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- [FTA Tariff Tool](#)
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## MEMBERSHIP

WIT-LA members receive access to programs, education and networking opportunities. Enrich your international trade career and join today!

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### WIT-LA

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Los Angeles, CA 90045  
**Phone:** 213-545-6479  
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**Web:** [www.WIT-LA.org](http://www.WIT-LA.org)



# WIT-LA Quarterly Newsletter

Summer 2011



Picture from WIT-LA's 19th Annual Day at the Races at Hollywood Park, May 7, 2011.

## President's Column

Dear WIT-LA Community,

We hope you will read and enjoy the second quarter 2011 newsletter of Women in International Trade Los Angeles.

More than that we encourage you to go beyond reading the newsletter and get involved with WIT-LA through one of our activities during the Summer season. One of the best of these is the Summer Mixer on July 20 at the Acapulco Restaurant in San Pedro. First, this is a great location on the waterfront next to one of the busiest shipping channels in the country. You can enjoy the summer sunshine and weather while seeing ocean liners, container vessels, fishing boats and all the other waterborne commerce of the harbor going by. The event will feature a raffle with plenty of interesting and valuable items. Most of all you will have the opportunity to mingle with people who – like you – are engaged in different aspects of international trade. This is networking at its best with a great group of people.



The Summer season is a good time for everyone to get involved with WIT-LA. The organization includes some of the leading people in international trade in southern California. WIT-LA is always looking for new people to serve on the board of directors, contribute ideas and volunteer at WIT-LA activities. It is difficult – if not impossible – to improve your career and your company's processes in isolation. You need to meet other people in the trade and see what else is out there. What better way is there than WIT-LA participation to expand your horizons, improve your processes, enhance your business skills and have a good time while doing it?

See you at the next WIT-LA event!



Bruce Leeds

## Feature Article: WIT-LA Hosted a Panel of Experts to Discuss the Status and Potential Benefits of the Pending U.S.—South Korea Free Trade Agreement

*By Mandy Edwards, Attorney, Stein Shostak Shostak Pollack & O'Hara in Los Angeles*

On June 16, over 50 members of the international trade community attended WIT-LA's event, "Doing Business in Korea: Understanding the U.S.-Korea Free Trade Agreement," at the Holiday Inn in Torrance. WIT-LA hosted the event to educate the public about the pending free trade agreement, popularly known as the KORUS FTA. Jim McClellan of the Port of Los Angeles moderated the panel of experts, including Bryant Trick, the Deputy Assistant U.S. Trade Representative for Korea at the Office of the U.S. Trade Representative, Joshua Pierce, a Korean Desk Officer at the International Trade Administration and Won Sok Yun, the Director General of the Los Angeles Korean Trade-Investment Promotion Agency ("KOTRA"). The panelists provided insight into the status of the KORUS FTA and discussed the potential benefits to the U.S. and California from an increased trade partnership with South Korea.

Mr. Trick, whose office negotiated the KORUS FTA, started off by explaining the history and the status of the agreement. He noted that since President George W. Bush signed the KORUS FTA four years ago, on June 30, 2007, the United States' concerns about gaining broader market access in Korea for beef and automobile exports required further negotiations and additional agreements to resolve. Currently, Congressional debate over Trade Adjustment Assistance is stalling formal submission of the KORUS FTA to Congress by President Obama. There is added pressure on the U.S. Government to pass KORUS FTA because Congress recesses in August and, more importantly, the EU-South Korea Free Trade Agreement went into effect on July 1, which leaves the U.S. at a competitive disadvantage with the EU. The average Korean tariff on U.S. exports of industrial goods remains at 6.2% compared with the average Korean tariff on exports of EU goods which dropped to just 1.2%. At the same time, the U.S. is at a disadvantage with Korea because the average U.S. tariff on Korean exports of industrial goods is only 2.8%. Under Trade Promotion Authority (i.e., fast track authority), once President Obama submits the implementing bill to Congress it cannot be amended and Congress will only have 90 days for an up or down vote. If Congress passes the KORUS FTA, the next step will be for the President to determine that Korea is in compliance with the provisions of the agreement.

Mr. Trick pointed out many of the KORUS FTA's potential benefits to the U.S. He noted that the U.S. and Korea already have a strong trade partnership. Korea is the United States' 7th largest trading partner and 5th largest agricultural trading partner. Under the KORUS FTA, 95% of industrial exports to Korea will become duty-free within 3 years and most will become duty-free immediately upon effect. Two-thirds of U.S. agricultural exports will become duty-free upon entry into force. According to the September 2007 U.S. International Trade Commission Report, the KORUS FTA will have the following effects:

- An increase in annual U.S. GDP by \$10-12 billion
- An increase in U.S. exports to Korea by \$9-11 billion
- An increase in U.S. imports from Korea by \$6-7 billion
- An additional 70,000 export-based jobs in the U.S. (based on tariff reduction alone, not including service-based and supply chain jobs)
- Increased market access for services
- Increased intellectual property rights protection

California and Los Angeles, in particular, which maintains the largest Korean population in the U.S., stand to benefit significantly from the KORUS FTA. Mr. Pierce, the second panelist, whose office works to address private sector concerns about market access in Korea, pointed out many of the potential benefits to California. Korea is California's 5th largest export market, and in 2010, California exported \$8 billion in goods to Korea. Under the KORUS FTA, important California exports, such as computers/electronics, machinery, as well as wine will become duty-free, and approximately two-thirds of agricultural products will become duty-free upon entry into force. Those in favor of the KORUS FTA hope that it will have similar results as the U.S.-Chile Free Trade Agreement which increased California exports to Chile by 272% since 2004.

Finally, Mr. Yun spoke about the increasing importance of Korea in the world economy. Mr. Yun noted that South Korea, with a population of 50 million, ranks 15th in the world in nominal GDP and 1st in the world in the production of steel, displays and semiconductors. Korea maintains the 6th largest military in the world. According to Mr. Yun, the Bank of Korea and the IMF predict that Korea's economy will

grow by 4.5% this year. Several Korean free trade agreements are already in force and there are more in the works. Mr. Yun explained that KOTRA's Los Angeles office can benefit companies by identifying vendors and investment opportunities in Korea and can assist with facilitating communication and building partnerships. Currently, KOTRA's Korean Business

Centers operate in 75 countries. For additional information, please visit [www.kotrala.com](http://www.kotrala.com).

*Sources:*

[Office of the United States Trade Representative International Trade Administration](#)  
[KORUS Benefits for California](#)

## Compliance Corner: Export Reform Initiative—The “Four Singles”

*By Bruce Leeds, Braumiller Schulz LLP*

By now you have probably heard of the President's initiative to reform U.S. export controls. This initiative is long overdue. Every administration in the last 20 years has talked about export reform but to date not much has happened. This time though, it appears that more progress is being made.

The Departments of Commerce, State and Defense have been working together to change the U.S. export control regime. One of their first projects is fleshing out what they are calling the “four singles” list. These are:

### **A single list of export controlled articles**

Currently defense articles controlled for export purposes are on the U.S. Munitions List. Commercial and dual-use articles controlled for export are in the Commerce Control List. The numbering and nomenclature of the two lists have nothing in common. The plan here is to devise a single list of controlled articles that would cover both defense, commercial and dual-use articles.

### **A single export enforcement system**

The primary agencies controlling exports have their own penalty provisions. These provisions are different from one another. Under the export control reform initiative, there would be a single set of penalty provisions set at the highest common level under current laws.

### **A single export control IT system**

The Directorate of Defense Trade Controls in the Department of State and the Bureau of Industry & Security in the Department of Commerce have their own systems for license applications and handling. The Office of Foreign Assets Control in the Department of Treasury has no automated system for licensing to sanctioned or embargoed countries. The proposal is for the agencies to agree on a single automated system that can be shared by the agencies and the applicants.

### **A single export control agency**

There are more than 20 government agencies that control exports in one way or another. A potential exporter must determine which agency controls its products and where to go to apply. The concept here is to create a single export control agency. Other countries have already implemented this concept – so why not here? Deciding where that single agency will reside organizationally and what will happen to current employees and regulations will be difficult, but these are steps that will be necessary to make this happen.

Representatives of the different agencies are meeting now to work these issues. They have also begun discussing the “four singles” with Congress, which may need to pass implementing legislation. Just like Rome, which wasn't built in a day, the export reform initiative will take some time to be constructed and even longer to be implemented. Stay tuned.

## WIT-LA News

### MEMBERSHIP

#### ***New Members***

WIT-LA welcomes **Mrs. Julia Wright** as our new Executive Secretary! Julia is the owner of Wright Choice Promotions. If her name sounds familiar, it is because Julia is also the Executive Secretary to OWIT International and the Marketing Director for OWIT Phoenix. We are very pleased to have her as a part of our team. Make certain to introduce yourself to Julia at the WIT-LA Summer Mixer.

#### ***Member Profile***

Each *WITnews* newsletter will highlight a WIT-LA member to help you better know your WIT-LA community.

**Sandy Calloway**, Director Global Transportation and Customs Compliance at Herbalife, is our featured member this quarter. Sandy is also a former WIT-LA board member.



## WIT-LA News

### MEMBERSHIP (Continued)

Sandy Calloway is the Director of Global Transportation and Customs Compliance for Herbalife International of America, Inc. where she has the responsibilities of managing U.S. imports and exports, global carrier contracts, material distribution, as well as overseeing worldwide trade compliance for Herbalife.



Her career in transportation began in 1986 when she worked at a small seafood company in Wilmington, CA. During the five years she spent there, she maintained a number of responsibilities including: international export and import operations, container load planning, scheduling of all domestic truck and air shipments, inventory control, opening and negotiating L/C's, accounts receivable, and G/L reconciliation.

After leaving the seafood company in 1991, Sandy joined A. Hartrodt, a German Freight Forwarder and NVOCC located in Long Beach, CA where she worked as an export forwarding agent specializing in Pac Rim

consolidations and international banking.

Sandy joined Herbalife International in 1996.

Sandy has a BA in Logistics Management; is a licensed U.S. Customs Broker; a member of the Foreign Trade Association and WIT-LA (Women in Int'l Trade, Los Angeles Chapter); and also serves on the Aberdeen Group Advisory Board.

If you would like to contact Sandy, she can be reached by email at [sandyk@herbalife.com](mailto:sandyk@herbalife.com).

### Member Accomplishments

Congratulations to **Akary Busto** on her recent move to Lloyds TSB International as the Head of Corporate Account Management.

Do you have an accomplishment you would like to share in *WITnews*? Please contact us to be included in our next newsletter.

## PHILANTHROPY

### Marjorie Shostak Scholarship and Gladys A. Moreau Scholarship

Do you know any undergraduate students at an accredited Southern California institution of higher education actively pursuing an academic discipline leading to a career in international trade, business, law or related international field? WIT-LA is accepting scholarship applications. All applications must be received by October 15. For more information on eligibility, visit <http://www.wit-la.org/scholarship.asp>.

### Scholarship Circle

A special note of thanks to our Scholarship Circle members! Their support contributes to our Marjorie Shostak Scholarship. Scholarship Circle members are also Corporate members.

- > [Avalon Risk Management](#)
- > [MKC Customs Brokers](#)
- > [Panalpina, Inc.](#)
- > [Roanoke Trade Services Inc.](#)
- > [Stein Shostak Pollack & O'Hara LLP](#)

### Corporate Members

A special note of thanks Corporate members!

- > [American Honda Motors](#)
- > [Avery Dennison](#)
- > [Bryan Cave LLP](#)
- > [Carmichael International](#)
- > [City National Bank](#)
- > [Coppersmith Global Logistics](#)
- > [FCL Logistics, LTD](#)
- > [FedEx Trade Networks](#)
- > [Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP](#)
- > [Herbalife](#)
- > [Mattel, Inc.](#)
- > [Meridian Finance Group](#)
- > [NF Stroth and Associates](#)
- > [Price Transfer, Inc.](#)
- > [Wells Fargo Bank](#)

WIT-LA commends and appreciates all our member support!

## WIT-LA News

### PHILANTHROPY (Continued)

#### Room To Read

*WIT-LA received the following letter from our chosen charity, Room to Read. We would like to share it, along with their 2010 annual report, with all WIT-LA members.*

Dear WIT-LA:

As a valued investor, I am pleased to share with you our 2010 Annual Report. This year we highlight some of the inspiring stories that kept all of us as an organization motivated and on task as we tirelessly worked to reach over 5 million children across nine countries. It was a record-setting year for us in so many ways, and thus far 2011 is off to an equally positive start. Under our twin pillars of literacy and gender equality in education, we continue to make bold strides in helping thousands of communities, in some of the most resource-deprived parts of the world, offer their children hope and opportunity. On behalf of these eager young students, loving parents, dedicated teachers, headmasters and community leaders, thank you for playing an integral part in our global movement.

Thinking about our goal of reaching 10 million children can be daunting. What keeps me optimistic, focused and on track are the individual children I meet during my journeys. Just last week I received a touching email from Prabitha, a 17-year-old girl from Nepal, writing with exciting news. "I have just gotten my first email account. Mr. Wood, this is the first email I have ever sent, and I am writing to share with you my progress." Prabitha had learned to read at the first Room to Read library in Bahundanda, Nepal and she had welcomed me and a group of our investors during a site visit a year earlier. When she told me of her dreams, I encouraged her to study hard, keep reading and remain in touch. One year later, her email arrives, proudly informing me that she is now studying in Kathmandu. She had received her School Leaving Certificate, and now, she happily reported "I am beginning my studies towards my goal -TO BE A DOCTOR."

Not only did her story inspire me, it also seemed a fitting overlap. Prabitha's own educational path had coincided perfectly with our organization's first decade. She was in first grade the year Room to Read was founded, and she begins her second decade of studies, more ambitious and optimistic than ever, as we start our next decade of world-changing impact.

Judging by our progress thus far, I am convinced that the next 10 years will be even bigger and more impactful than our first. I hope that as you read the attached report, you will be inspired to think about ways you, your family, or your company can help to take Room to Read to the next level.

While we are proud of having reached over 5 million children, we are well aware of the tens of millions of children who are still waiting. The future can indeed be bright if we can shine the light of education in tens of thousands more communities. But each day lost is a day we can't get back.

I'd like to close by sharing our team's excitement at having a new thought leader on the global board of directors. Tim Koogle, the founding CEO of Yahoo! and a seasoned entrepreneur, has accepted our offer to join me as board co-chair. As we continue to scale, I could not be more pleased to have Tim's partnership to help plan smart and strategic growth for Room to Read.

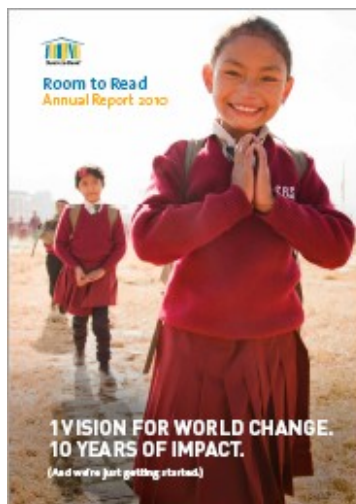
It is an honor to count you as part of the Room to Read family. Thank you for helping us to create opportunities for millions of young people. Lives, families and communities will be transformed as education and its life-changing power is passed from this generation to the next.

Warm regards,

John Wood  
Founder and Board Co-Chair

**[Download the 2010 Room to Read Annual Report](#)**

(Adobe PDF, 4.9MB)



## WIT-LA News

### PROGRAMS



Left to right: Martha Spellman (raffle winner) and Sara Sheldon at the 19th Annual Day at Races on May 7, 2011.

### Event Recap

## 19th Annual 'Day at the Races'

By Elizabeth Glynn, EMG Global Business Solutions

Each year on the first Saturday in May, a group of business professionals from across the global trade community come together to celebrate one of the World Trade Week events by spending a day at the Races. This year was no exception. On Saturday, May 7, 2011 we celebrated the 19<sup>th</sup> annual 'Day at the Races.' IMC members ([www.imcusa.org](http://www.imcusa.org) SoCal), along with professionals from Women in International Trade, LA ([www.wit-la.org](http://www.wit-la.org)) and southern California Thunderbird alumni ([www.Thunderbird.edu](http://www.Thunderbird.edu)) enjoyed an entertaining afternoon, a tasty lunch, and the 137<sup>th</sup> running of the Kentucky Derby. Participants networked informally with professionals from across finance, logistics, education, manufacturing, and consulting sectors. And, as is the Derby tradition, a number of women wore remarkably fashionable hats.

Located at the Finish Line Café, participants were treated to a fabulous view directly above the finish line. The races at Hollywood Park this year were particularly exciting – many of them were very close finishes. Each year a number of individuals are lucky enough to watch the group's designated race at the Finish Line. This year a very enthusiastic group watched the fourth race, a turf race. We were treated

to a photo with jockey Joseph Talamo who rode Nereid for the win. Anyone interested in a photo can contact Elizabeth Glynn for information.

In keeping with a global theme, those participating in the 'Lost Ticket Raffle' won food items from across the world (Finland, Peru, Mexico, Thailand, Vietnam, Japan, Belgium, Germany, and the U.S. but to name a handful). It's amazing the excitement – in selecting the winning horse or picking a raffle gift – that can be generated with \$2 (if one chooses).

**Save the Date: We'll be celebrating 20 years at the Races on Saturday, May 5, 2012 (the 1<sup>st</sup> Saturday).**

### OWIT News

By Lilia Navarrete, LKN Global Enterprises, Inc.

OWIT International is getting ready to start the nomination process for the 2012-2014 board of directors slate. More information to come in the next month.

Judith Lukas, of Phoenix, Arizona has been elected to the Vice President Partnerships position. We welcome Judith in her new role. Judith is a past member of WIT-LA and OWIT Orange County.

### Tap into Partner Benefits

As a member of WIT-LA, OWIT offers event discounts and cost savings. Take note of the following two savings opportunities:

OWIT members are entitled to a special discount to attend the *American Conference Institute (ACI) Event International Technology Transfers & Deemed Export Compliance* event, September 26-27, 2011, Westin Washington, Washington, DC. For more information, and to register, [Click Here](#). To receive your discount of \$200, be sure to reference discount code "OWIT 200".

OWIT members receive a discount of 10% off the ImportGenius.com service. Subscribers to the service can look up suppliers anywhere in the world to access detailed shipping histories including customer lists, product descriptions, trading volumes and more. Users can also search for importers to identify their suppliers, what they're buying and how their business is performing. In addition, OWIT members receive a \$100 referral fee for each new subscriber. To take advantage of this offer, enter the promo code OWIT2011 in the "Comment" field when signing up at [www.importgenius.com](http://www.importgenius.com).

## BOARD OF DIRECTORS

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US Bank

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### Mary Elizabeth Strom

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### Erick Costa

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### Elizabeth Glynn

Global Business Solutions

## EXECUTIVE SECRETARY

Julia Wright, MAS

## Upcoming Events

### WIT-LA Summer Mixer

*When:* Wednesday, July 20 from 5:30 pm to 8:00 pm

*Where:* Acapulco Mexican Restaurant y Cantina  
750 Sampson Way, San Pedro, CA 90731

*Register:* [www.wit-la.org](http://www.wit-la.org)

### WIT-LA User Group: Retirement Planning Session with New York Life

*When:* Wed., August 17 from 12:30 pm to 1:45 pm

*Where:* American Honda Motors, 1919 Torrance Boulevard, Torrance, CA 90501

*Register:* [www.wit-la.org](http://www.wit-la.org)

### Cargo Loss: Natural Disasters and Piracy Theft

*When:* Wed., Sept. 21 from 10:00 am to 12:00 pm

*Where:* Port of Long Beach, , 925 Harbor Plaza, Long Beach, CA 90801

*Register:* [www.wit-la.org](http://www.wit-la.org)

### WIT-LA User Group: Incoterms

*When:* Wed., October 19 from 12:30 pm to 1:45 pm

*Where:* American Honda Motors, 1919 Torrance Boulevard, Torrance, CA 90501

*Register:* [www.wit-la.org](http://www.wit-la.org)

### WITmas

*When:* Wed., December 7 from 5:30 pm to 8:30 pm

*Where:* L'Opera Restaurant, 101 Pine Avenue, Long Beach, CA 90802

*Register:* [www.wit-la.org](http://www.wit-la.org)

## Cooperating Organization Events

### IVCLA Trade Mixer

*When:* July 19

*Where:* Doubletree Hotel, Torrance, CA

*Register:* <http://www.ivcla.org/events.html>

### Export Tax Break/IC-DISC Webinar

*When:* July 26

*Where:* Online

*Register:* <http://www.eventbrite.com/event/1910467259/eorg>

### USDOC Export Regulations Seminar, Los Angeles

*When:* August 10-11

*Where:* Sheraton Gateway Los Angeles Hotel, Los Angeles, CA

*Register:* <http://www.regonline.com/bis>

### 3rd Annual California-China Trade and Investment Conference

*When:* October 20

*Where:* Hyatt Regency Long Beach

*Register:* [www.DECSoCal.org](http://www.DECSoCal.org)

### Eco Expo Asia

*When:* October 26

*Where:* Hong Kong, SAR

*Register:* Call 310-973-3161

### TIAW Global Forum and World of Difference Awards

*When:* October 26-28, 2011

*Where:* Washington, DC

*Register:* Call Maxine Westaway at 866-533-8429 or [mwestaway@tiaw.org](mailto:mwestaway@tiaw.org)