

Women in International Trade
- Los Angeles -

Inaugural
Global Trade Awards
2013





 **wit**
LOS ANGELES

Women in International Trade
- Los Angeles -

Inaugural
Global Trade Awards

6:00 pm

October 30th, 2013

at the

San Pedro Ballroom

Crowne Plaza Hotel

at the Los Angeles Harbor



LETTER FROM THE MAYOR



October 30, 2013

Dear Friends,

On behalf of the City of Los Angeles, I welcome you to the Women in International Trade-Los Angeles' inaugural Global Trade Awards Gala. I join you in celebrating the achievements and contributions of women to the international business world.

I wish to congratulate the organizers of this year's celebration. Their vision for the success of women in international trade has made a global impact on the industry and they have heightened the awareness of international trade on our economy.

My best wishes for a memorable anniversary and continued success

Sincerely,

A handwritten signature in blue ink, appearing to read 'E. Garcetti', followed by a horizontal line and a small flourish.

ERIC GARCETTI
Mayor



MESSAGE FROM THE PRESIDENT

October 30, 2013



Welcome to the Inaugural Global Trade Awards Gala!

On behalf of Women in International Trade, Los Angeles (WIT-LA), I would like to thank you for attending the Global Trade Awards Gala and joining us this evening to celebrate a great year of activity, by enjoying this fabulous event.

WIT-LA takes pride in bringing this program to fruition by recognizing women from the Southern California area and from various countries around the world. I want to personally congratulate all the Global Trade Awards Winners.

Tonight, we take a few moments to recognize and honor women who have excelled in international trade and contributed to global economic growth, whose efforts and accomplishments in conducting and promoting international trade have been exemplary. We believe that by recognizing and celebrating these outstanding leaders and influencers, who have made unique contributions to our community and the international business arena, we expand the sphere and value of international trade.

We're honored to host this evening's event to celebrate with an evening filled with collegiality, excitement, and pride for the entire international trade community. I'd especially like to recognize and express our appreciation, for the attendance of dignitaries from a number of foreign Consulates, and thank them for supporting us in recognizing such accomplished individuals.

We are so grateful for the support of our sponsors: the firm of Mitchell, Silberberg and Knupp, the Port of Los Angeles, the Port of Long Beach, UPS, and PricewaterhouseCoopers (PwC), and the other wonderful organizations who have partnered with us to make this event possible. I sincerely extend my gratitude to the WIT-LA Board for all their hard work, and to our volunteers who are making this event so elegant and enjoyable. Without everyone's support, as a major player in international trade, WIT-LA's educational programs and celebratory programs such as this would not be possible.

I look forward to sharing a memorable evening with you tonight!

Warm regards,

A handwritten signature in black ink, appearing to read "Lilia C. Navarrete". The signature is fluid and cursive.

Lilia C. Navarrete
President
Women in International Trade—Los Angeles (WIT-LA)





L O S A N G E L E S

Leading Organization Promoting International Trade for Southern California

Providing professional and personal enrichment and a platform for global networking



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OUR STORY

Southern California organization with global reach

In 1985, a group of women from the Los Angeles area formed Women in International Trade - Los Angeles (WIT-LA) with the objective to advance career and trade opportunities for women in Southern California.

Today WIT-LA is recognized worldwide for building ongoing trade relationships within and between global communities.

After nearly 30 years of providing educational programming and networking opportunities, our organization is now well positioned to further the advancement of women and men in international trade in Southern California. By expanding our global horizons and building strong business relationships, our organization will continue to grow and is committed to serve our international trade community so that it thrives and excels as one of the leading centers of international trade around the world.



WIT-LA, achieves global reach by its affiliation with **OWIT - Organization of Women in International Trade** - a non-profit professional organization with over 3,000 members worldwide and

operating since the late 1980's designed to promote women doing business in international trade by providing networking and educational opportunities.



I N T E R N A T I O N A L



WIT-LA

*Leading Organization Promoting International Trade
in Southern California for 28 years*

OWIT's values and philosophy embrace its mission statement: United around the globe to foster international trade and the advancement of women in business. Its growing network continues to provide a collective forum to support education, to facilitate information exchange and to promote networking.

WIT-LA was one of the founding OWIT chapters and part of a growing list of chapters that span the globe covering a multitude of countries and regions including the U.S., Canada, Europe, Latin America, Asia and Africa.

OWIT is recognized worldwide for building ongoing trade relationships within and between global communities and enabling members to expand their client base and alliances throughout its network.

Women in International Trade Los Angeles (WIT-LA), is a leading non-profit association with a focus on helping its members develop and execute global trade opportunities. Championing a results management approach, our chapter members strive for the highest standards of business ethics and expertise in all aspects of international and domestic trade.



Our diverse membership of women and men within the Southern California area and are professionals from all facets of international trade, industries and business sectors, not limited to: banking and finance, communications, customs and trade law, education, government and diplomacy, import/export compliance, insurance and risk management, technology, transportation, and other trade-related services. Our members share knowledge, mentor youth and peers, connect with counterparts in other countries and exchange

business contacts and referrals. WIT-LA's strength is the global expertise of our members who have a strong focus on planning and executing business opportunities involving international trade.

WIT-LA believes in extending educational opportunities beyond our professional programming. We strive to have a local as well as global impact on education for our youth around the world. To meet that goal, WIT-LA is proud to provide annual scholarships to two local college students, contribute financial support to our

preferred charity, Room to Read, in their efforts to end the cycle of poverty one child at a time by building schools and libraries and providing long term scholarships to girls in the developing world.

WIT-LA's values and philosophy are embraced in its mission statement; "Providing professional and personal enrichment for the women and men in international trade" in the Southern California area. Supporting this mission, we provide educational programming to enhance and advance the career opportunities of our members. Our continuously increasing business network continues to provide a collective forum to support education, facilitate information exchange and promote networking. In pursuing these goals, WIT-LA strives to provide a rewarding volunteer environment, to stay at the forefront of trade and technological developments, and to work in sensitive co-operation with peers and alliances.

The Vision

OF THE GLOBAL TRADE AWARDS GALA

WIT-LA is very proud to present a premier event in the Southern California area that recognizes women influencers in international trade, and is excited to bring this program to fruition. We believe that by recognizing and celebrating these outstanding women leaders through acknowledging their accomplishments and unique contributions to our community and the international business world, WIT-LA is instrumental in helping expand the sphere and value of international trade, not only to our local economy, but to the national, and even global economy.

WIT-LA's Global Trade Awards Gala draws together partners from the international trade community as we recognize and celebrate international trade and the women who have made a difference by serving as role models, being of service to others, and laying the foundation for advancing international trade. We all are paving the road and laying the groundwork for others to expand their businesses internationally as we strengthen the realization of a more integrated, effective, and prospering world of international trade.

WIT-LA's goal in presenting this inaugural Global Trade Awards Gala, and those to follow in coming years, is to heighten awareness of the critical importance of international trade in Southern California, recognize the impact it has on growing our local and national economies from the effect of trade goods passing through our ports & airports, and to highlight the enormous impact that the Ports of Los Angeles & Long Beach, the Los Angeles World Airports and surrounding airports have; not only on our local, regional, and national, but even global economies. With this, the importance of promoting and **celebrating** international trade in the Los Angeles area is timely and vital.

Therefore, WIT-LA commits to our vision of service in support of sustained, profitable growth for all enterprises, organizations, agencies, and entities whose charter and mission includes participation in, or support of, international commerce. An annual gala event, recognizing the contributions and achievements of those who lead and serve in this vision for the present and future, will continue as one of the most effective activities conducted by WIT-LA, in pursuit of fulfilling our vision.



Program

5:30 PM *Registration*

6:00 PM *Cocktails and Hors D'oeuvres*

7:00 PM *Welcome*

President's address

Dinner

8:15 PM *Keynote*

Presentation of Awards

Outstanding woman of the year award

presented by Alison Jarlett

UPS Director of Sales, International

Innovative Exporter of the year award

presented by Guy Fox

Chairman, District Export Council of Southern California



KEYNOTE SPEAKER

In January 2006, Geraldine Knatz, Ph.D., became the first female executive director of the Port of Los Angeles. She oversees the daily operations and internal management of the nation's number one container port.



Moving the Port of Los Angeles forward with an agenda that focuses on responsible Port growth and environmental leadership is an aggressive goal that Dr. Knatz has tackled from day one. Accommodating the Port's future growth involves reducing air emissions, eliminating health risks and expanding capital development programs, all top priorities of the Port under the leadership of Dr. Knatz.

Dr. Knatz was instrumental in the creation and implementation of the San Pedro Bay Ports Clean Air Action Plan to which has reduced port-related Sulfur Oxide, Diesel Particulate Matter and Nitrogen Oxide emission levels by 76%, 71% and 51% (respectively) between 2005 and 2011. Her efforts facilitated the first joint meeting of the leaders of the two ports since the 1920s and the first ever public meeting of the two Port Boards on the day the Plan was approved. Since then, the Plan has paved the way for the Los Angeles Harbor Commission to approve three major container terminal expansion projects and a new deep-draft marine oil terminal on Pier 400.

Dr. Knatz previously served as managing director of the neighboring Port of Long Beach. As the number two executive at the Port of Long Beach, she oversaw a \$2.3 billion capital improvement program and spearheaded a number of environmental initiatives, including development of the Green Port Policy. While her impressive tenure at the Port of Long Beach spans two decades, Dr. Knatz began her maritime career as an environmental scientist at the Port of Los Angeles in 1977.

A proud alumna of the University of Southern California, where she also served as a faculty member in the Viterbi School of Engineering, Dr. Knatz earned two degrees from USC: a doctorate in biological science and a Master of Science in environmental engineering. She also holds an undergraduate degree in zoology from Rutgers University. Born and raised in New Jersey, Dr. Knatz resides in Long Beach with her husband and two sons.

Dr. Knatz's take-charge attitude and relentless energy in making "green growth" a top priority at the Port of Los Angeles was a central topic chronicled in America's Port, the 2008 National Geographic Channel television series about the Port of Los Angeles. Her other recent appointments and accomplishments include:

- 2011-2013 President, International Association of Ports and Harbors (IAPH)
- Recipient of the Blue Frontier Campaign's 2012 Peter Benchley Ocean Award for "Excellence in Solutions"
- 2009-2011 First Vice President, IAPH
- 2008-2009 Chairman of the Board, American Association of Port Authorities (AAPA)
- Chair, IAPH World Ports Climate Initiative (2008-current)
- Chair, IAPH Port Environment Committee (1997-2009)
- Representative, IAPH, International maritime treaties at the United Nations' International Maritime Organization (1997-current)
- Member, AAPA Executive Committee
- Public Trustee, Academy of Coast Ocean Port and Navigation Engineering, American Society of Civil Engineers (2009)
- Appointed to a three-year term on the Eno Transportation Foundation Board of Advisors (2008)
- Appointed by Gov. Arnold Schwarzenegger to the California Ocean Protection Council, which oversees and coordinates statewide policy for the protection and management of California's ocean and coastal resources (June 2007)
- Recipient of the 2009 Leadership Award, National Association of Women Business Owners-Los Angeles (NAWBO-LA)
- Recipient of the Volunteers of America's 2009 Friendship Award
- Recipient of the Compass Award, Women's Leadership Exchange, West Coast Summit (2008)
- Listed among Newsmakers and Most Influential in the California Fashion Industry by California Apparel News magazine (December 2008)
- Named Woman Executive of the Year by the Los Angeles Business Journal (May 2007)
- Named one of the "Outstanding Women in Transportation" by the Journal of Commerce (2007)
- Named to Los Angeles magazine's "Power List" of L.A. Influentials (December 2006)
- Named one of "The West 100," Los Angeles Times Magazine's list of the most powerful people in Southern California (August 2006)
- Member, Alameda Corridor Transportation Authority Board of Directors
- Member, National Oceanic and Atmospheric Administration Science Advisory Board (2006-2009)
- National Associate, National Research Council, National Academies
- Past Chair, National Academy of Sciences Marine Board
- Past Chair, National Sea Grant College Program Review Panel appointed by the Secretary of Commerce
- Past Vice-Chairman, California Ocean Science Trust



**GLOBAL TRADE AWARDS
RECIPIENTS
2013**

**WIT-LA'S
GLOBAL TRADE AWARD
WINNERS 2013**

SUSAN KOHN ROSS

**OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL
TRADE**

RANDAL LONG

MEMBER OF THE YEAR 2013

MICHELE MCGOWAN

INNOVATIVE EXPORTER OF THE YEAR

YOUNG MEE SHIN

INNOVATIVE IMPORTER OF THE YEAR

MARLEN MARROQUIN

INTERNATIONAL TRADE CATALYST OF THE YEAR

JACKIE KIM (KOREA)

GLOBAL TRADE AMBASSADOR

JULIE SMITH-BELTRAN (MEXICO)

GLOBAL TRADE AMBASSADOR

KAREN CHEN (TAIWAN)

GLOBAL TRADE AMBASSADOR

NGUYEN THI CUC (VIETNAM)

GLOBAL TRADE AMBASSADOR

NGUYEN THI DIEN (VIETNAM)

GLOBAL TRADE AMBASSADOR

OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE

Susan Kohn Ross

Susan Kohn Ross is a Partner in the 115 year old law firm of Mitchell Silberberg and Krupp (MS&K), practicing in the offices of MS&K in Los Angeles. Susan is Chair of the International Trade Practice and Co-Chair of the Homeland Security & Regulatory Practice at MS&K, serving the firm's offices in LA, New York, and Washington, D.C.



Ms Ross, known as "Su" has practiced for more than 30 years, including having her own successful law firm. Her international trade focus includes the areas of customs, international trade, transportation, food and drug, homeland security, product safety and import/export law. She has worked closely with all governmental agencies involved in international trade, including: U.S. Customs and Border Protection, Departments of Commerce and State, Food & Drug Administration, International Trade Commission, the office of the U.S. Trade Representative, and other governmental agencies that regulate and influence international commerce.

Ms. Ross regularly represents domestic and foreign clients in state and federal court and before the U.S. Court of International Trade, U.S. Court of Appeals for the Federal Circuit, among other judiciary venues. She also holds an individual customs broker's license. A frequent speaker and writer, Ms. Ross finds time to be a monthly columnist for the Journal of Commerce Online. She co-founded the Trade Lawyers Blog, which is archived at the Library of Congress.

Su is involved with many trade-related organizations including the American Association of Exporters and Importers, Customs and International Trade Bar Association, the Foreign Trade Association of Southern California, the American, California and Los Angeles County Bar Associations, numerous subcommittee for the Department of Homeland Security and Customs and Border Protection, as well as being an active member of Women in International Trade/Los Angeles and Orange County.

In 1989 Su became the third president of Women in International Trade, Los Angeles. For all WIT/LA members she has been a mentor and leader, providing women with access to the international laws and in-routes to all things Customs. She is a tireless, prolific, professional Attorney who can provide an article, or speak to the latest international ruling, or to even just listen, without laughing, when she is called

and presented with a situation that some Importer or exporter has gotten themselves into. She always finds the time to make a suggestion for a direction one can take to steer towards a resolution. Su rarely hesitates to say "Yes", when asked to consult, speak, present, or even be featured in an online webinar on international trade.

In January 2014, Su will assume the Chairperson seat on the Executive Committee of the District Export Council of Southern California, appointed to the Council by the U.S. Secretary of Commerce, and selected to serve as Chair by the U.S. Commercial Service in the U.S. Department of Commerce. This is not Su's first term as a District Export Council member; she has already served in her first term as Chair of Outreach & Education.

Susan Kohn Ross
Partner, Mitchell Silberberg & Knupp LLP
11377 West Olympic Blvd.
Los Angeles, CA 90064

Education:
Southwestern Law School, J.D. 1977
Licensed Customs Broker, 1971
University of California, Los Angeles- B.A. 1967



***Su is unquestionably the WIT-LA
Outstanding Woman of the Year in
International Trade 2013.***

WIT-LA MEMBER OF THE YEAR

Randal Long



What's so extraordinary is that this year's **Member of the Year** is a man. It is incredible that without requesting anything from him, he has supported WIT-LA in a variety of ways, from assisting us at events by stepping in to help with registration sign-in to hanging banners, and actively participating in question & answer sessions; all to ensure WIT-LA's events would effectively and smoothly achieve its goals. In addition, he has continually promoted WIT-LA educational programs during the entire year through his outreach and publicity role in the District Export Council to many organizations and individuals in the international trade community and local universities and colleges.

It is, perhaps, surprising to realize that men are just as concerned as women are, about supporting women's organizations, and mentoring and sponsoring women to reach high levels of leadership in business. It is in the best interests of our economy and our society to do so.

Randal Long has been involved in international trade for more than thirty years. He founded SME Development Associates in 2009, providing professional advisory services to Small and Medium-sized Enterprises who desire Sustained Profitable Growth of their businesses by expanding to markets and customers outside the U.S.A.

Prior to launching his professional advisory practice, Long served as Vice President and Chief International Development Officer for an industry-leading international franchise company. For more than 15 of the nearly 30 years Mr. Long enjoyed with that organization, he developed and supported the company's brand and business model

outside the U.S.A. Randal Long has on-the-ground business experience in 30 countries, and has visited another dozen.

Appointed, as are all District Export Council members, by the U.S. Secretary of Commerce, Long will begin his 4th consecutive 4-year term on the District Export Council of Southern California, in January 2014; currently serving as Chairman: Partnership and Outreach Committee.

Long has been for several years on the Adjunct Faculty at Santa Ana College – Global Business & Entrepreneurship Department - and is an Adjunct Faculty Member at Concordia University – Master's of Arts in International Studies Program.

He served as Global Markets Advisor for the Irvine Chamber of Commerce and for more than three years, has been host of the Global Market Intelligence Webinar Series co-sponsored the U.S. Commercial Service, the Small Business Administration of the United States, and the District Export Council of Southern California.

Mr. Long is accredited as a Certified Global Business Professional, holds a BA in Interdisciplinary Studies, an MBA in Management, and has more than three decades of experience advising individual and family owned enterprises (SMEs) in planning, organizing, directing, and controlling business operations.

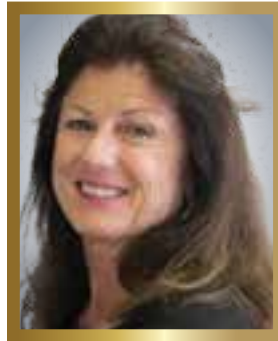
Thank you Randal for your perfectly unselfish support of WIT-LA!



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2013

INNOVATIVE WOMAN EXPORTER OF THE YEAR

Michele McGowan



The criteria for the Innovative Woman Exporter of the Year include significant innovative contribution to exporting, or a new marketing initiative utilizing technology in an innovative manner. The innovative use of technology should be reflective in securing and building new export markets and expansion of jobs in the US.

For Michele McGowan, being the owner of a 65-year old business does not mean that business has to be done the old fashioned way.

Michele's father founded the business called "Overseas Operations" in 1948. In 1986, she took ownership of the business which has since grown into a US-based purchasing agent for international buyers. The products range from scrapbooking materials and kits, quilting products, lawn and garden supplies, plumbing, electrical and lighting, dog toys or even tires and automotive. It is in scrapbooking that Michele exhibited her innovative flair. When she first researched the fad, she realized that most scrapbook manufacturers were in Utah. It turned out that Mormons in particular, loved journaling. And they were the ones who started to add buttons, ribbons and paper to the scrapbooks to make them unique and pretty. Soon Michele started selling scrapbooks to Canada, England and Australia.

When the fad line of products took off globally, Michele started blogging to stay connected with overseas customers in a more personal way. The blog talks about scrapbooking new products and trends, and the many different ways her company can help customers. This innovative approach to CMR increased her client base and ensured she stayed at the cutting edge of her business and the industry.

Through her continued hard work and passion about the exporting business, Overseas Operations was voted by the US Department of Commerce as the "Outstanding Export Management Company in Southern California".

In her community, Michele is a strong advocate of education and business development. She helps educate local business on international trade topics through the Redondo Chamber of Commerce.

Congratulations Michele!



INNOVATIVE WOMAN IMPORTER OF THE YEAR

Young Mee Shin



Young Mi Shin's story starts in Korea, her country of birth. There she obtained a college degree in English Education and subsequently moved to the United States to obtain an advanced degree in the same subject.

Her first job in the US was working for World Commerce Services, a customs broker in Rosemont, Illinois. While working full time she studied diligently on her own time to obtain a customs broker license. She then moved to Long Beach, Calif. to establish a west coast office for World Commerce Services.

In the year 2000 Ms. Shin joined FNS Inc. and established its customs brokerage as a separate entity under the name FNS Customs Brokerage Company. Initially she was the branch manager but ultimately was promoted to managing director for the entire organization of ten offices in the US.

Searching for a way to increase her client base in such a competitive market place, Ms. Shin resorted to utilizing her educational background and in a very innovative initiative, prepared to provide training and workshops to people in the field, thus, increasing her visibility, her brand and her clients. Her strategy focused on individuals in the trade as well as government agencies where she provided seminars and workshops.

Outside of these professional accomplishments, Ms. Shin has worked to advocate leadership and professional

development for women in importing. She has worked with businesses in the import field, sharing her knowledge and experience. She has assisted small and medium size companies and instrumental in helping launch their businesses in the US.

Ms Shin has been a speaker and educator on trade related issues. She has presented at many seminars and participated in many opportunities to educate businesses and promote international trade. Her speaking engagements have taken her to community organizations and government and international agencies, including the Korean Consulate and the Korean Trade Investment Promotion Agency, known as KOTRA.

As a result of one of her speaking engagements, Ms. Shin was introduced to a Korean women's organization that provided internship opportunities in US industry. She became a liaison to that organization and set up FNS Inc. to provide internship opportunities. She also meets with the young Koreans that are part of the Korean women's organization and has become a mentor to them.

Through these and many other worthwhile activities, Ms. Shin has worked to help small businesses and women getting started in the export/import industry. This award serves as recognition for her many efforts.



INTERNATIONAL TRADE CATALYST OF THE YEAR

Marlen Marroquin

Marlen Marroquin is the Executive Regional Director at US-Mexico Chamber of Commerce California Region, a non-profit corporation chartered bi-national organization that promotes trade and investment among the two nations. The Chamber represents more than 1,000 businesses in the United States and Mexico. Marlen orchestrates a busy agenda of seminars, conferences and presentations by distinguished leaders in business, government and industry on a variety of topics ranging from import and export tactics, industrial challenges in Mexico, advances in technology affecting trade, economic updates, banking and taxes, sales techniques, and more. These activities are designed to improve communication, cooperation, and understanding among the businesses and governments in the United States and Mexico.

She is recognized as an ambassador of business between Mexico and the United States and is a highly respected community leader among the Hispanic Business community in Los Angeles and in Mexico. She is a high energy leader in Business Management and Project Landing and well sought after by International businesses pursuing relations between Mexico and U.S. Her very strong ties to both governmental and private sector on both sides of the border serve her very well. As a global catalyst, she helps companies establish a presence, development, creation or expansion to global markets.

Ms. Marroquin makes things happen in international trade! Through her work, she has been instrumental in developing the Manual of Exports in Spanish; Signing of an Agreement of Cooperation with the Shanghai Chamber of Commerce for Export and Import; an MOU



with the Regional Hispanic Chamber of Commerce, CITD, Latino Business Chamber, Greater Asia Business Federation the Valley International Trade Association, COFEM; an MOU with MEXCHAM (Mexican Chamber of Commerce in China); and CANACINTRA Ensenada (Camara Nacional de la Industria de la Transformacion)

Marlen is very generous with her time when it comes to global relations. She has often worked and volunteered to the advance international relationship including humanitarian action and peacekeeping such as the case studies she participated in involving Yugoslavia and Rwanda. She has been a member of UCLA Extension's Advisory Board, Chairman of the Board for the Mexican Professional Network, Advisor to Antonio Villaraigosa for the Office of International Trade, Director on the Hispanics for LA Opera Board of Directors, Chairman of the Placido Domingo Awards Dinner, 1st and 2nd Discussion Ambassador of Mexico Manuel Tello, and Event Coordinator for interns at the United Nations. As a testament to the characteristic of a global catalyst, she facilitated reelection discussions for the office of the Secretary General, reforms to Security Council United Nations High Commissioner for Refugees and countless other events and activities.

Ms. Marroquin is a graduate of the Universidad Anahuac, Del Norte, Mexico City Mexico with a Bachelor's Degree in Business Administration. She also received a Certificate of Special Studies in Management and Administration from Harvard University. Marlen is fluent in Spanish, English and French and cross interprets in these languages.



GLOBAL TRADE AMBASSADOR OF THE YEAR

Jackie Kim KOREA

Jackie Kim, CEO of three companies, has been most successful in her career. With her innovative sales and marketing strategy, Jackie was able to build and grow her business in Korea, as well as in Southern California. She has established her company E&J Korea, Co. Ltd., in a small office with nothing more than her passion and confidence. With Jackie's outstanding vision of products in addition to approaches in sales and marketing, she became the leader in beauty supply industry in Korea.



employee compensation, as well as trying to improve working environment for employees who have children. Being a mom herself brought her to think and actually implement programs such as flexible hours for employees who had to pick up their kids during working hours, generous maternity and paternity leave for employees, and more. Jackie has given opportunities and has mentored many an employee, and even for competing business partners.

Jackie had decided to expand her business, thus establishing another company in United States about ten years ago, Nail World, Inc. When she started Nail World in Southern California, she was all alone starting from scratch again. She had started with importing her products from E&J Korea. She was able to approach and supply the well-known beauty companies such as Revlon and O.P.I. She not only had the innovative product that she had invented, but also had her sole sales and marketing strategy. With all her effort, it led her to expand the business with Amazing Shine Nails. With Amazing Shine Nails, she's not only importing, but exporting to various countries and to largest chains such as Ross.

As one of the leaders in beauty industry, Jackie has not only focused on the business itself, but has focused on the working environment with employees as well. She is constantly looking for innovative methods of enhancing

Ms. Jackie Kim prides herself for her efforts in giving back to the community and demonstrates her belief in many ways. One of those which sit dear to her heart as it is supporting Hankuk University of Foreign Studies (HUFS), her higher education alma mater, especially in acquiring foreign language. Jackie majored in Foreign Language (Malay-Indonesian) at HUFS and it has provided a tool as she expanded her business internationally. Ms. Kim decided to provide same opportunities to those young women by setting up an annual scholarship at the university. Many women over the course of the last 14 years have benefited and have become industry leaders. Jackie encourages young women to mobilize Korea globally through her scholarship and continues to engage in open dialogues to promote international trade. Jackie has been giving to her alma mater for the past 14 years this year and will be continue to do so. Clearly, giving back to the community and taking care of other women are a high priority for Jackie.



GLOBAL TRADE AMBASSADOR OF THE YEAR

Julie Smith-Beltran

MEXICO



Ms. Beltran was born in Mexico City and grew up in Hermosillo, Sonora. She received her International Business Degree, Summa Cum Laude, from the prestigious Tec de Monterrey in Monterrey, Mexico.

As an undergraduate, Julie was awarded a full scholarship and also selected by faculty to participate in an exclusive society for student leaders. During a summer program in Irvine, CA, she represented her hometown of Hermosillo as a student ambassador for Sister Cities International. She spent a summer as an exchange student at the Ecole Supérieur de Commerce in Lyon, France. Julie has nearly completed her MBA at the Tecnológico de Monterrey, Mexico.

Today, at Leviton Manufacturing Co., Inc. in its Trade Compliance Department, Ms. Beltran has excelled as its Import/Export and Trade Compliance Manager for the country of Mexico. She is responsible for leading Import/Export activities and compliance for Leviton's four manufacturing plants in northern Mexico and related sales operations in Mexico City.

While serving as an inspiration for women to reach their full potential and break gender barriers in a male-dominated industry and culture, Julie always encourages, motivates, and empowers women to excel. She looks out for advancement and special project opportunities within and outside her company, and encourages her female

colleagues to participate. By training, teaching, and mentoring female team members, she has aided them to grow in responsibility and gain promotions.

Julie holds the position of General Director of the Northwestern Mexico chapter of COEALAC, Confederation of Authorized Economic Operators of Latin America, Spain, and the Caribbean. In that capacity, she has advocated for opportunities for women to become heads of various committees of the organization. She also serves as a member of the International Trade Executive Committee of the Maquiladora Association in Baja, California. Ms. Beltran networks effectively within these organizations to gain insight on current issues related to cross border trade between Mexico and other countries and to share information with her staff and colleagues, many of whom are women.

Julie is a wife and mother of three, and is a champion for work/personal life balance and workplace flexibility. She recently spent two years teaching women as a volunteer in the organization, G3:16, covering topics to improve interpersonal relationships, self-worth, marriage, child rearing skills, and emotional and spiritual well-being, thus empowering participants to advance in many areas of life, personally, professionally, and economically.



GLOBAL TRADE AMBASSADOR OF THE YEAR

Karen Chen TAIWAN

Karen Chen, CEO of Sunshine Import Int'l Corp (USA), and President of Adata (USA) Co., LTD; Inti-Fashion Inc (USA) and Smithway Property (USA) and Smithway Property (USA).

Karen Chen is a highly successful businesswoman and philanthropist who is dedicated to the advancement of women in international trade through community service and employment opportunities.

Born in Dai-Chia, Taichung City, Taiwan, it early became evident Chen was independent by nature. Graduating from National Taichung Girls Senior School, she her Bachelor's at Fu Jen Catholic University, and Master's from Pacific States University in Business Administration while on a work/study program. Hence her sojourn into international trade through employment at various import-export corporations amassing a wealth of professional experience in accounting, administration, purchasing and business; and ultimately laying a solid foundation for her future career.

In 1992, she co-founded textile & apparel companies Sunshine Import & Export Corporation in the States and Chen Yeo Enterprise in Taiwan based on a loan from her parents which they secured from a pledge against their personal property. With continual research, Chen attributes her research diligence and willingness to take advice regarding trends governing the vogue for textiles and fashion in being able to settle tough problems such as textile quota and restrictions, and the use of trademarks, etc. Owner of Hunter, Sophia and Cupid brands, Sunshine Import & Export Corporation won annual top sales awards from 1993 to 2000 for Taiwan textiles exported to America.

Chen has since expanded their business interests into real estate and 3C industries.

Joining the Global Federation of Chinese Business Women Southern California Chapter



in 2010, she is President-Elect for the 2014 term of office. Previous Vice President of the Southern California American Cancer Society (2013), she is current CFO for the American-East Asian Cultural & Educational Foundation, and former President of the Joint Chinese University Alumni Association of Southern California (2012). Awarded the Hua Kuang Award, 2013 Global Federation of Chinese Business Women; Recognized

as Business Woman of Distinction at the 4th Annual Women of Distinction with Congresswoman Judy Chu (2013); she served as Advisor in 2013 for the Overseas Chinese Affairs Council, Republic of China; and earned the Golden Award in 2012 from Global Federation of Chinese Business Women Southern California Chapter.

Throughout her life, Karen recalls the teachings of her parents "what is taken from the society is to be used in the interests of the society", her work motto "adhere to truthfulness, break through stereotypes, maintain originality, and stick to unity/harmony to surpass perfection" is readily apparent. Generous at heart, Chen is quick to donate for the needy, orphanages, homes for the elderly; and has pledged gifts of company made commodities when needed. She has served as Honorary Consultant and Secretary of Public Relations Department with the Association of Parents of the Chinese American handicaps; former Chairwoman of Joint Chinese University Alumni Association of Southern Californian, Convener of the Southern Californian Overseas Chinese National Day Evening Celebrations, Chairwoman of the Southern Californian Fu Jen University Alumni Association and Southern Californian Taichong Senior High School for Girls Alumni Association, and led in a petition drive to Congress for the passage of the Chinese Exclusion Act of 1882 to safeguard the lawful rights and interests of Chinese-born citizens in the United States.



GLOBAL TRADE AMBASSADOR OF THE YEAR

Nguyen Thi Cuc VIETNAM



Mrs. Nguyen Thi Cuc
Founder and Co-Chairwoman (since 1976)
Banhat Rattan Bamboo Ceramic Company

Mrs. Nguyen Thi Chi runs Banhat Bamboo Ceramic Company which is a 10 million USD business that supplies international retailer clients such as IKEA, Target and many other well-known stores. Mrs. Nguyen Thi Cuc grew up during the French Colonist war in Vietnam. In 1947, her parent's sewing factory was burned down by the French and since then Mrs. Nguyen's family lived in poverty. Starting a business was her way of helping to improve the livelihood of the poor and uneducated. Mrs. Nguyen looked for low-capital business model that did not require professional expertise and found it in the handicraft business. Mrs. Nguyen said, "The reason I chose rattan, bamboo leaves, because this profession is easy to learn, easy to do, simple tools, only need a knife, scissors, and simple materials which are readily available in the country, and doesn't required much capital. This profession is appropriate for many women to adopt".

Mrs. Nguyen built communities around her factories to provide living accommodation for her employee and their families. In addition to that, her employees also receive vocational trainings to learn the techniques for quality craftsmanship of this business.

Part of her company success is investing in new equipment and technologies that result in increasing labor productivity while lowering cost to compete

effectively. The company also relies on skillful technician team to exploit nature friendly materials, and the design team constantly launches new and beautiful products such as carpet, sofa, office supplies, hats, bags made from materials such as banana leaf, water hyacinth, rattan, bamboo, trees, etc.

Mrs. Nguyen has a big heart for the poor. Her good virtues and spiritual fervor created work for thousands of poor families and reduce school dropout rate for the children. Mrs. Nguyen has made many contributions to the economic development in her town, and continues to be the pioneer in the movement to help and empower women to rise economically. Through vocational training and financial supports, Mrs. Nguyen encourages women to start their own businesses, and cooperates to buy their products. Mrs. Nguyen is well known for her leadership and is well recognized by many businesses and society.

Banhat Cooperative continues to develop production and creates jobs for thousands of people in the country. Currently -

In Ho Chi Minh City:
350 main employees and 680 temp employees

In Tan Uyen District:
400 main employees and 1120 temp workers.



GLOBAL TRADE AMBASSADOR OF THE YEAR

Nguyen Thi Dien VIETNAM

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2013

Mrs. Nguyen Thi Dien
General Director – An Phuoc Shoe
Embroidery Co., Ltd

An Phuoc Garment Manufacturing was established in 1992 as a sub-contractor with 50 employees and 40 sewing machines. In 1993, the company expanded its production and began operating under its own brand “An Phuoc Garment Embroider and Shoes Company LTD”. It specialized in manufacturing products to be exported such as jackets, pants, children’s clothing, underwear and athletic shoes. In 1997, An Phuoc Garment Embroider and Shoes Company LTD bought the exclusive license from Pierre Cardin to manufacture jackets, pants and men’s underwear.

Currently, An Phuoc has 3,200 employees with the production capacity for new OEM customers in the United States of America such as Kohl’s, Ashworth and Saks. An Phuoc’s product line will include ladies & children’s fashion apparel, men’s trousers, shirts, jackets, underwear, and athletic and embroidered shoes.

Mrs. Nguyen Thi Dien has been actively managing the company since 1993 to date. Although there were a few years of global economic crisis, Mrs. Nguyen Thi Dien still was able to maintain an average of 15-16% growth annually.

In parallel with the expansion of production and business activities, An Phuoc Company regularly participates and operates charitable care for its community in a variety of practical and effective activities every year. For example, the company has taken the initiative to fund its own welfare programs for poor women and its own employees. Ms Dien also actively participated in the social activities of Ho Chi Minh City charities and industries, especially in District 5.



Highlights of Mrs. Dien’s contribution to society:

- Support the movement to contribute funds for the poor of the Ho Chi Minh City, District 5
- Develop a nursing home for poor women and the elderly in Ho Chi Minh City
- Contributing funds to the “Heart of Gold” charity in Ho Chi Minh City
- Providing support (funds and food) for the flood victims in Central Vietnam
- Developing the program “Accompanying Textile Business for Island People of the Country”. A program established to fund support to fellow island nations
- Provide funds and maintain a center for the disabled and orphan children in Thi Nghe Center, and also sponsored foster children in Linh Xuan Center.
- Support the arts program and donate gifts to the annual Tet festival, Warm Love program for children with disabilities, underprivileged magazine “Love and Life” organization.
- Funding for 500 eye surgeries for poor patients in Vietnam
- Sponsor the “Charity Golf Swing for Life” annual golf tournament in Ho Chi Minh City

Aside from her business ventures, Mrs. Dien made the lives of people around her brighter. She has made many contributions to numerous charitable organizations and her goal, in her own words, is “together we can rebuild lives better and more beautiful for the less fortunate especially for the children and women.”





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We Thank the John Burcher Band

The Brass Bandits are 11 musicians who have gravitated to Wrightwood and want to make music. They all have numerous musical experiences ranging from rock & roll to classical and they all love the Big Band Era. Their organizer John Burcher has played with ensembles in the High

Desert for several decades. His bands are known for always having a "horn section". He is on call with several bands when they need a "sub" whether its on woodwinds, guitar or bass. While pursuing a career in Education Administration he continued to perform in rock, country and jazz bands and states," If it sounds good it doesn't need a label".

Janete Weinstein, Photographer

Photographer:
Janete Weinstein
Editor-in-Chief
Brazilian Digital Channel - BDCi TV

JANETE WEINSTEIN - She is a Mark Twain Award winning multi-media journalist who is currently the founder and editor-in-chief of Brazilian Digital Channel, better

known as BDCi TV. She developed Brazilian Digital Channel from nothing, launching the website, bringing together talented young journalists and engaging hundreds of thousands of people around the world via social media. Her coverage brings these super moments into the lives of those thousands of miles away and in a presentation so eye appealing, that Ms. Weinstein is considered one of the most influential Brazilian women in Southern California.

Elysabeth Nguyen, Wine Sponsor

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