



THE L.A.-WIT

WOMEN IN INTERNATIONAL TRADE LOS ANGELES

April 2003

Visit our Website at www.wit-la.org

Vol. 2 Issue 1 2003

Editor: Lilia Navarrete

President's Letter

By Caroline Brown

It is with great pleasure and enthusiasm that I take on the responsibility of President for WIT-LA. With the help of a dedicated board, wonderful speakers, and member support, our chapter continues to grow. Our organization offers members a unique opportunity to network with women and men in the trade community, while enhancing their personal and professional skill development.



We began the year with several successful events including our annual State of the Port Address, in addition to programs on Logistics, Customs Security Compliance, and Record Keeping Requirements. We are very excited about our newest member program, the Customs Professional Network Group; introduced by our Treasurer, Ikue Stoehr. This series of small group sessions is designed to provide an opportunity for customs professionals to focus on a featured topic in an informal setting.

If you haven't had an opportunity to get involved, we still have [\(continued on page 2\)](#)

In This Issue:

<i>President's Letter</i>	<i>Page 1</i>
<i>OWIT Corner</i>	<i>Page 2</i>
<i>WIT-LA's Second Scholarship Recipient</i>	<i>Page 3</i>
<i>WIT-MAS Celebration</i>	<i>Page 4</i>
<i>Accepting Applications for 2003 Scholarship Recipient</i>	<i>Page 5</i>
<i>2003 State of the Port Address</i>	<i>Page 6</i>
<i>Highlights of 24-Hour Manifest Rule</i>	<i>Page 7</i>
<i>New members</i>	<i>Page 9</i>

Upcoming Events

May 20, 2003

WIT-LA Co-sponsor with Foreign Trade Association of Southern California, Los Angeles Customs Brokers & Freight Forwarders Association

World Trade Week Luncheon & Trade Fair

**Featuring
Amir Dossal**

Executive Director United Nations Fund for International Partnerships

**Welcoming Remarks
The Honorable James K. Hahn**
Mayor of Los Angeles

The Millennium Biltmore Hotel
506 S. Grand Ave.,
Los Angeles, CA 90071

11:00 A.M. Trade Fair

12:00 P.M. Luncheon

Be sure to make your reservations early!!

*Classification Seminar coming
June 25, 2003.*

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

- Visit our website, wit-la.org,
- Call WIT- (310) 535-0127

WIT-LA 2003 Board of Directors

Chairwoman of the Board

Anne Blackwood

Comerica Bank

T: (310) 317-0744

E: Anne_B_Blackwood@comerica.com

President - Caroline Brown

Bank of the West

T: (213) 896-7354

E: cbrown@bankofthewest.com

Vice President - Kollyn Kanz

Wells Fargo HSBC The Trade Bank

T: (213) 253-3573

E: kanzko@wellsfargo.com

Secretary & Historian - Brian Murphy

Stein Shostak Shostak & O'Hara

T: (213) 486-0010

E: bmurphy@steinshostak.com

Treasurer - Ikue Stoehr

Toyota Motor Sales, USA, Inc.

T: (310) 468 5181

E: lkue_stoehr@toyota.com

Programs & Education

Ann Martines

Center for International Trade
Development

T: (909) 629-2253

E: anmartines@earthlink.net

Mary Solis

Ernst & Young LLP

T: (213) 977-3200

E: mary.solis@ey.com

Membership & Marketing

Alicia Rodriguez

Nissan

T: (310) 771-5849

E: alicia.rodriguez@nissan-usa.com

Sarah Stroth

N.F. Stroth & Associates.

T: (310) 937-1587

E: Sarah@infstroth.com

Kimberly Smith

CBOL Corporation

T: (818) 337-1621

E: kymburlyann@yahoo.com

Newsletter & Media Relations

Lilia Navarrete

C: (626) 796-2070

E: Lcnavarrete@yahoo.com

Diana Jansson

Dole Packaged Foods Company

T: (818) 874-4774

E: Diana_jansson@na.dole.com

OWIT Representative

Lanie Denslow

FIDM

T: (213) 624-1200


E: Ldenslow@fidm.com

President's Letter

(Continued from page 1)

a wonderful slate of programs lined up that will address marketing, custom's classification, duty drawback, and international trade and technology.

I'd like to thank our International and Scholarship Circle members in addition to our raffle prize contributors for their support and cooperation in making our WIT-mas event a success. We had an outstanding turnout and were able to present our second Marjorie M. Shostak Scholarship Award to Annette Payne, a Pepperdine University student pursuing a career in international trade. Additionally, we were able to support two charities with cell phones to A Call to Secure and clothing and cash donations to Clothes the Deal.

Looking forward, I hope to see you at our upcoming events. Please let me know if you have any comment or suggestions that will make WIT-LA a better organization. 

OWIT CORNER

We're growing! OWIT Australia will officially join the organization at the Spring Board meeting being held in Geneva May 2. For business or pleasure, you now have a new set of contacts.

More chapters are soon to be added. On the list right now are Uganda; Sofia, Bulgaria; Bogotá, Columbia and Rome, Italy. Soon you'll travel the world and be able to stay within the OWIT network.

For information or questions about OWIT please call Lanie Denslow, International Director, Fashion Institute of Design & Merchandising, 213.624.1200 or Ldenslow@fidm.com.

WIT-LA Presents its Second Annual Scholarship Award at *WIT-MAS* 2002



On December 18, 2002, Anne Blackwood, President of WIT-LA for 2002, and Caroline Brown, incoming President for 2003 presented the second annual Marjorie M. Shostak Scholarship award at the 2002 WIT-MAS event.

WIT-LA's 2002 recipient of the Marjorie M. Shostak Scholarship is **Ms. Annette M. Payne**. Annette is a junior at Pepperdine University, where she is pursuing a Bachelors of Science in International Business, along with a

Bachelors of Arts in French. She was accompanied by one of her professors from Pepperdine University.



Annette has demonstrated strong academic performance, teamwork, and leadership abilities. Her many extracurricular activities have assisted her to develop a broad background. Some of her notable achievements for 2002 include making the National Dean's List, being named Inter-Club Council Member of the year and Pepperdine's Wave of the Week for involvement on campus and outstanding leadership qualities. She is the President of the Pi Delta Phi (French Honor Society), Scholarship Chair of the Kappa Kappa Gamma Sorority, and president of the Catholic Student Association.



Annette currently interns in the Career Center at the university where she advises students, leads workshops, and assists employers with their intern requests. Last summer, she has an opportunity to study and live abroad in France, where she expanded her language and cultural awareness.

Annette plans to continue her study of International Corporate Law at a university in the Los Angeles area and aspires to pursue a successful career in international business. She is specifically interested in working with companies that trade between the U.S. and France. She plans to use the proceeds of this award to defer the costs associated with law school.

We wish Annette much luck in her future endeavors.

CONGRATULATIONS ANNETTE!

WIT-LA Celebrates the Holidays at its Annual WIT-MAS Event



Dicken' s carolers welcomed everyone at WIT-LA' S annual WIT-MAS event held at the *The Victorian at Heritage Square* in Santa Monica, CA, on December 18, 2002. It was a wonderful event filled with cheer and much to do. This benefit event helped WIT-LA support two charities with cell phones to A Call to Secure and clothing and cash donations to Clothes the Deal. WIT-LA also presented the second annual Marjorie M. Shostak Scholarship.

The reception started at 6:00 p.m. and the event ended at 10:00 P.M. after raffles and a great dinner. WIT-LA also introduced its new board members for 2003 while thanking the outgoing members of 2002.



WIT-LA
BOARD OF DIRECTORS
2002 AND 2003

THREE WIT-LA PRESIDENTS PAST, PRESENT AND FUTURE

Julie Anne Hennessy
Anne Blackwood
Caroline Brown



WIT-LA Scholarship Committee in Search of Our 2003 Scholarship Recipient

The WIT-LA scholarship committee has begun the application process for the 2003 Marjorie M. Shostak Scholarship recipient to be presented at the end of this year. Please forward the information of this flyer to any prospective and qualified students you know pursuing an international career.

Marjorie M. Shostak Scholarship

Dear WIT- LA Members:

WIT-LA established the Marjorie M. Shostak Scholarship Fund in 1995 to encourage women and men to pursue an education in an international field. With the generous help of our members and their guests, WIT-LA awards a \$1,000 scholarship each year to a deserving student.

The Marjorie M. Shostak Scholarship is supported by fund-raising events and contributions from individuals and organizations. There are many ways you can contribute:

Donate Raffle Prizes for Select Monthly Events:

This is a great way to promote your company as donor' s names and companies are announced as each raffle prize is awarded. Proceeds go directly to the Scholarship fund. Please send us an e-mail (kanzko@wellsfargo.com) indicating your name, phone, e-mail and the raffle item(s) you will be providing. You will be contacted regarding the specific event and you can either bring it with you to the event or we will arrange to have the item delivered. Your early commitment helps ensure the success of our raffle.

Corporate Sponsorship:

Cash donations can be made directly to the fund or as part of a Corporate Membership in WIT-LA (Scholarship Circle and International Circle Memberships).

Current Scholarship Circle Members include:

[Citizen Watch of America](#), [Nissan North America](#), [Price Transfer, Inc.](#), [Toyota North America Stein, Shostak and Shostak & O' Hara](#), and [Toyota Motor Sales, USA, Inc.](#)

Please join them in supporting WIT-LA' s scholarship efforts.

Scholarship Committee:

If you are interested in serving on the Committee to help with fund raising, marketing, and working with universities to select a strong pool of applicants, please contact Kollyn Kanz kanzko@wellsfargo.com.

Nominating Scholarship Candidates:

Forward the attached Scholarship Application to qualified students you know pursuing an international career.

The WIT-LA Scholarship Committee

WIT-LA's 2003 Annual State of the Port Address

Once again, WIT-LA presented its annual State of the Port Address on January 15, 2003, at the LAX Westin, where Ana Hinojosa, Port Director, U.S. Customs Service, Airport, and Vera Adams, Port Director, U.S. Customs Service, Seaport, updated us on the current issues affecting U.S. Customs at the port level and what we should expect for 2003. The reception as usual was at 6:00 P.M. and Dinner was served at 7:00 P.M.

*“We are the guardians
of our nation’s
borders... We are the
frontline.”*




The main priority for the agency for 2003 is anti-terrorism. As our speakers noted, “ We are the guardians of our nation’ s border...We are the front line.” An important, critical and viable role of the U.S. Customs will be to increase awareness to the community to get the word out and to have the private sector

assist in helping to ID potential problems. In addition, it will be vital to put resources toward protecting assets at LAX and working on more automated inbound processing. Seaport’ s main priority will be to aggressively certify entities for C-TPAT.

In addition, the Ms. Adams spoke of the 24-Hour Manifest Rule, where inspectors will see if containers are ok to ship to the United States, whereby expanding the web to make more secure the global trading system. The LA-WIT will highlight major points of this new initiative on page 7.

WIT-LA, Major Player in L.A. Trade Community

WIT-LA continues to provide the L.A. Trade community with outstanding timely and informative seminars.

-  **February-** *Changes to Logistics and US Customs Security Compliance Seminar*
-  **March--** *US Customs Recordkeeping Requirements Seminar*
-  **April--** *Marketing to China Seminar*

Don’ t miss our upcoming June seminar on Customs Classification!

Highlights of the 24-Hour Rule

Customs and Border Protection (CBP) is assisting the trade community in understanding the expectations of CBP concerning the 24-Hour Manifest Rule. CBP's enforcement strategy is compliance with the 24 hour rule is a matter of national security. CBP cautions those who have not taken the 24-hour rule seriously that incomplete and late data will not be tolerated from carriers and NVOCC's.

Carriers and/or automated NVOCC's are now required to submit a cargo declaration 24 hours before cargo is laden aboard the vessel at a foreign port. Here are some of the major points surrounding this new regulation.

- ✚ Commencing on May 4, 2003, CBP ports will be responsible for initiating "Do not load" messages for cargo whenever an "invalid" cargo description is used. These selected non-compliant cargo targets will be referred to the national targeting center (NTC) for coordination of the issuance of the "Do not load" message to the carrier or NVOCC. The major goal of this initiative is to require that a valid description be input by the carrier/NVOCC in the cargo description field and no other, including marks and numbers.
- ✚ Also, on May 4, 2003 CBP ports will be authorized to issue monetary penalties for egregious violations of timeliness. Seaports will be responsible for the review and enforce the timeliness of cargo declaration submissions. The selection of targets will be coordinated by the NTC. The issuance of penalties will also be coordinated and approved through headquarters.
- ✚ Manifest data can be electronically sent to U.S. Customs by either utilizing a service center or Port Authority to transmit data on your behalf or you may elect to develop a direct interface between your company and U.S. Customs.
- ✚ Various types of communication options are available to overseas parties looking to interface with U.S. Customs. Those parties located overseas may choose to utilize MQ Frame Relay, Value Added Network (VAN) with a global service or utilize a service center/ Port Authority here in the U.S. Many service centers can receive a user's data via the internet and then pass to U.S. Customs.
- ✚ An importer or consignee may request confidential treatment under section 1431. Title 19 of the Code of Federal Regulations Section 103.31(3)(d), (19 CFR 103.31(3)(d)) states that an importer or consignee may request confidential treatment of its name and address contained in inward manifest, to include

identifying marks and numbers. In addition, an importer or consignee may request confidential treatment of the name and address of the shipper or shippers to such importer or consignee. There is no prescribed format for a certification. However, the certification shall include the importers or consignee's Internal Revenue Service Employer Number, if available. The certification should be submitted to: *Disclosure Law Officer, Headquarters, U.S. Customs Service, 1300 Pennsylvania Ave. NW, ATTN: Mint Annex, Washington D.C. 20229.*

✚ It will be advantageous to be a C-TPAT participant under this rule. Customs expects that its partners in C-TPAT will provide the required information under this rule as a regular part of their security related procedures. Accurate and timely cargo declarations are critical to the delivery of the cargo release benefits that are part of C-TPAT participation. While C-TPAT participants will not be excluded from the advance reporting requirements, their participation to the program will be taken into account during the targeting process.

✚ The 24 hour Rule does not apply to cargo that is shipped to Canada or Mexico and subsequently trucked or railed into the U.S., if the vessel does not call on a U.S. port. For vessels that are departing Canada or Mexico with cargo destined for the U.S., the 24 Hour Rule does apply.

✚ Carriers can be held liable for penalties and NVOCC can be held liable for liquidated damages even when a container is examined by Customs, whether in the U.S. or at a foreign port, and the manifest description of the contents is, in Custom's opinion, inaccurate.

✚ The process to automate with U.S. Customs requires participants in MAS to have a Standard Carrier Alpha Code (SCAC) issued by the National Motor Freight Traffic Association, located in Alexandria, VA. For further information go to www.nmfta.org/scac2.htm or call 703 838.1810.

✚ Interested participants in the Sea Automated Manifest System (AMS) Program are required to submit a written letter of Intention of company letterhead and include a point of contact, name, title, phone number, e-mail address and office location.

✚ After the carrier submits the manifest, Customs currently returns an acceptance message that confirms receipt of the manifest data, quantity of BLs accepted, and quantity of BLs rejected. Vessel carriers can expect to receive this same message for manifest information submitted under the 24-Hour regulation.

For further information regarding the 24-Hour Manifest Rule, contact the CBP. ✚

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*
- ✚ *View current and past issues of the L.A. WIT.*

WIT-LA Continues to Grow

WIT-LA will end the year with almost 189 (from 160) members. We are very pleased to announce that Corporate Membership increased 27% from 2001. This is quite phenomenal given all the budget cuts that companies have been making this year. We have also expanded our membership corporate options to include the *International Circle* aside from the *Scholarship Circle* and the simple *Corporate* membership.

SCHOLARSHIP CIRCLE

Citizen Watch Company of America *Nissan North America*
Price Transfer, Inc. *Toyota North America*
Toyota Motor Sales USA, Inc. *Stein, Shostak, Shostak & O' Hara*

Welcome To Our New Members!

DZ Trading, Ltd

Berence Monay
Anette Johansson

Guitar Center, Inc.

JoAnne Suess

TEAC America, Inc.

Taka Kanazawa

AFI (California)

Nancy Cheung

Stein Shostak Shostak & O'Hara

Heather Litman

U.S. Customs Service

Maryanne Noonan

Stay Tuned For Tips On



Intercultural Communication in Our Next Issue of *THE L.A.-WIT* Coming in July!

*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.

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:*

Lilia Navarrete, editor of The L.A. WIT (626.796.2070)