

*Women in International Trade*  
*- Los Angeles -*

*Sixth Annual*  
*Global Trade Awards*  
*2018*

*Celebrating*

WIT-LA'S

*Global Trade*

AWARDS GALA 2018

OCTOBER 4

# GLOBAL TRADE AWARDS 2018

**INNOVATIVE LOGISTICS  
PROFESSIONAL OF 2018**



*Sasha Goodman*  
IACSC/General Manager  
Rock-It Cargo USA LLC

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



*Commissioner Valeria Velasco*  
VP Board of Airport Commissioners  
LAWA, Los Angeles World Airports

**INNOVATIVE EXPORTER  
OF THE YEAR**



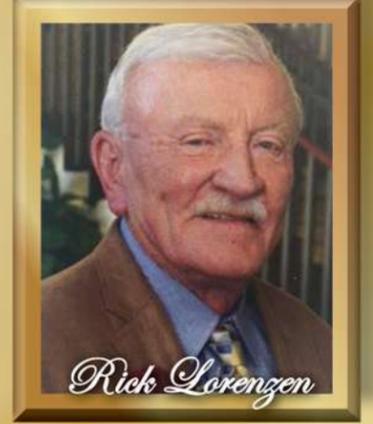
*Lisa de la Flor*  
Director, International Sales  
Jordana Cosmetics Corporation/Milani Group

**GLOBAL TRADE  
CATALYST OF THE YEAR**



*Cynthia Torres*  
International Trade Specialist  
International Trade Administration,  
Greater Los Angeles Area

**GUY FOX  
SPECIAL AWARD**



*Rick Lorenzen*  
CEO, Price Transfer

**GLOBAL TRADE  
AMBASSADOR, INDONESIA**



*Anne Patricia Sutanto*  
Pan Brothers, Bumi Teknokultura Unggul,  
Indo Veneer Utama

**GLOBAL TRADE  
AMBASSADOR, VIETNAM**



*Mrs. Nguyen Thi Bao Hien*  
CEO  
Hien Le Trading and Service Company Ltd

**CORPORATE MEMBER  
OF THE YEAR**



Trade Services division of the Finance Department  
American Honda Motor Co, Torrance, CA

**GLOBAL TRADE  
AMBASSADOR, CANADA**



*Barb Stiegemann*  
Author & Social Business Innovator  
The7Virtues Perfumes

PROMOTING GLOBAL TRADE, RECOGNIZING LEADERS



**WIT-LA's**  
*6th Annual*  
*Global Trade Awards Gala*  
Celebrating  
**WIT-LA'S**  
*Global Trade*  
AWARDS GALA 2018  
OCTOBER 4

6:00 pm  
October 4  
2018

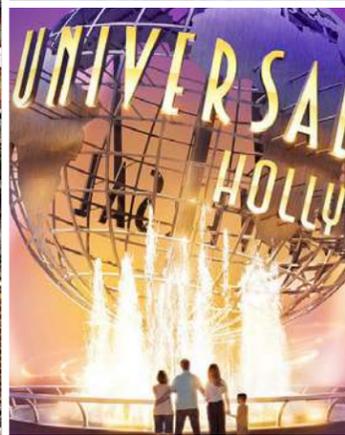
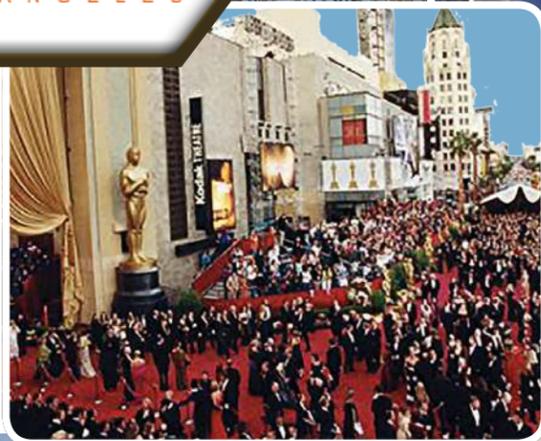
*Join us for an evening of celebration*

*6:00pm*

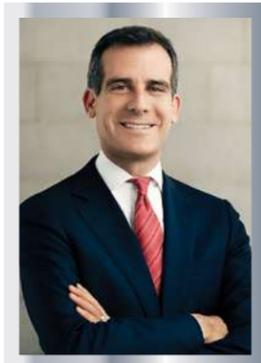
*October 4, 2018*

*at the*

*DoubleTree by Hilton Hotel Carson*  
*2 Civic Plaza, Carson, California*



## LETTER FROM THE MAYOR



October 4, 2018



ERIC GARCETTI  
MAYOR

Dear Friends,

On behalf of the City of Los Angeles, welcome to the Women in International Trade – Los Angeles' (WIT-LA) 6<sup>th</sup> Annual Global Trade Awards Gala.

Since 1985, WIT-LA has provided professional and personal enrichment for the women and men in international trade in the Los Angeles region and has convened and celebrated our women leaders in global trade, elevating the importance of exceptional leaders and international business in our communities. Year in and year out, WIT-LA provides us with the reasons to celebrate as well as the tools and role models that educate, convene, and empower our City and greater region.

I am thrilled to congratulate Commissioner Valeria C. Velasco, Vice President of our Board of Airport Commissioners, for being awarded this year's Outstanding Woman of the Year. I also extend my congratulations to Cynthia Torres, Lisa de la Flor, Sasha Goodman, Rick Lorenzen, Barb Stegemann, Anne Patricia Sutanto, Nguyen Thi Bao Hien and American Honda Motor Co., Inc. Your commitment and contribution to Los Angeles strengthens our global ties and drives our shared prosperity.

I wish you all a wonderful gala and many more successful years in supporting international trade. Thank you for all that you do.

Sincerely,

ERIC GARCETTI  
Mayor



## MESSAGE FROM WIT-LA'S PRESIDENT



October 4, 2018



### Welcome to WIT-LA's Sixth 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 6th Annual Global Trade Awards Gala this evening as we commemorate a great year of programming and events in celebration of WIT-LA's more than 30 years of participation in the international trade community. Tonight's event highlights this year's educational programs and global networking platform as we honor the trailblazers and catalysts in the international trade community.

WIT-LA takes pride in recognizing women leaders from as far away as Canada, Indonesia and Vietnam, and as close to home as the Southern California area. We will also be recognizing a very special gentleman with our Guy Fox Special Award recognizing men who support and empower women in international trade. I want to personally congratulate all the 2018 Global Trade Award Winners.

Tonight, we take a few moments to recognize and honor women who have excelled in international trade and transportation, and who have 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 as we celebrate with an evening filled with collegiality, excitement, and pride for the entire international trade community. I would especially like to thank Port Director for U.S. Customs & Border Protection's Office of Field Operations, Los Angeles/Long Beach and Port Hueneme Seaports, LaFonda Sutton-Burke, for providing her remarks. I would like to thank Mayor Garcetti, for recognizing our efforts and for congratulating our award winners. I also want to express our appreciation to the 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: Concourse Ventures, Inc, the Port of Long Beach, Port of Los Angeles, PricewaterhouseCoopers (PwC) and Watson Land Company, as well as our other contributors to this important 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, 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,

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





2015 Recipients of Bob Kleist Leadership Award

### Leading Organization Promoting International Trade for Southern California

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



P.O. Box 45802  
Los Angeles, CA 90045-0802  
(213) 545-6479  
E-mail info@wit-la.org  
www.wit-la.org

## 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 more than 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.



## WIT-LA

Leading Organization Promoting International Trade in Southern California for over 30 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 is 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 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 cooperation with peers and alliances.





# WIT-LA

## PROMOTING TRADE, EXPANDING MARKETS, GROWING ECONOMIES

# *The Vision*

## OF THE GLOBAL TRADE AWARDS GALA

WIT-LA is very proud to present a premier one of a kind event in the Southern California area that recognizes women influencers in international trade.

We are thrilled to present WIT-LA's 6th Annual Global Trade Awards Gala! This Award Gala is a black-tie-optional celebration that has long been WIT-LA's most prestigious event. It's a perfect opportunity to celebrate the accomplishments and unique contributions to our community and to the international business world.

WIT-LA's Global Trade Awards Gala draws individuals together from the international trade community. It recognizes and celebrates international trade and women who have made a difference by serving as role models and by laying the groundwork to advance international trade. We all are paving the way for others to successfully expand their business internationally as we strengthen the vision of a more integrated world of international trade.

WIT-LA's goal in presenting the Global Trade Awards at this 6th Annual Gala in 2018, and those to follow in coming years, is to heighten awareness of the critical importance of international trade in Southern California, and to recognize the far reaching effects and powerful impact generated by the Ports of Los Angeles, Long Beach, and Hueneme, and the Los Angeles World Airport on not only our local, regional, and national economies, but also on the global economy. WIT-LA is proud to celebrate the importance and magnitude of this effect on international trade.

WIT-LA is committed 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. Our Annual Global Trade Awards Gala recognizing the contributions and achievements of those who lead and share this vision now and in the future will continue in pursuit of fulfilling our vision.



## SPECIAL GUEST SPEAKER

# LaFonda Sutton-Burke

Port Director for U.S. Customs & Border Protection's  
Los Angeles/Long Beach/Port Hueneme Seaports



LaFonda D. Sutton-Burke was appointed as the Port Director for the Office of Field Operations (OFO) Los Angeles/Long Beach Seaport area in January 2017. In this capacity, Mrs. Sutton-Burke oversees U.S. Customs and Border Protection's (CBP's) all operational and administrative aspects of port security and trade facilitation at Los Angeles/Long Beach and Port Hueneme Seaports. The Los Angeles/Long Beach seaport is the United States' largest seaport complex, receiving approximately 40 percent of maritime cargo, with a value of \$278 billion, arriving at the Nation's seaports.

As the Port Director, she directs a workforce of over 620 employees, and manages the seaport's multimillion-dollar Non-Intrusive Inspection (NII) technology portfolio that prevents entrance of illicit contraband and materials while facilitating the flow of legitimate trade and travel.

Mrs. Sutton-Burke has served CBP in progressive operational and leadership roles for over 25 years. Prior to her appointment, she served as the NII Division Director from 2012 to 2016 and NII Deputy Director from 2010 to 2012 at OFO Headquarters.

As the Director, she was responsible for overseeing CBP's \$4.6 billion NII technology portfolio, and as the Deputy Director, she was responsible for implementing technology innovations and improvement across the fleet - consisting of over 40,000 x-ray and imaging systems deployed and utilized across CBP's 328 air, land and maritime ports of entry. Mrs. Sutton-Burke joined the U.S. Customs Service as a U.S. Customs Inspector in El Paso, TX in 1993.

Mrs. Sutton-Burke received a Bachelor of Science in General Education from the University of Central Oklahoma. She is a graduate of CBP's Leadership Institute, University of Maryland, Robert H. Smith School of Business; Capstone General and Flag Officer Course, National Defense University; and Senior Manager's in Government program, Harvard Kennedy School of Business; Officer Candidate School, Oklahoma Army National Guard, Logistics Officer Course, Fort Lee, Virginia.

Mrs. Sutton-Burke is married to Clinton Burke and they are the proud parents of one daughter, Sequoyah Burke.



# Program

- 6:00 PM** *Pre-Awards Networking  
Reception and Registration*
- 7:00 PM** *Welcome  
Opening Remarks  
Special Guest Speaker  
LaFonda D. Sutton-Burke  
Port Director for U.S. Customs & Border Protection's  
Los Angeles/Long Beach/Port Hueneme Seaports*
- Dinner*
- 8:00 PM** *Presentation of Awards*
- 9:30 PM** *Closing Remarks*



**WIT-LA  
RECOGNIZES  
INTERNATIONAL  
TRADE  
LEADERS**

**WIT-LA'S  
GLOBAL TRADE AWARD  
WINNERS 2018**

*Global Trade Awards*  
**WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018**

- P. 17 OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE**  
**COMMISSIONER VALERIA VELASCO**  
VP BOARD OF AIRPORT COMMISSIONERS  
FOR LAWA, LOS ANGELES WORLD AIRPORTS
  
- P. 19 WIT-LA CORPORATE MEMBER OF THE YEAR**  
**AMERICAN HONDA MOTOR CO., INC.**  
TRADE SERVICES DIVISION OF THE FINANCE DEPARTMENT
  
- P. 21 INNOVATIVE LOGISTICS PROFESSIONAL**  
**SASHA GOODMAN**  
IACSC/GENERAL MANAGER, ROCK-IT CARGO USA LLC
  
- P. 23 INNOVATIVE EXPORTER**  
**LISA DE LA FLOR**  
DIRECTOR OF INTERNATIONAL SALES  
JORDANA COSMETICS CORPORATION/NEW MILANI GROUP
  
- P. 25 GLOBAL TRADE CATALYST**  
**CYNTHIA TORRES**  
INTERNATIONAL TRADE SPECIALIST, INTERNATIONAL TRADE ADMINISTRATION,  
GREATER LOS ANGELES AREA
  
- P. 27 GUY FOX SPECIAL AWARD**  
**RICK LORENZEN**  
CEO PRICE TRANSFER
  
- P. 29 GLOBAL TRADE AMBASSADOR - VIETNAM**  
**MRS. NGUYEN THI BAO HIEN**  
GENERAL DIRECTOR  
HIEN LE TRADING AND SERVICE COMPANY LIMITED
  
- P. 31 GLOBAL TRADE AMBASSADOR - INDONESIA**  
**ANNE PATRICIA SUTANTO**  
VICE CEO OF PT. PAN BROTHERS TBK., CEO OF PT. BUMI TEKNOKULTURA  
UNGGUL TBK., AND PRESIDENT DIRECTOR OF PT. INDO VENEER UTAMA
  
- P. 33 GLOBAL TRADE AMBASSADOR - CANADA**  
**BARB STEGEMANN**  
FOUNDER AND CEO, THE 7 VIRTUES PERFUMES



Los Angeles  
World Airports

*Congratulations,  
Commissioner  
Valeria Velasco!*

## WOMAN OF THE YEAR IN INTERNATIONAL TRADE

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

*Commissioner Valeria Velasco*

VP BOARD OF AIRPORT COMMISSIONERS  
LAWA, LOS ANGELES WORLD AIRPORTS

Valeria C. Velasco, Vice President of the Board of Airport Commissioners (appointed for term from September 14, 2005 - June 30, 2022) is a sole practitioner estate planning attorney in Playa del Rey. 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.



women with the Pioneer Women Award

Velasco is a member of the Rotary Club of Westchester since 1993, served as president from 2006-07, and is currently serving as executive aide (chief of staff) to the Rotary District 5280.

Great supporter of WIT-LA. Valeria has supported and promoted WIT-LA for years and has been a keynote speaker for

WIT-LA's in the past. Commissioner Velasco involved in international trade when Mayor Villaraigosa appointed her to the Board of Airport Commissioners of Los Angeles World Airports. As a commissioner, she has represented Los Angeles World Airports in Mexico, India, Brazil, France, China, England and Colombia advocating international trade.

"This life has been a learning experience for me for 67 years. I learn from every person I meet. My mentors from being an airport commissioner have been former council member Ruth Galanter, former Mayor of El Segundo and assembly member Mike Gordon, Congresswoman Maxine Waters, former Council member Bill Rosendahl, who used to call me "his canary in the coal mine" former Mayor Antonio Villaraigosa, Mayor Eric Garcetti and Council member Mike Bonin.

I am truly a "California girl!" I was born at California Hospital, graduated from California High School and have lived in California my whole life.

Something people don't know about me? I learned to swim at Alamitos Bay in Long Beach, my favorite color is purple. My husband Frank and I dated for seven years before we got married and have been married for 36 years. Our son Frank is an actor, independent film producer and an FAA certified drone pilot."

**Congratulations, Commissioner Velasco!**

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.

A resident of Playa del Rey, Commissioner Velasco was honored by Councilman Bill Rosendahl - former president of the Alliance for a Regional Solution to Airport Congestion (ARSAC), as the "Pioneer Woman of the Year" for Los Angeles City Council District 11 in 2011 for her role as a longtime local civic leader from his district at a special City Council ceremony July 22. The award was created in 1988 to recognize the accomplishments of women in Los Angeles during Women's History Month who have made outstanding contributions to the strength, vitality and enrichment of Los Angeles each year by the Los Angeles City Council in conjunction with the Los Angeles City Commission on the Status of Women who honor 15

**Valeria G. Velasco**



APPOINTED TO AIRPORT COMMISSION

- Bernadine
- Jan F.
- Herb J.
- Bill R.
- Michelle
- Elio G.
- Joseph
- Joe B.
- VP-Commissioner Emerita
- Completed Under
- Michael A. Lawson
- Valeria G. Velasco
- Robert D. Meyer
- Boyd Wright
- Ann M. Hollister
- Fernando M. Torres-Gil



Los Angeles World Airports  
Executive Director  
Christine M. Lindsay  
Executive Director  
Project Manager

THE POWER OF DREAMS

**HONDA**

Thank You for Over 20 Years  
of WIT-LA Membership!

Congratulations to the Trade Services Division  
at American Honda Motor Co., Inc.,  
Torrance, CA!



Battle of the Bands



Hispanic Scholars



SAFETY



Collegiate Women's Sports Awards



Campus All-Star Challenge



COMMUNITY



A MISSION BIGGER THAN US.



MOBILITY



ENVIRONMENT



WE DON'T JUST ENCOURAGE  
DIVERSITY. WE'RE BUILT ON IT.

CORPORATE MEMBER  
OF THE YEAR

American  
Honda Motor Co., Inc.  
**HONDA**

Global Trade Awards  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

American Honda Motor Co., Inc. has supported WIT-LA as corporate members for over two decades.

Members of Honda's Trade Services team, Torrance, CA, regularly attend and actively participate at WIT-LA programs. Further examples of their incredible support include offering their facilities as venues for some of our events, including our brown bag lunch programs.

The loyal support of these WIT-LA members from the Honda Trade Services Division allows us to continue to present important and timely events to the Southern California international trade community.

Next year, 2019, will mark the 60th anniversary of Honda's business in America and the 40th anniversary of the first product we built in America. Since their inception, Honda has shared with WIT-LA the critical core corporate philosophies of Respect of the Individual, and Equality.

These compel them to dream, to build a company and society where they recognize and respect individual differences in one another and treat each other fairly.

Just like WIT-LA, Honda is also committed to this principle and to creating equal opportunities for each individual, a world where; race, sex, age, religion, national origin, educational background, social or economic status have



Trade Services division of the Finance Department  
at American Honda Motor Co, Torrance, CA

no bearing on the individual's opportunities.

Honda's Vision challenges them to dream, to strive towards these dreams, to participate and support the efforts and organizations those who share these dreams.

Throughout the range of products, they share with the world; be it the economical Honda Fit, the Supercar Acura NSX, the fully automated lawn mower "MeMow", the Honda Walking Assist Device (which has been approved for use in the EU, for use in the training and rehabilitation of walking), or the award winning passenger HondaJet Elite made right here in the US of A, Honda is committed towards a society with gender equity; and a society which is both carbon free and collision free.

Our gratitude to Chris Floersch and the entire trade services team at Honda for your support and for your kind words about WIT-LA. You are true champions of women in international trade.

*"We look forward to continued active participation in WIT-LA and the important work it does in our community and society."*

American Honda Motor Co., Inc Trade Services Division.



# Congratulations, Sasha Goodman!



**ROCK-IT  
CARGO** EST. 1978

**Trusted. Passionate.**

*Depeche Mode / Global Spirit Tour*

## INNOVATIVE LOGISTICS PROFESSIONAL OF THE YEAR

*Sasha Goodman*

IACSC/GENERAL MANAGER, ROCK-IT CARGO USA LLC

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

Sasha Goodman, Vice President of Compliance, IAC Security Coordinator and General Manager of is one of Rock-it Cargo's original cast from 1983, and a true pioneer in the Entertainment Freight industry. Ranging from midnight after show projects, including the likes of David Bowie and The Rolling Stones, to working closely with the TSA's ever-changing policies - Sasha's passion and ingenuity have proven to be more than a huge asset for Rock-it and the annual 3,500+ live event related projects they manage for their clients.



voice of reason. Sasha has always been able to turn a highly challenging job into an engaging, pleasant and gratifying work place for everyone she comes in contact with. Sasha empowers and inspires all of Rock-it Cargo's staff to succeed and be the best in the business and Rock-it Cargo staff and employees alike believe they are lucky to have her on board. Sasha engages on a daily basis with vendors, airlines, and Government entities to garner and maintain lasting partnerships. Her external networking abilities are invaluable to the success of Rock-it Cargo.

After completing college, Ms. Goodman relates the story of her "roller coaster ride of Entertainment Freight Forwarding" as starting in the UK with a Fortune 500 company's management trainee program which lead to her position as a National Sales Trainer. While attending her mother's funeral in the summer of 1982, a high school friend's brother who worked at Rock-it Cargo UK approached Sasha explaining the company was looking for a Sales Trainer, and through that connection, she met the owner Chris Wright who offered her the opportunity to move to Los Angeles (USA) to help Rock-it open their offices in that location and expand their global reach.

After the tragedy of 9/11 and the awareness created within our country's transportation industry, Sasha developed Rock-it Cargo's Compliance team and processes, assuming the title of Rock-it's Director of Compliance and IAC Security Coordinator, and establishing Rock-it Cargo's C-TPAT programs worldwide. Sasha's vision has been extended over the years to not only Rock-it Cargo, but additionally to all of Rock-it Cargo's 6 other global brands, spanning 32 locations in 12 countries.

In her role as General Manager, Sasha runs the day to day of Rock-it Cargo's flagship office in Los Angeles. Overseeing personnel matters, administration and warehouse, in the past 10+ years she has had a leading contribution in developing our highly specialized and successful Central Operations team. Beyond all the hard business matters, Sasha's passion has led her to become the resident "office mum"... and often the

Sasha is a Presiding Member of the Board of Directors of the Airforwarders Association (AFA), and is mainly responsible for the success of the remodeling of the Women in Cargo Networking Program for the annual AirCargo Conventions held each year in which she sits on the Moderators Board. Sasha engages on a daily basis with vendors, airlines, and Government entities to garner and maintain lasting partnerships for both AFA and Rock-it Cargo. Her external networking abilities are invaluable to the success of Rock-it Cargo.

INNOVATIVE WOMAN  
EXPORTER OF THE YEAR

*Lisa de la Flor*

DIRECTOR OF INTERNATIONAL SALES  
JORDANA COSMETICS CORPORATION/NEW MILANI GROUP



the registrations, the company escalated sales and brand awareness in the region. Milani's sales on China E-commerce has grown to a multi-million account to become a top seller of lipstick and blush within brand's category. After several years of delays and legal issues, it appears Jordana will soon obtain their India trademark too so the company is looking forward to potentially emerging the India market as well.

A Graduate of Cal State Fullerton as well as Thunderbird School of Management, Ms. De La Flor is collaborating with the DEC of Southern California to assist other small businesses sell internationally. She recently joined DECSC (District Export Council S. California) to share her knowledge and assist other companies in the export of their products overseas and volunteered on Mayor Garcetti's export council in 2016, She is also an occasional speaker on export related topics.

"There have been big and achievements, wins and bumpy roads but I'm grateful to be in a career that I love and to be working with wonderful people, supportive colleagues and associates. Throughout my career and especially at Milani/Jordana, the US Commercial Service staff have a great mentor and career asset - especially their ongoing advice and classes. Keeping up with on-going market changes, regulatory and new business is key - the world's market place is always changing and it's a big challenge just keeping focus, close to market and grounded on developments. The opportunity to learn something new every day, challenges, opening doors, promoting US products and meeting new people is really an awesome career."

Lisa De La Flor is the International Sales Director at Milani-Jordana Cosmetics, having joined the company in 2001 working in Trademark applications & legal challenges, regulatory, sales, documentation and brand enforcement. Under her direction, the export team has grown to 4 sales associates and covers nearly 45 countries including China E-commerce. In 2005, the company was awarded the Export Achievement Award – World Trade Week, Los Angeles. Being able to identify what is needed in each market to sell to that particular market has been key to the growth and success of both Ms. De La Flor as well as Milani-Jordana Cosmetics.

Ms. De La Flor attributes her success to when a new degree was offered at Cal State Fullerton, International Business. With an interest in culture and countries, she signed up and upon graduation, landed an internship in Brussels, Belgium translating English/French economic news for overseas offices and then at Bank of America Trade Finance (letters of credit, collections), which provided good experience working with exporting companies and payment methods.

Her first entry into the health and beauty business was with a small cosmetic manufacturer where she experienced the realization of how important the "Made in USA" label is to overseas markets. With this particular company, she sold through the brand through retailers in Germany, Spain into Superdrug a large health and beauty retailer in England.

While at an overseas trade show, she was introduced to Jordana Cosmetics and soon started working as the export manager with a personal goal to successfully market Milani/Jordana brands to China. First step was to get the Jordana and Milani trademark applications registered. Once the China trademark office granted

**Congratulations,  
Lisa de le Flor!**



MILANI



Jordana Cosmetics Corporation/New Milani Group



# Congratulations,



# Cynthia Torres!



## INTERNATIONAL TRADE CATALYST OF THE YEAR

*Cynthia Torres*

INTERNATIONAL TRADE SPECIALIST,  
INTERNATIONAL TRADE ADMINISTRATION, GREATER LOS ANGELES AREA

Cynthia Torres is a Sr. International Trade Specialist with the U.S. Commercial Service, West L.A. office. A U.S. Commercial Service Officer and E-commerce Innovation Lab liaison working to enhance the information and tools available to companies such as the Business Service Provider listing, she has worked closely with companies throughout Southern California and in partnership with the CITD in expanding e-commerce for cross-border trade.



Valley business community. During this time in the desert she gained first-hand experience and exposure to renewable energy and alternative fuel technologies, as these industries flocked to the desert to conduct extreme weather testing of their products. She became an inaugural member of the Commercial Service Energy Team, focused on helping the U.S. clean tech companies leverage export

opportunities in foreign markets.

She is a tremendous advocate for small to mid-size US companies entering global trade and has been a leader in pushing to increase the services the USEACS and CITD provide in giving greater digital and online recommendations and support as a mechanism for trade activities. Her work in the E-commerce field has been instrumental in providing innovative tools for small and medium size companies to reach international markets. She has worked extensively over the past year to develop further the resources available for companies focusing on cross border E-commerce.

Ms. Torres' interest in foreign cultures and seeing what lay beyond the horizon began early in life. Courtesy of her father's employer, American Airlines, she received her first set of wings at the age of 6 months and became an official member of the "Sky Cradle Club".

As a foreign exchange college student in Madrid, Spain Cynthia studied art history. Six months of private time 1:1 with the classics in the Prado, Thyssen and Reina Sofia museums is still among the best memories of her life! It was during this overseas experience she knew international business was where she would build her career, eventually joining the U.S. Commercial Service in 2001 as the Director of the Coachella Valley USEAC, a start-up office and first USEAC to be located on a Native American reservation.

Ms. Torres spent 9 years helping build regional trade resources and awareness throughout the Coachella

In L.A. Cynthia worked on special projects including a detail with Select USA, the foreign direct investment unit of Global Markets, served as a contributing member to three successful Discover Global Market forums and was part of the team that delivered the Presidentially led Hannover Messe 2016 programs.

Ms. Torres then returned to her most rewarding job; working with U.S. companies to expand their international sales. She was asked to help reboot and build out the E-commerce Innovation Lab, a Commercial Service initiative focused on supporting U.S. exports in the online sales channel.

This past year, she's had the privileged to help craft resources that help assess a firm's digital readiness, identify strategic gaps, and initiate the deployment of a solution-focused directory of E-commerce service providers. Now in her second year at the Lab her goal is to have a greater impact on the adoption of digital transformation strategies and continued improvement around our internal competencies and capacity to assist American exporters in the online e-commerce sales channel.

Cynthia gives a lot of credit to two amazing women and mentors who made it possible to reach her goals and who have had a lasting impact on her work, her outlook and her life. Mary Delmege, and Julie Osman have inspired her greatly, showing her how to approach her work with humor, integrity, and pride.

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

*The Wind Beneath Our Wings!*

**PRICE  
TRANSFER, INC.**

**WIT-LA Appreciates  
Rick Lorenzen!  
Congratulations!**



Guy Fox

## GUY FOX SPECIAL AWARD

The WIT-LA Guy Fox Special Award is given annually to an individual of ardent support and encouragement of women in the field of trade and transportation.

## Rick Lorenzen CEO, PRICE TRANSFER

Rick Lorenzen is a super star and ardent supporter of women in business and trade. For years, Rick has empowered women and promoted women within his organizations and now even has his daughter, Tami Lorenzen running FCL Logistics, and is President of Price Transfer.



cruise ships and delivering all over the Southern California area working out of their garage. Currently with Price Transfer and its sister company FCL Logistics, as the Industry Leader in Centralized Examination Stations located near the ports of Los Angeles and Long Beach setting the standard for

Beginning his career in trucking business with his dad in 1961, Rick Lorenzen hauled passenger's baggage to and from steamship and

CBP Centralized Examination Stations and remains the largest CES in the country, Rick is a giant in our international trade community.

### Our History

Price Transfer was founded in 1934 as a small family owned business with one truck hauling personal effects and baggage to and from the ports. We then expanded to become a highly successful trucking company.

In 1985, Price Transfer was selected as the pilot location for an innovative new program in which CBP officers were stationed on-site of a privately owned facility in order to conduct examinations. By centralizing the examination process, a higher volume of freight could be inspected without the typical delays associated with unpredictable travel conditions, scheduling challenges, and improper conditions for the exam itself. The success of the Price Transfer CES prompted US Customs and Border Protection to establish Examination Sites at the various ports throughout the United States.

Price Transfer continues to set the standard for CBP Centralized Examination Stations and remains the largest CES in the country.

### The girls who became the ladies who now run my company.

When my daughter Tami was about 9 years old, she and I were in the office alone. I was doing paperwork and billing and the phone was ringing and she asked if she could answer it. I said OK. The rest is history - she is now President of Price Transfer.

My almost-daughter Adonna came to work over 30 years ago as a receptionist having previously worked at the Reef Restaurant.

She came in, dressed in her hostess outfit and answered the phone saying Price Club and thinking a container was measured in inches 20 or 40.

Now she is Senior Vice President runs all of Price Transfer's CBP Customs Operations.

F. C. "Rick" Lorenzen  
CEO  
Price Transfer, Inc.

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

# Congratulations



# Mrs. Nguyen Thi Bao Hien



## GLOBAL TRADE AMBASSADOR OF THE YEAR VIETNAM

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

# Mrs. Nguyen Thi Bao Hien

## GENERAL DIRECTOR HIEN LE TRADING AND SERVICE COMPANY LIMITED



Mrs. Nguyen Thi Bao Hien, founder and General Director of Hien Le Trading and Service Company Limited (2003 – Present), developed her company along the main fields of business including managing, transportation, handling, collection and recycling of various kinds of industrial/hazardous waste (aluminum, iron, steel copper, etc.), molding plastic related products, casting steel billet, manufacturing of packaging materials, and the export of frozen vegetables from her native Vietnam.

Mrs. Bao Hien learned her trade with on the job experience working alongside domestic and international experts in the field, and has always maintained the attitude of “Go with the Giants to Grow”. After fifteen years, the company has expanded to include 5 large factories in Hai Duong, Man Dinh and Bac Ninh Province; and increased its capital to nearly 300 billion dong ~ bringing the total monthly revenue of the Hien Legroup companies to 30-35 billion dong (roughly \$1.5 Million) with more than 500 employees (over 200 of those are female employees) with average monthly salary of \$200-\$300.

Hien Le Company is committed to limiting the environmental impact of municipal, industrial and hazardous waste and is in cooperation with a renewable energy company from Southern California to build and manage the waste treatment plant in Hanoi to produce energy from waste and help keep material out of landfills. The waste management plant is anticipated to be completed in 2020, and will be able to provide low cost electricity to more than 3,000 homes. The frozen vegetable factory in Hai Duong has been in operation since November 2016 has a capacity to process 3000 tons of raw vegetables per year exports products to Japan.

Known to have a warm heart, Mrs. Nguyen Thi Bao Hien takes special care of the company’s employees, especially the women workers by supporting free meals and housing for her employees. She has also pledged to sponsor the education costs through high school of 10 disadvantage children of – 7 of those children belonging to her female employees. She supports the cost to send her workers to Japan to

study methods on how the company can improve capacity, in 2014 20 female employees were included in the workforce sent to Japan. Hien Le Company employees are continuously educated with in-house training courses on OSH/MOLISA or VCCI courses aimed at raising awareness of employees about gender equality and anti-discrimination in business.

Mrs. Nguyen Thi Boa Hien takes her responsibility as an Entrepreneur to society extremely seriously, annually she contributes billions of dong to social and charitable activities, helps build 02 charitable houses per year; supports local hospitals, children with cancer, sponsors education costs to send poor children to school, and supports the National Fund for Children of Vietnam (averaging about \$35,000 USD per year).

Mrs. Nguyen is Chairwoman of the Vietnamese Businesswomen’s Club, attending the Global Summit of Women; Permanent Vice President of the Business Association of Vietnam Veteran’s (Term 2018-2013), and a resident of Hanoi City, Vietnam. She is the recipient of the Higashi-Kuninomiya International Culture Award, June 2018/Japan; Outstanding Vietnam Woman Entrepreneur-Golden Rose Trophy 2013 & 2016; Golden Board for Dai Viet’s Entrepreneur – 2010; and numerous awards over the years from the Ministry of Labor – Invalids and Social Affairs



# Anne Patricia Sutanto!

**PT Golden Harvest  
Cocoa Indonesia**



Awarding Scholarships to 100 University of Indonesia Students for the bachelor's degree program (2017 -2021)



Awarding Scholarships to 3000 high performing students from Central Java High Schools (2014 -2017)



Conducting Science and Technology Olympiads regularly



## GLOBAL TRADE AMBASSADOR OF THE YEAR INDONESIA

*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
- LOS ANGELES, 2018

# Anne Patricia Sutanto

VICE CEO OF PT. PAN BROTHERS TBK., CEO OF PT. BUMI TEKNOKULTURA UNGGUL TBK., AND PRESIDENT DIRECTOR OF PT. INDO VENEER UTAMA



Mrs. Anne Patricia Sutanto, Vice CEO of PT Pan Brothers Tbk joined the company when it was ailing in 1997, later taking a minority stake and vital role in developing it into one of Indonesia's largest garment companies. PT. Pan Brothers produces international famous brands, and has more than 37,000 employees. She is also Deputy Chair of Foreign Trade - Asosiasi Pertekstilan Indonesia (API) (The Indonesian Textile Association) a forum created for members communication and consultation regarding matters related to textile and textile product's industry and trade. She also owns Golden Harvest Cocoa Indonesia (GHCI), and Homeware International Indonesia (HII).

She is an active member of Endeavor and Young Presidents Organization (YPO). In 2014, she along with 7 other Indonesian business partners and the Bill & Melinda Gates Foundation, donated to the Indonesia Health Fund to fight tuberculosis, HIV and Malaria. In 2015, she contributed to The Hope foundation for health aid in Papua.

Anne Patricia firmly believes that women equally deserve the right to be leaders and is optimistic that more women will become leaders. As such, she is deeply involved as a member of Indonesia Business Coalition for Woman Empowerment (IBCWE) which focuses on advancing gender equality in the workplace and supporting women's economic empowerment as a central part of business strategy.

A distance runner, Mrs. Sutano - in collaboration with the running community of IndoRunners - helped

raise & donate IDR 6 billion in scholarship funds to the University of Indonesia (UI) which was distributed to 100 University of Indonesia's students for the 2017/2018 school term. In July 2018, as an API's & Indonesia's representative, she directly negotiated with the Indonesian Government headed by the Minister of Trade to arrange a visit to the US to negotiate about GSP with the US Trade Representative (USTR) and held a Business Forum and Matching Symposium.

In 2015, Mrs. Sutanto was selected by Forbes Magazine as one of Asia's most influential and successful business women. She was also selected as a Finalist of EY's Entrepreneur of The Year 2015; was a Finalist of The Channel NewsAsia Luminary Award 2016, and was chosen as Indonesia Best Future Business Leader by SWA Magazine in 2016.

A loving mother to her son & daughter, Mrs. Sutanto has successfully maintained quality communication with her family despite facing an unbalanced time-sharing challenge. Her keys are attention, patience, commitment and a deep sense of love. She believes that learning how to deal with and resolve stress becomes a very necessary management tool. She also believes that through commitment all problems can be faced. For her commitment is part of life just as her motto; Work Hard, Work Smart, Work in Precision, and Work in Faith.

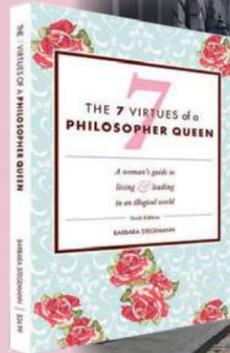
Mrs. Sutanto frequently performs as panelist and speaker at various national/international on economic business.

# THE 7 VIRTUES®

Congratulations,



Barb Stegemann



**THE RIGHT NOTES**  
Finding peace through perfume.  
Consider them her peace accords. Barb Stegemann The 7 Virtues fragrance (\$70 for 50 mL, at Hudson's Bay, thebay.com)—which is made with blends of essential oils from Afghanistan and from Rwanda.

OUR WORLD TO DESIGN



## GLOBAL TRADE AMBASSADOR OF THE YEAR CANADA

Global Trade Awards  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2018

Barb Stegemann

AUTHOR & SOCIAL BUSINESS INNOVATOR  
FOUNDER AND CEO, THE 7 VIRTUES PERFUMES



Barb Stegemann, founder and CEO of The 7 Virtues Beauty Inc, was a journalist who didn't set out to make perfume. The 7 Virtues began as a book, *The 7 Virtues of a Philosopher Queen*. When her best friend Captain (retired) Trevor Greene, was severely wounded on his mission to liberate women and girls in Afghanistan, she took on his mission of peace while he healed, and created her line of perfume with that very inspiration. The 7 Virtues is truly a socially responsible perfume company as it sources fair market essential oils from nations rebuilding after war or strife, including Rwanda, Afghanistan, Haiti, Madagascar, India and the Middle East, taking her philosophy of equality and empowerment around the world. Because she believes it's the right thing to do.

*"My real job is to make rebuilding more exciting than destruction. I do this through perfume."* - Barb Stegemann

By engaging with local workers and farmers in these regions, The 7 Virtues provides an opportunity for local communities to earn a fair and steady wage, as well as create a socially-conscious and environmentally-safe product.

Sourcing legal orange blossom and rose essential oil crops freed Afghan farmers from the illegal poppy crop and liberated their daughters from becoming young opium brides. Farmers in Afghanistan earn twice the income over the illegal poppy crop when they grow orange blossom and rose.

As an early social entrepreneur, back in 2009 when she first sourced one cup of orange blossom oil to support farmers in Afghanistan, the banks wouldn't give her a loan. Determined, she launched on her visa card out of her garage on International Women's Day. Two weeks later the story was on the front page of the Globe and Mail and 8 weeks after that she was pitching on CBC's *Dragons' Den* where she became the first woman from Atlantic Canada to land a venture capital deal on the reality TV show.

Then countries began to come to her asking her to purchase natural, organic and fair trade essential oils. She travelled to Haiti to source the best Vetiver essential oil in the world. Then she began to source essential oils

from the Middle East, from Israel and Iran, putting them together and hoping these nations' citizens can also get along.

She travelled to Rwanda on International Women's Day to visit the first country in the world with a female majority government, which has resulted in the safest, fastest growing, least corrupt country in Africa.

Ms. Stegemann also created a documentary film, *Perfume War*, which went on to win Best Humanitarian Film at the Sedona Film Fest and the audience choice from across Canada and the US. This film not only showcases the story that inspired The 7 Virtues perfume line, but also provides a honest and visceral insight into these local communities.

In 2017, Ms. Stegemann was the only Canadian entrepreneur accepted into the inaugural 20-person cohort at Sephora Stands Accelerator, a program focused on supporting women social entrepreneurs in the beauty industry and paved the way for international export of her products through Sephora.

This past August, The 7 Virtues launched in the US as the only Canadian fragrance at the Clean Space at Sephora, and the September (2018) issue of *Vogue* magazine, which is considered the most important issue for fashion and beauty industries, also referenced Ms. Stegemann and The 7 Virtues. Her perfumes are now exported to, and sold in Southern California at Sephora.

Ms. Stegemann's humanity, leadership, compassion and determination are inspiring. She has created a unique business model to use the consumers' purchasing power to bring about change for ourselves, for our communities, and for our world.

In 2011, Ms. Stegemann was recognized by the U.S. Department of State for just that – she received the Women's Innovator's Award at the APEC Women in the Economy Summit hosted by (then) Secretary of State Hillary Clinton in San Francisco.

For her work of peace, she was named the First Female Honorary Colonel of Royal Canadian Air Force with the role of advising the military.

**A true inspiration! Congratulations, Barb!**

# Past Global Trade Award Recipients

## WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2017

### KRISTIN DECAS

Outstanding Woman of the Year in International Trade 2017

### JASMIN SAKAI-GONZALEZ

International Trade Catalyst of the Year

### DR. NOEL HACEGABA

Guy Fox Special Award

### LYNNETTE KEFFER

Innovative Exporter of the Year

### KRISTINA MATHEWS

Innovative Importer of the Year

### SARAH STROTH

Member of the Year 2017

### JANICE McDONALD

Global Trade Ambassador - CANADA

### LE HONG THUY TIEN

Global Trade Ambassador - VIETNAM

## WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2016

### COMMISSIONER REBECCA F. DYE

Outstanding Woman of the Year in International Trade 2016

### GUY FOX

Guy Fox Special Award

### ROBERT KRIEGER

Member of the Year 2016

### ROSA HEARN

Innovative Importer of the Year

### BILLIE R. SULLIVAN

International Trade Catalyst

### KIM NGO

Innovative Exporter of the Year

### MME. THAI HUONG

Global Trade Ambassador - VIETNAM



## WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2015

### ANNE MARICICH

Outstanding Woman of the Year in International Trade 2015

### JEAN CORONEL

International Trade Catalyst of the Year

### KATHY HONG

Innovative Importer of the Year

### STELLA POON

Global Trade Ambassador - HONG KONG

### NORMAN W. HARRIS III

Member of the Year 2015

### ANGELA ROSENBACH

Global Trade Ambassador Brazil

### NGUYEN THI TUYET MINH

Global Trade Ambassador - VIETNAM

### MARYAVIS BOKAL

Innovative Exporter of the Year

### REBECCA BRANHAM

Global Trade Ambassador

## WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2014

### JULIE ANNE HENNESSY

Outstanding Woman of the Year in International Trade 2014

### FATMA YUCELER

International Trade Catalyst of the Year

### MEGAN CULLEN

Innovative Exporter of the Year

### TINA TANGALAKIS

Global Trade Ambassador - GHANA

### ROBERTA YANG

Member of the Year 2014

### JANE KIM

Innovative Importer of the Year

### DANG TANH HANG

Global Trade Ambassador - VIETNAM

## WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2013

### SUSAN KOHN ROSS

Outstanding Woman of the Year in International Trade 2013

### RANDAL LONG

Member of the Year 2013

### MARLEN MARROQUIN

International Trade Catalyst

### KAREN CHEN

Global Trade Ambassador - Taiwan

### MICHELE MCGOWAN

Innovative Exporter of the Year

### JACKIE KIM

Global Trade Ambassador - KOREA

### NGUYEN THI CUC

Global Trade Ambassador - Vietnam

### YOUNG MEE SHIN

Innovative Importer of the Year

### JULIE SMITH-BELTRAN

Global Trade Ambassador - Mexico

### NGUYEN THI DIEN

Global Trade Ambassador - Vietnam

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*We Thank  
all our Guests and  
Dignitaries*

*for joining us on this celebratory evening  
and supporting our vision  
of the Global Trade Awards Gala.  
We look forward to seeing all of you  
next year.*



# Congratulations Again!

## To All Our Global Trade Award Winners!



## THANK YOU!



### *John Burcher Band*

**The Brass Bandits** are 11 musicians who have gravitated to Wrightwood 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 for woodwinds, guitar or bass. While pursuing a career in Education Administration, he continued to perform in rock, country, and jazz bands, and often says, "If it sounds good it doesn't need a label."

### *Norman Harris iii, Photographer*

Licensed Customs Broker

Manager, Customs Services & Compliance at Nippon Express NEC Logistics America, Inc.



**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, and The Santa Monica Star newspaper; in addition he has served as the official photographer at WESCCON.

Norm is an Instructor with Learning Network, 2009 – Present.

Licensed as a Customs Broker in 1989, he is a member of WIT-LA and former President of the Los Angeles Customs Brokers and Freight Forwarders Association.

### *Program Booklet designed by Kathryn Yoder*

Kathryn is an award-winning graphic designer based in Phoenix, with more than 15 years' experience helping grow companies through print and internet advertising, and has created graphic designs of Programs, e-blasts, flyer, brochures, and banners for WIT-LA for over 7 years. [graphixbykathy.com](http://graphixbykathy.com)



THANK YOU

*Global Trade Awards Gala*

SILVER SPONSOR



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**LONG BEACH**  
The Green Port

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# THANK YOU

## Global Trade Awards Gala

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### KIM NGO, TOBE, INC

PAST INNOVATIVE EXPORTER OF THE YEAR  
GIFT BAGS FOR AWARD RECIPIENTS



Join us for a  
WIT-mas Around the World  
**Night of the Qipáo**  
WIT-LA's Signature  
Gourmet Holiday Dinner  
and Charity Event

6:00p-9:00p  
Wednesday  
December 19  
2018

## FUN! FOOD! PHILANTHROPY!

### WIT-LA Annual Charity Auction and Opportunity Drawings

Contact us to donate items  
supporting our  
Global Education initiative  
(213) 545-6479

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Holiday Gift Shopping!

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at the Gala  
for a 15%  
Discount

Meet WIT-LA's 2018  
Marjorie Shostak  
and  
Gladys Moreau  
Scholarship Winners

Seafarers; They bring in  
trade goods to our ports  
during the holidays -  
Let's bring them items for

### Seafarers' Christmas Shoebox!



International  
Seafarers  
Center



Opportunity Drawing supporting global  
education and our preferred charity,  
'Room to Read®' [www.roomtoread.org](http://www.roomtoread.org)

Tickets available at [www.wit-la.org](http://www.wit-la.org)  
Members \$75 Guests \$90  
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](mailto:info@wit-la.org) [www.WIT-LA.org](http://www.WIT-LA.org) (213) 545-6479  
P.O. Box 45802, Los Angeles, CA 90045-0802





When you are a member of WIT-LA, you are a member of OWIT, our umbrella organization. There is a far reaching global network with member chapters on every continent on the globe.

Every year, there is an OWIT conference and this year it will be held in Nairobi, Kenya, hosted by our Kenya OWIT Chapter. Details, next page.

*United around the globe to foster international trade and the advancement of women in business.*

Our growing network continues to provide a collective forum to support education, to facilitate information exchange and to promote networking. In pursuing these goals, OWIT strives to provide a rewarding volunteer environment, to stay at the forefront of trade and technological developments, and to build partnerships and alliances with peer organizations and associations.



In response to global demand and burgeoning trends in trade modernization, OWIT International is bringing back its 18th Annual World Conference. In recognition of Nairobi's vast potential to engage in global trade, OWIT International has selected its OWIT Chapter in Nairobi, Kenya as the host for this year's annual conference. On October 24-25, 2018, OWIT members around the globe will converge with supporters and experts in their field to empower both the local community and business leaders throughout the world. Day One will be comprised of a capacity-building workshop for local women entrepreneurs seeking to take their business across borders. Day Two is a conference for trade practitioners and policy makers from around the world for discussing best practices, what's next for the future of trade, and what women's roles should be in that future.

#### BACKGROUND ON THE OWIT CONFERENCE

Internationalization of trade and investment is complex, and our OWIT International conference offers access to subject matter experts and resources to overcome the unique challenges. As entrepreneurs, consumers, and heads of households, women's economic participation is crucial to ending poverty and boosting global prosperity.

OWIT-Nairobi is the first African chapter of OWIT. Established in 1989, OWIT is a global association for women in international trade and business. Our 2,000-plus members impact hundreds of millions of dollars in trade and business transactions annually. OWIT's focus is on adding value to our corporate, mid-sized, small business and individual members around the world. OWIT serves as the unifying body of a network of chapters spanning the globe in the Americas, Western Europe, and Africa. OWIT also supports a "Virtual Chapter" for individuals involved in international trade and business who do not have access to a local OWIT chapter where they reside or work.

For more information about the OWIT Conference and Capacity Building Workshop, please contact [VP-Conference@owit.org](mailto:VP-Conference@owit.org)





# WIT-LA PROMOTES INTERNATIONAL TRADE

## *A clear and insightful customs strategy*

PwC's Customs & International Trade practice is a leading global provider of customs and international trade compliance and consulting services. Our dedicated customs professionals are located in over 65 different countries with experience in many cost-saving and compliance-related areas. We have the insight to help you develop responsive customs & international trade strategies to meet the challenges you face as an executive in today's global economy.

To learn more about how our Customs & International Trade practice assists clients, please feel free to contact:

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Customs & International Trade Practice  
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[craig.j.pinkerton@pwc.com](mailto:craig.j.pinkerton@pwc.com)

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