

Women in International Trade
- Los Angeles -

Annual
Global Trade Awards
2014





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WITmas in Germany

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Alpine Village

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Reserve December 10th, 2014

6:00pm - 10:00pm

**Join us for WITmas -
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Holiday Dinner Gala and Charity Event**



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ing supporting global
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Before Nov. 3rd

Guest **\$80** Member **\$70** Table of 8 **\$560**

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Guest **\$95** Member **\$80** Table of 8 **\$640**



Women in International Trade - Los Angeles (WIT-LA) is a California non-profit organization founded in 1985 by professional women involved in international trade to provide professional and personal enrichment to its members.

Women in International Trade, Los Angeles (WIT-LA)

info@wit-la.org www.WIT-LA.org (213) 545-6479
8726 S. Sepulveda Boulevard Suite D-272, Los Angeles, CA 90045

*Women in International Trade
- Los Angeles -*

*Annual
Global Trade Awards*

6:00 pm

October 9th, 2014

at the

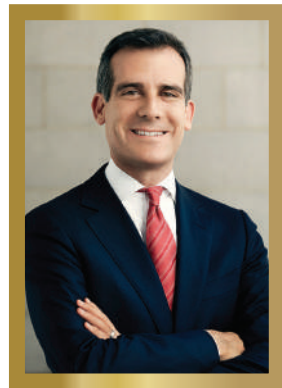
San Pedro Ballroom

Crowne Plaza Hotel

at the Los Angeles Harbor



LETTER FROM THE MAYOR



ERIC GARCETTI
MAYOR

October 9, 2014

Dear Friends,

On behalf of the City of Los Angeles, I welcome you to the Women in International Trade-Los Angeles' Global Trade Awards Gala, a celebration of our city's economic strength and prosperity.

History has taught us that cities that open new markets and make global exchange easy can prosper for centuries. Los Angeles recognizes this historical truth and is positioned to expand its leadership on a national and international stage. It is why the City of Los Angeles continually invests resources in its ports, transportation infrastructure, and in businesses with a global perspective. As a gateway for trade to and from Asia and Latin America, every industry located in Los Angeles can be connected to international markets.

I extend my congratulations to honorees: Julie Anne Hennessy, Fatama Yuceler, Roberta Yang, Megan Cullen, Jane Kim, Tina Tangalakis, and Dang Thanh Hang for making a positive impact on our economy with their work.

I send my best wishes for a memorable anniversary and continued success

Sincerely,

ERIC GARCETTI
Mayor



THANK YOU

Global Trade Awards Gala

BRONZE SPONSORS



Special Thanks to our Table Ambassadors

DECSC District Export Council of Southern California
LAWA Los Angeles World Airports
Turkish Airlines
VIP Customs Services



THANK YOU

Global Trade Awards Gala

SILVER SPONSOR



MESSAGE FROM THE PRESIDENT

October 9, 2014



Welcome to WIT-LA's Second Annual Global Trade Awards Gala!

On behalf of Women in International Trade, Los Angeles (WIT-LA), I would like to thank you for attending our 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 recognizing women leaders from the Southern California area and from several 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 the Global Trade Awards Gala to celebrate with an evening filled with collegiality, excitement, and pride for the entire international trade community. I'd especially like to thank our keynote speaker, Congresswoman Janice Hahn, and Commissioner Valeria Velasco, who will be providing the opening remarks for their presence here tonight. I also want to recognize and express our appreciation to our dignitaries from foreign Consulates, and thank them for supporting us in recognizing such accomplished individuals.

We are so grateful for the support of our sponsors: the Port of Long Beach, PricewaterhouseCoopers (PwC), and the firm of Mitchell, Silberberg and Knupp and other contributors to this important event. I'd also like to extend my gratitude to the DEC, a wonderful organization, who has partnered with us for this event. 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, which appears to read "Lilia C. Navarrete". The signature is fluid and cursive.

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





LOS ANGELES

Leading Organization
Promoting International Trade
for Southern California

*Providing professional
and personal enrichment
and a platform for
global networking*



8726 S. Sepulveda Boulevard
Suite D-272
Los Angeles, CA 90045
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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.



*We Thank
all our Guests and
Dignitaries*

*for supporting our vision
of the Global Trade Awards Gala.
We look forward to seeing all of you
next year.*



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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

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 cooperation with peers and alliances.

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.

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 Annual 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.



THANK YOU!



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".



Norman Harris, Photographer

WIT-LA Member **Norman Harris** has been involved with photography for more than 30 years through the Boys and Girls Club of America, Westchester HomeTown News, The Santa Monica Star newspaper and has served as the official photographer at WESCCON.

Licensed as a Customs Broker in 1989 he is currently Customs Services Manager at Panalpina, Inc., a member of WIT-LA and former Vice President of the Los Angeles Customs Brokers and Freight Forwarders Association.

Special Thanks to our Contributors

N.F. Stroth, Janet Takushi and Christel Vilogron

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Table Wine

Livingston International

Brochure designed by Kathryn Yoder

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*Congratulations
Again!*

*To All Our
Global Trade Award
Winners!*



Program

- 5:30 PM** *Registration*
- 6:00 PM** *Reception and Networking*
- 7:00 PM** *Welcome*
- President's Address*
Lilia Navarrete
- Opening Remarks*
Commissioner Valeria Velasco
- Dinner*
- 8:00 PM** *Keynote*
Congresswoman Janice Hahn
- Presentation of Awards*
Outstanding Woman of the Year Award
International Trade Catalyst of the Year Award
WIT-LA Member of the Year Award
Innovative Exporter of the Year Award
Innovative Importer of the Year Award
Global Trade Ambassador Award - Ghana
Global Trade Ambassador Award - Vietnam
- 10:00 PM** *Closing Remarks*

KEYNOTE SPEAKER

The Honorable Janice Hahn, serving the 44th Congressional District of California, a district that encompasses the Ports of Los Angeles and Long Beach.



Janice Hahn was elected to Congress in a special election in July 2011 and re-elected in November 2012. She sits on the House Transportation and Infrastructure Committee as well as the Committee on Small Business. She serves as the Ranking Member on the Small Business Subcommittee on Health and Technology and the Panel on 21st Century Freight Transportation.

Her desire to serve was instilled by her father, Los Angeles County Supervisor, Kenny Hahn. In 1962, during the Civil Rights movement, when Dr. Martin Luther King, Jr. visited Los Angeles, not a single local, state, or federal public official was willing to go to the airport to welcome Dr. King, except for Kenny Hahn.

Janice has been a teacher, businesswoman, and a single mother of three children, now grandmother of 5. Turning to public service, she was elected

to the Los Angeles City Council in 2001, the same year her brother, James Hahn, was elected Mayor of Los Angeles. Janice represented the 15th District, including communities of San Pedro, Watts, Wilmington, Harbor City and Harbor Gateway for nearly 10 years, and one of her main accomplishments while serving on the City Council was cleaning up the Ports by legislating the reduction of pollution by 45% within a five year period.

In Congress, Janice co-founded the bi-partisan Congressional PORTS Caucus with Republican Ted Poe of Houston, TX, bringing together lawmakers from all across the political spectrum to work together on policies to strengthen and secure America's ports. She has recently been honored with the distinguished American Association of Port Authorities (AAPA) 2013 "Port Person of the Year" for her strong support and commitment to our nation's ports.

Janice has spoken at numerous export and trade workshops, particularly targeted to women-owned businesses. She is sensitive and informed on trade policy issues related to how the various federal agencies (CBP, U.S. Department of Commerce, U.S. Small Business Administration) should work together to grow trade opportunities and the role of small businesses in trade.

She is a lifelong resident of San Pedro, California.

SPECIAL SPEAKER

Valeria C. Velasco
Board of Airport
Commissioners
Vice President



Commissioner Velasco is a sole practitioner estate planning attorney in Playa del Rey and an independent Associate/Director for Legal Shield. As a civic leader, she has served as Lieutenant Governor for Rotary International District 5280 and currently serves as a Fee Dispute Arbitrator for the State Bar of California. She also served as chair of the Los Angeles Area Chamber of Commerce World Trade Week in 2012.

Commissioner Velasco has served as a City of Los Angeles Planning Commissioner, Staff Legal Counsel and Hispanic Liaison to former City Councilman Michael Woo, Assembly Aide/Hispanic Liaison to former Assemblyman Mike Roos and a bilingual elementary school teacher.

Commissioner Velasco earned a Juris Doctorate from the University of West Los Angeles School of Law, a Master of Arts degree in education from Claremont Graduate School, and Bachelor of Arts degree from California State University, Long Beach.

Commissioner Velasco has held the position of vice president of the Board of Airport Commissioners since September 14, 2005. She is a native Californian, born at California Hospital in Los Angeles, and has lived with her husband Frank and their son in Playa del Rey since 1988.

GLOBAL TRADE AMBASSADOR OF THE YEAR

Tina Tangalakis
GHANA



Tina Tangalakis has fused her love of art and humanitarian work into the Della Foundation, which provides professional training to young women in Ghana. In 2009, Tina teamed up with a seamstress in the vibrant village of Hohoe, Ghana. The combination of Tina's design and business experience and her local staff's sewing abilities contributes to the success of her fashion company, Della, a Los Angeles fashion company manufacturing in Ghana. Tina saw the need for a global market providing socially responsible, quality products from West Africa.

Tina says that when she founded Della, she did not realize it would have such a strong impact. She explains:

I was young, thankfully naïve, and embarking upon an enterprise that was a quintessential combination of who I am: an artist and a humanitarian. The idea of starting Della just made sense. Having worked in fashion production for years, it awed me that no one was making efforts to manufacture goods in Sub-Saharan Africa. There are numerous charities and NGOs, working to bring traditional hand-crafted African goods to the U.S. market. But most African-made fashion collaborations I saw appeared to be stereotypical, temporary partnerships used as more of a marketing platform than a mission.

Della employees earn more than a paycheck but opportunities for a better life. Tina created Della with two intentions: 1) to provide jobs, education and skills training to young women so that they can support themselves and their families and 2) to impact the western retail market, showing consumers and businesses alike that high quality, fashion forward products can come from Africa. Not only are the artisans she works with trained to produce high-quality products, but with the proper tools and skill sets,

Tina believes that African production can be a competitor in the world market.

The programs that Della offers employees include:

Weekly Literacy Classes -Della employees participate in bi-weekly literacy classes. Half of the women currently read at a primary school level. Upon successful completion of their literacy certificates, Tina

plans on developing a one-year study program so that employees can obtain their junior high school diploma, and eventually, a high school diploma. Additionally, Tina wants to incorporate a classroom to expand the course offerings and so that other women from the community can benefit.

Weekly Money-Management Training – Della provides weekly savings-training meetings where women work in pairs to record their weekly spending. Tracking spending has allowed many to see how they can save money. Tina has also organized a Della savings account to further encourage employees to save their earnings. Employees can elect to contribute money and Della pays 10% interest on each contribution. Participants will get their savings back at the end of the year.

Furthermore, Tina's accomplishments include launching the first ever African-made products in the Apple Store, establishing ongoing partnerships with Urban Outfitters and Vans Shoes and selling to major department stores such as Bloomingdales and Nordstrom. She shows that African products can compete in the international market.

Tina is a true global trade ambassador expanding globally while empowering women economically.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

Congratulations!



Celebrating
WIT-LA'S
Global Trade
AWARDS GALA 2014

**GLOBAL TRADE AWARDS
RECIPIENTS
2014**

Congratulations

*To All Our
Global Trade Award
Winners!*



**GLOBAL TRADE
AMBASSADOR OF THE YEAR**

Dang Thanh Hang
VIETNAM



Before Ms. Dang Thanh Hang became a pioneer in the beauty and cosmetics industry and a solid example of a successful businesswoman, she shared a beginning that most women from third world Southeast Asian countries shared--a difficult one. Going against the grain has proven to be Ms. Thanh Hang's mode of operation and in a time when college was revered as a men's institution, she successfully graduated from the university with a Bachelors Degree.

After graduating with a degree in Communications and Transport, Ms. Dang Thanh Hang held a government job that ended soon after she saw the opportunity to switch into the world of fashion and cosmetics. Five ounces of gold from her grandmother, combined with Vietnam's timely "Open Door Policy," unleashed her innate business talent that allowed her to pursue her dream.

While Ms. Hang owes her success to her many talents and business acumen, luck was also on her side. She overcame adverse situations, which were typical of those days in Vietnam. This changed, when Vietnam began integrating with the world economy, which in turn, affected the standard of living in Vietnam, and kept rising for women along with the demand for beauty products and services.

At the ripe young age of Twenty Something, Ms. Hang opened her first cosmetics kiosk in Hanoi. She beat the odds of the likelihood for a cosmetics business to survive; as well as the skepticism regarding a woman's ability to grow a business. None of this dissuaded her. In fact, the foundation of Ms. Hang's success started here. It is based on the combination of her personal values, a belief in herself; a strong work ethic, top quality products and

first class customer service. None of this has changed since then. It kept customers lined up in front of her first small kiosk at the beginning of what grew into Ms. Hang's realization of her dreams, the Thanh Hang Corporation. Today, Ms. Hang has 400 employees (90% women), many of whom are top experts in the field.

Ms. Hang invests to expand her businesses globally, all of which creates more jobs in her fashion brands, cosmetics; vitamin supplements; restaurants and real estate.

Ms. Hang imports cosmetics and the most modern cosmetic surgery technology and FDA-approved equipment from California. She has also begun to establish a Vietnamese subsidiary in California that will export private label vitamins and cosmetics to Vietnam and to other countries in South East Asia.

In rolling out new technology and products, Ms. Hang continues to train and hire more women in Vietnam. As a pioneer in the beauty and cosmetics industry, Ms. Dang Thanh Hang's mission has continuously been to empower women across all business sectors and positions. A true role model, she inspires through her personal successes. She advances the role of women in business, enabling them to support their families and contribute to a growing economy--a true breakthrough for these women.

We are thrilled to give Ms. Hang this award for her outstanding accomplishments, and look forward to welcoming her and her new subsidiary here in California soon.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

Congratulations!



**WIT-LA'S
GLOBAL TRADE AWARD
WINNERS 2014**

Global Trade Awards
**WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014**

JULIE ANNE HENNESSY
OUTSTANDING WOMAN OF THE YEAR
IN INTERNATIONAL TRADE

FATMA YUCELER
INTERNATIONAL TRADE CATALYST OF THE YEAR

ROBERTA YANG
MEMBER OF THE YEAR 2014

MEGAN CULLEN
INNOVATIVE EXPORTER OF THE YEAR

JANE KIM
INNOVATIVE IMPORTER OF THE YEAR

TINA TANGALAKIS
GLOBAL TRADE AMBASSADOR
GHANA

DANG TANH HANG
GLOBAL TRADE AMBASSADOR
VIETNAM

Congratulations!



**INNOVATIVE WOMAN
IMPORTER OF THE YEAR**

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

Jane Kim



Ms. Jane Kim is a Licensed Customs Broker and founder / CEO of VIP Customs Service Inc. She is a top expert on the U.S. - Korea Free Trade Agreement (KORUS, in force since March 2012), the first U.S. FTA with a North Asian partner, and a model for trade agreements for the rest of the region. It underscores the U.S. commitment to, and engagement in, the Asia-Pacific region. The elimination of tariffs and tariff-rate quotas allows the U.S. to sell more Made-in-America goods, ranging between agricultural products and cars.

A recognized expert on KORUS, Jane has conducted many seminars, which encouraged U.S. companies to establish required business models to start doing business with the ROK. For instance, Jane enabled textile companies to import from the ROK, which up to that point had been prohibitive due to the high cost of Customs Duties. Her direct involvement through education opened floodgates of many other opportunities companies realized for the first time. The need to educate these businesses on learning how to maximize available benefits and to make sure to prevent inadvertent violations of complex new laws was filled by the Korean Consulate General. It created the 'FTA Academy', a formal platform for Korean American businesses to gain first-hand knowledge on how to participate in and benefit from the many new business opportunities.

Ms. Jane Kim, the exemplary FTA Academy' lecturer and Vice President of the Korean American Customs & Trade Study Forum (KACTS), clarified laws and provided the needed KORUS compliance expertise. Participants attending Jane's seminars paid very close attention to the

details of possible new business scenarios and to associated compliance requirements that are complex and often difficult to understand. Jane breaks difficult laws down and makes them understandable. Through the successful sharing of her expertise, Jane has encouraged companies to embrace the fact that compliance with complex regulations is just part of doing business, and is worth it in order to gain market share, grow revenue and to create jobs. As a direct result, more people, especially women, have become knowledgeable in Customs laws related to KORUS, and have earned gainful employment with high profile companies as Customs specialists that helped grow and sustain the flow of business between the U.S. and the ROK. Because the American Korean trade community is usually isolated and underserved, this would not have been possible without Jane's personal commitment and dedication to promote international trade between the two countries.

Jane Kim is being awarded for her contributions to the American Korean trade community, and for sharing her expertise selflessly on customs brokerage and on trade regulations. Her education efforts have made the Korean American Customs & Trade Study Forum a stronger organization. It has educated the business community and helped people she taught within all industries understand the laws they need to apply to the fullest in order to grow their business.

We are proud to offer Jane this prestigious award for having made the numerous significant contributions to open markets under KORUS.

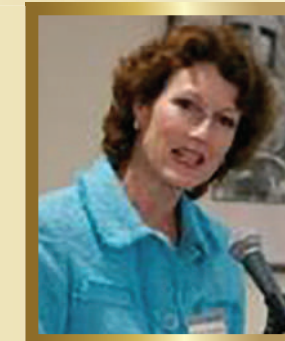


Congratulations!



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

Julie Anne Hennessy



Julie Anne Hennessy has 25 years of experience as an international trade and business professional.

In addition to her role as Director of the Los Angeles (West) office of the U.S. Department of Commerce, she assists small to medium-sized businesses to reach their exporting potential by: identifying key export markets; developing market entry strategies, and providing information on regulatory requirements in markets around the world. She regularly collaborates with trade promotion partners throughout Los Angeles to organize outreach and educational events on exporting.

Recently, she was instrumental in organizing a major event with over 300 attendees focusing on doing business in the European Union, Russia and Turkey. Over her years with the Department of Commerce, she has traveled in an official capacity to Europe, Asia, the Americas, and South Africa. She served as acting Senior Commercial Officer at the U.S. Embassy in Dublin, Ireland during summer of 2002. Julie Anne earned the designation of Certified International Credit Professional. She is also a Certified Global Business Professional.

Julie Anne Hennessy was always eager to hear stories of travels abroad to explore new countries and cultures. As an undergraduate at USC, Julie Anne pursued a degree in business administration where she took as many courses as possible focusing on international business. Wanting to augment her business education and to develop further her understanding of the international arena, she enrolled in the School of Public and International Affairs (now the Elliott School) at the George Washington University in Washington, D.C.

With its embassies, major international events, and numerous opportunities to learn about different

countries, culture, and trade, Washington, D.C. was the perfect environment for her. After obtaining her Master's Degree in International Affairs at GWU, she began her career in international trade at the Department of Commerce in Washington, D.C., where she worked for six years investigating whether foreign governments and companies were engaging in unfair trade practices.

Julie Anne returned to Los Angeles in 1995 when she accepted a position with the U.S. & Foreign Commercial Service, the export promotion arm of the Department of Commerce. Soon thereafter, she quickly became involved in Women in International Trade, Los Angeles to meet other trade professionals, to learn about the trade community in LA and Southern California in general, and to keep current on issues in international trade. First serving on the programs committee, then as vice president and president, Julie Anne helped to guide WIT-LA into new areas such as developing its first website.

For more than 10 years Julie Anne has served as chair of the World Trade Week Awards Committee which recognizes the recipients for their success and accomplishments in international trade. She is a frequent speaker on Commercial Service programs and services and how companies can grow their international business. She also serves as a guest speaker at local universities introducing students to the numerous resources available to companies and why they should be exploring opportunities in international markets. She regularly mentors students on their career objectives.

Julie Anne is unquestionably the WIT-LA outstanding Woman of the Year in International Trade 2014.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

Congratulations!



INNOVATIVE WOMAN EXPORTER OF THE YEAR

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

Megan Cullen



Megan Cullen is keenly aware of the daily need around the world by universities, colleges, government agencies and commercial agriculture for her company's agronomic equipment, which is used to manage the soil and healthy production of field crop. Based in Santa Barbara, California, Megan is the International Sales Manager and Sales Supervisor. She has a degree in Languages and Science, which serve her extremely well to reach her goals to grow her worldwide network of dealers. Certified in Marketing with 40 years of experience in international trade, Megan manages a large international dealer network that benefits through exports originating in Los Angeles.

Megan's professionalism and integrity have led her to be creative and innovative in ways that set her apart from peers within her industry. Keeping in line with budget caps, she created technical training videos to impart knowledge and utilized social media (Skype and YouTube) to increase technical know-how on the use of instruments and equipment sold to customers worldwide.- This not only resulted in increased sales, but it allowed easier access to overseas markets, otherwise difficult to reach. It also improved her customers' experience, who, out of appreciation, shared market intelligence on other industries in the soil physics space that would greatly benefit from her company's equipment. Thus opened the door to a new customer base, the mining industry in Latin America, a huge market, which would not have opened, had it not been for Megan's innovative ideas.

Megan's drive resulted in a stunning annual sales growth of 25%, which translated into support of researchers

around the world, who are engaged in saving and conserving water, and finding solutions that address the global drought. Megan steps in to promote exports in other creative and proactive ways. She helps local Olive oil producers and in other food industries expand their businesses globally. She developed international trade programs aimed at local High Schools and Junior

Colleges to spark students' interest in international trade as a career option. Because rural areas, such as Lompoc and Santa Ynez Valley, do not have the international trade promotion infrastructure found in large U.S. cities, Megan partnered with a local grass roots organization dedicated to creating high-performing communities able to compete in the global economy. Megan helped organize more than 10 outreach and educational seminars on exporting over the past few years. One recent event drew 150 people and the California Food and Agriculture Secretary as the keynote speaker. Currently, Megan is applying for a Rural Business Enterprise Grant (RBEG) to assist rural exporters and to organize a high level event "Made in Rural America" in support of the President's White House Rural Council.

Megan has been recognized with numerous awards. Key awards are separate appointments by the U.S. Commerce Secretary to the District Export Council of Southern California, just voted as "DEC of the Year", and the California State Legislature's "Export Excellence" Award.



Congratulations!



**INTERNATIONAL TRADE
CATALYST OF THE YEAR**

Fatma Yuceler



Fatma Yuceler, General Manager Western USA for Turkish Airlines, is a brilliant leader, mentor and focused business woman who has made an impact promoting trade globally. Ms. Yuceler, who holds a Bachelor's degree from the University of Istanbul and studies from the Baruch College in New York, brings together businessmen and women and companies from both Turkey and the United States, and most recently, California.

Fatma's strong sense of economics has contributed significantly to new business relationships between Turkey and California. Each year the Minister of Economy and Development visits Los Angeles with a delegation 70 strong to network. Ms. Yuceler supports them and works closely with the Los Angeles Chamber of Commerce to foster more trade between Los Angeles and Turkey. She also leads the Los Angeles Turkish Corporate Club which offers businesses incentives, discounts and allowances for their business to make business travel easier.

Fatma Yuceler arrived in Los Angeles in June 2010 to set up office and airport operations as General Manager for Turkish Airlines. She initiated operations with 4 flights a week which has grown to 7 flights a week thus generating a huge impact on the Southern California economy. No other airline offered direct, non-stop flights to Istanbul and it was much more difficult when goods and people had to fly to another destination then fly to Turkey.

Then-mayor, Antonio Villaraigosa, stated he was very proud that Turkish Airlines has chosen LAX as its U.S. West Coast gateway, and that the non-stop route between LAX and Istanbul would strengthen business, tourism and cultural ties, while providing improved connecting service to more European, Asian, African

and Middle Eastern destinations, making a substantial contribution to the economy of Southern California.

With an astute awareness of local culture and innovative approach to promoting trade, Fatma selected sports icon, Kobe Bryant, as spokesperson, knowing he would garner a great deal of awareness and provide the perfect opportunity to develop more options to expand trade between Turkey and California.

Fatma is an avid supporter of women's rights and served on a panel for the West Coast Women's Leadership Forum focusing on her role in supporting Turkish women's leadership in Turkey and abroad.

Ms. Yuceler also works with the Soroptimists, a women's organization that improves the lives of women and girls. Fatma makes time for Hearts for Hope which benefits the women, children and senior women who utilize Hope Gardens Family Center at the Union Rescue Mission in Downtown Los Angeles. She also contributes time and support to Face Forward, an organization that helps battered women escape from violence and offers them reconstructive surgery.

For all her successes, Fatma was nominated for an award from the Los Angeles Business Journal and Smart Business just ran a feature article on her with her photo on the cover.

Fatma is currently engaging WIT-LA to put together a Trade Mission with Turkish Airlines to expand business opportunities in Turkey and promote trade between California and the U.S. She is the WIT-LA International Trade Catalyst 2014.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2014

The **WIT-LA** Board
Appreciates Roberta!
Congratulations!



WIT-LA
MEMBER OF THE YEAR

Roberta Yang



WIT-LA is a non-profit organization run by a volunteer Board. Receiving support from our committees and individual members is crucial to ensure the organization's ongoing success.

Roberta Yang has been an exemplary WIT-LA member throughout the year. She is receiving this award for often overlooked behind-the-scenes, yet vital support. Although not currently serving on the Board, she previously served on the Board and is a current WIT-LA member. Throughout 2104, Roberta has dedicated time to reliably handle many administrative responsibilities that are typical and necessary for any successful business to run smoothly. Ms. Yang handles the types of administrative activities NOT handled on-line, which takes more personal time and involves travel otherwise not necessary.

As the General Counsel of Rock-It Cargo USA LLC, a premier specialty freight forwarding and logistics service provider, Ms. Yang schedules time to support WIT-LA without ever being asked, and she does so with a smile! On numerous occasions, she has made out of pocket payments to cover WIT-LA's financial obligations and willingly waits for reimbursement. She handled all incoming checks promptly by processing deposits and confirming receipt to our Treasurer and President. Other vital administrative tasks include

the forwarding of other important documents and correspondence to responsible Board members, so they could take care of membership correspondence and resolve legal and financial matters, which are vital for WIT-LA to conduct business. Roberta

understands this well and offers her continued support.

Ms. Yang served as Los Angeles Deputy Mayor for Public Safety and Homeland Security during and post-9/11, where she focused on regulatory issues in Homeland Security, with a particular focus on security in the transportation industry. Roberta honed her trial skills as an Assistant U.S. Attorney in Houston, Texas and as Special Attorney, Los Angeles Organized Crime Strike Force, U.S. Department of Justice. She is a past president of the Southern California Chinese Lawyers Association and Asian Pacific Bar of California; and a former Board member of California Women Lawyers and Los Angeles County Bar Association.

We are honored to spotlight high-profile members in the International Trade arena, such as Ms. Yang. Her continued support of WIT-LA is invaluable to our organization.



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