA Thunderbird alumni, and trade professionals celebrated World Trade Week (WTW) and the running of the Kentucky Derby with a great afternoon of networking and spirited enthusiasm as they watched the Races. We were treated to phenomenal weather, a sumptuous Southwest buffet on a private patio above the finish line. A group was permitted to watch the WIT-LA / Thunderbird race, our very own designated race, at the Finish Line.

Key representatives joining us for the afternoon included Ms. Nancy Hiromoto, WTW Executive Committee; Dr. Angel Cabrera, President, Thunderbird, The Garvin School of International Management; and Ms. Kollyn Kanz, WIT-LA President.

Everyone enjoyed a grand time. To join us for the 14th Annual "Day at the Races," do mark your calendars for Saturday, May 6, 2006. See you at the Races!



A Night under the Stars at the Hollywood Bowl

Courtesy of Ikue Duncan

Annual WIT Hollywood Bowl night was sold out again this year! Thirty WIT professionals gathered under the stars in Hollywood Bowl on Friday July 29 to hear the beautiful music narrated and conducted by John Mocerri and three well-known female vocalists. During the intermission, WIT hosted the deserts with Godiva chocolates and cheesecake Petite Four from Harry & David. They were well received. The concert came to close by a number from musical Carrousel with colorful fireworks.

*Would you like to advertise in WIT-LA's newsletter?
Space is limited, so take advantage of the increased readership and
reserve your space now !*

Contact Monika Wegener at wit.la@verizon.net for further
information.

**Visit the WIT-LA web site at
www.wit-la.org:**

- ✚ *Check on upcoming events*
- ✚ *Obtain access to the OWIT Job Bank (members can e-mail
witla@verizon.net to obtain an ID and password)*
- ✚ *Membership information*

Send us your news!

*If you have changed jobs, moved, received a promotion
or would like to share other noteworthy developments with the
WIT community, please contact:*

Sandy Calloway (310)952-0055 or
Hana Hrabec-Snyder (323)727-6393

Looking for useful Trade websites? Here are a few that have come in handy:

<http://www.buyusainfo.net/adsearch2.cfm> (Market Research Library)

<http://www.worldbank.org/data/countryclass/classgroups.htm> (Data and Statistics)

<http://www.freetranslation.com> (Language Translator)

<http://www.phonebookoftheworld.com/> (Phone Book for Foreign Countries)

Let us know if you have any you would like to share!

Brain Teaser Answer: A Key

Wrack Your Brain Answer:

1. On the Moon; 2. Nepal; 3. Libya's which is solid green; 4. 158