



THE L.A.-WIT

WOMEN IN INTERNATIONAL TRADE LOS ANGELES

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Visit our Website at www.wit-la.org

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Editors: Sandra Calloway and Robert Olson

President's Letter

By Kollyn Kanz

Spring has sprung and the Southland sun has begun to dry us off after a record winter rain. Spring is a time of renewal and WIT-LA has once again renewed itself with the new officers and fresh ideas for upcoming events. We also hope to set new records in membership and attendance.

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As the incoming president, I would like to welcome our new officers and express my profound appreciation to those who have gone before. All of us are committed to continuing the growth and energy of the past years. We are off to a great start with the State of the Port in January followed by the Price Transfer Tour and the Customs Professional Network to discuss ACE. We are working to provide our members with the same caliber of educational events that you have come to expect, while also providing networking opportunities and fun social events like Hollywood Bowl, WITmas, and giving back to our community with our annual Scholarship and donation to Clothes the Deal.

This year WIT-LA celebrates its 20th Anniversary. We are planning an exciting event. We hope to strengthen our ties with our umbrella organization OWIT (Organization of Women in International Trade), to increase international networking opportunities for our members with the over 40 sister chapters worldwide. As part of that plan, we hope to provide a significant contribution in terms of attendees, sponsors and speakers to the Annual Conference to be held in Denmark in November. I look forward to working with you all and to a spectacular 2005 for WIT-LA!

Upcoming Events

Mark your calendars!

Wednesday April 20, 2005

Exporters Seminar and Luncheon

Guest speakers include Hud Warren from Herbalife, Diane Hudson of Meridian IQ, and Inspector T. Messenger of U.S. CBP – LAX Westin.

Wednesday May 4th, 2005

79th Annual World Trade Week Kick off Breakfast

Hosted by the Los Angeles Area Chamber of Commerce – Omni Los Angeles Hotel.

Saturday May 7, 2005

**WIT-LA is proud to be a Sponsor of the
13th annual "Day at the Races"
celebrating World Trade Week and the
running of the Kentucky Derby.**
Hollywood Park – Finish Line Terrace.

Wednesday May 18th, 2005

San Diego WTC 6th Annual Trade Visions Conference

The topic of this Global Logistics Symposium will be "Regional Perspectives on Infrastructure Solutions for Goods Movement" -- San Diego Convention Center.

Thursday May 26, 2005

79th Annual WTW Luncheon and Int'l Trade Fair.

Hosted by the Foreign Trade Association of Southern California.
Biltmore Hotel Los Angeles.

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

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

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OWIT CORNER

This will be a very exciting year for OWIT. The new board headed by Leann Hackman-Carty, President, and Meg Jones, EVP, will embark on various important projects and events this year.

The first exciting project is a new website for OWIT. This along with other OWIT business and a strategic marketing communications plan will be the thrust of this year's Spring Board Meeting, which will be held in Bermuda on April 27-29, 2005.

As one of the founding chapters of OWIT, WIT-LA continues to be one of the strongest chapters of OWIT and will definitely participate in the 2005 Spring Board Meeting. I will be representing WIT-LA not only as OWIT Representative but also as a member of the new website committee. I will be bringing back to you an update of our discussions regarding the website as well as other important strategic accomplishments. This is also a great opportunity for us to network with other chapters and voice the diversity and strength of WIT-LA members.

Another very important project that the OWIT board has already begun to work on is this year's Fall Board Meeting and Convention. The OWIT 2005 Convention is slated to be a big and important event with excellent speakers and attendees from around the world including dignitaries of various countries. The theme of the 2005 conference will be *Technology – Accelerating International Trade*. It will be held in Copenhagen, Denmark November 2-4, 2005. There will be sponsorship opportunities and I will have more information on this after I come back from the Spring Board Meeting. So, start making your plans to attend this exciting and informative conference.

In the mean time, remember to check the OWIT website www.OWIT.org for updates and as members you have access to OWIT's Job Bank and OWIT's Trade Speaker's Bureau.

It is my pleasure to serve as OWIT Representative for WIT-LA and I make myself available to you for any questions regarding OWIT and as your liaison to pass on ideas or suggestions to the Board of Directors of OWIT during our global monthly meetings. I will actively keep you abreast of ongoing activities as well as opportunities available around the globe through OWIT's chapters. If you have any questions regarding OWIT, please do not hesitate to contact Lilia Navarrete at lcnavarrete@yahoo.com.

WIT-LA — Annual State of the Port Address - Review

Courtesy of Sarah R. Stroth

On the 19th of January WIT-LA held their Annual State of the Port Dinner with Vera Adams, Port Director U.S. Bureau of Customs and Border Protection, Los Angeles-Long Beach Seaport, and Ana Hinojosa, Port Director, U.S. Bureau of Customs and Border Protection, Los Angeles International Airport. Both speakers enjoyed the attentive audience of about sixty WIT-LA members and their guests. Vera Adams reviewed the Port's activity in 2004 as well as some of the issues that her office will focus on in 2005. Ana Hinojosa reviewed the security improvements taken place in the past year. Ms. Adams and Mrs. Hinojosa encouraged audience participation and entertained questions after the event ended.

Some interesting statistics regarding the Los Angeles/Long Beach Seaport:

Typical Daily activity in 2004 –

- 15 Vessels / (5,682 per year)
- 11,907 Containers (4.346 million per year)
- 3,164 Passengers (1,155,089 million per year)
- 7,342 Entries (2.680 million per year)
- \$15.221 Million collected (\$5.555 billion per year)

WIT-LA would like to thank Port Directors Vera Adams and Ana Hinojosa for taking the time to spend an evening with our members.



New WIT-LA Members

<u>Herbalife</u> Sandra Calloway Gina Pierce Terry Silverstein	<u>Meridian IQ</u> Diane Hudson	<u>Pisani & Roll</u> Michael Roll
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Congratulations to our new members.

International Trade Update: Implementation and Enforcement of ISPM 15

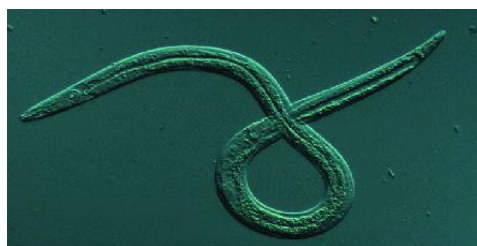
Are you a U.S. exporter or importer? Are you familiar with ISPM 15? If not, you need to be otherwise you could be facing shipment delays, rejections, and additional costs.

ISPM 15, short for International Standards for Phytosanitary Measures, is an international measure which regulates the treatment and marking of wood packing material (WPM) in international trade. This measure requires exporters to certify that wood packing materials have either been heat-treated, or fumigated with methyl bromide and marked according to ISPM 15 guidelines to certify treatment. Either of the treatments is intended to kill such forest destroying bugs such as the Asian Long-Horned Beetle and the North American Pinewood Nematode.



Asian Long-Horned Beetle

Native to parts of Asia, the beetle is believed to have arrived in North America in the wooden packing material used in cargo shipments from China.



North American Pinewood Nematode

(A microscopic roundworm which is carried by [pine sawyer beetles of the genus *Monochamus*](#). The nematode [infects conifers](#), especially pine.

Currently, approximately 134 nations have agreed to enforce this measure. Many of these countries have already begun implementation and/or enforcement of their WPM measures, such as the India, Costa Rica, South Africa, and just recently the EU. For a list of country updates, you can visit either of these two websites:

<http://www.palletcentral.com/INTLRegulations/ISPM15CountryUpdate.htm>

<http://cofcs66.aphis.usda.gov/ppq/swp/industry/>

For U.S. Imports, APHIS has published the Final Rule and the implementation date for regulatory enforcement will be September 16, 2005. The delay between publication and implementation was done to allow time for countries to establish programs in order to become compliant with ISPM 15 and the Final Rule. Until September 16, 2005, the

designated start date for enforcement, APHIS will follow its current requirements for imported wood packaging material.

If you are an exporter, treated standard pine pallets will run you about \$15 per piece on an average. An alternative to the treated wood pallets is to load your product on plastic pallets; however, those will cost you about \$19-\$23 a piece. Failure to follow the regulations of ISPM 15 could end up costing you even more. You may end up spending hundreds or even thousands of extra dollars in fumigating a container upon arrival; paying to strip non treated packaging and replacing it with treated packaging; and even paying for return shipping costs if the foreign government decides to refuse and return your shipment (OUCH!).

To see the full text of ISPM 15 in PDF format, copy and paste the following link to your internet browser:

https://www.ippc.int/servlet/BinaryDownloaderServlet/ISPM_15_English.pdf?filename=1055161712885_ISPM15_e.pdf



This picture represents the markings which must be on the wood packaging material to certify that it has been treated by an ISPM 15 approved measure. The symbol to the left is the IPPC (International Plant Protection Center) internationally recognized symbol. The first two letters on the right represent the ISO two letter country code which is then followed by a unique number which is assigned by the NPPO (National Plant Protection Organization in the country of export) to the producer of the wood packaging material, who is responsible for ensuring appropriate wood is used and properly marked. The last two letters on the bottom right represent the IPPC abbreviation according to Annex I for the approved treatment measure used (e.g., HT for Heat Treated, MB for Methyl Bromide)



Brain Teaser of the Month

I sizzle like bacon;
I am made with an egg.
I have plenty of backbone,
but I lack a good leg.
I peel layers like onions,
but I still remain whole.
I am as long as a flag pole,
yet I fit in a hole.
What am I?

Fun Corner

Quote of the Month

“If A equals success, then the formula is: $A=X+Y+Z$. X is work, Y is play, Z is keep your mouth shut.”

Albert Einstein

Word of the Month

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

Vacuity \va koo itee\ (noun)

Meaning: emptiness of mind, lack of intelligence, interest or thought
Sample Sentence: As they scribbled notes, the press was astounded by the display of **vacuity** in the speaker's remarks.

Tricky Trivia...

1. How long did the 100 Years War last?
2. What is a camel's hairbrush made of?
3. What color is a Purple Finch?
4. What is King George VI's first name?
5. Where are Chinese gooseberries from?

(Answers on last page)

February's Tour of the Price Transfer Facilities

WIT-LA's February event was a tour of Price Transfer's 950,000 square foot facility for a closer look at how U.S. Customs handles a CET exam. The tour was led by Customs and Border Protection Inspector Joanie Schoeny who was accompanied by Customs Inspectors David Joyce and Dee McNeil.

We received a first hand look at how a garment container is unloaded and inspected, as well listening to a very informative "101" lesson on issues such as the criteria that Customs looks for when deciding to inspect a shipment; and textile trade mark infringement. It was amazing to learn some of the tricks that an importer will use in order to smuggle in "knock off" goods. Some of the fake designer purses Customs showed us looked so authentic that they probably would have fooled even Paris Hilton.

In addition to the Customs tour, we had the pleasure of listening to USDA Agent John Petty discuss various import issues the USDA faces.

WIT-LA would like to thank Adonna Martin at Price Transfer for her support in setting up and hosting this event, as well as Inspectors Schoeny, Joyce, and McNeil, and Agent Petty for their time and participation providing us with such knowledgeable information.



Marjorie M. Shostak Scholarship Winner

Congratulations to Ms. Christina M. Robertson for being the 4th recipient of the \$1000.00 Marjorie M. Shostak Scholarship Award. Christina attends California State University, Long Beach, where she is pursuing a Bachelor of Business Administration degree with options in Financial Management and International Business and a minor in Spanish. Christina's overall GPA is 3.98.

Some of Christina's notable achievements for 2004 include: Board Member of the IBA of Southern California, President of the California State University Student Chapter, as well as Vice President of the CSULB Student Chapter. She has also been a participant and hostess for the German American Workshop in Long Beach and is currently a student member of WIT-LA.

Also included in her list of achievements are: University Honors Program Participant, Leadership Academy Participant, President's Honor List and Golden Key International Honor Society Member. In 2003, Christina also completed a short term study abroad program at the University of Alicante in Spain.



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

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

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

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

Send us your news!

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

Robert Olsen (213)356-6111 or Sandy Calloway (310)952-0055

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

<http://www.martindalecenter.com/Calculators.html> (Calculators)

<http://www.xe.com/ucc/> (Currency Converter)

<http://www.timeanddate.com/worldclock/> (World Clock – Time Zones)

<http://www.cia.gov/cia/publications/factbook/index.html> (CIA World Fact Book)

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

Brain Teaser Answer: A Snake

Tricky Trivia Answers:

1. 116 years; 2. Squirrel fur; 3. Crimson; 4. Albert; 5. New Zealand