

Women in International Trade
- Los Angeles -

Fifth Annual
Global Trade Awards
2017



GLOBAL TRADE AWARDS 2017

INNOVATIVE CUSTOMS BROKER OF THE YEAR



Lynnette Keffer

CEO/President
J&K Fresh



OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE



Kristin Decas

CEO/Director
Port of Hueneme, California

INNOVATIVE EXPORTER OF THE YEAR



Kristina Mathews

National Accounts Manager
DHL

MEMBER OF THE YEAR



Sarah Stroth

President
N. F. Stroth & Associates

GLOBAL TRADE CATALYST OF THE YEAR



Jasmin Sakai Gonzalez

Director
Center Global Trade/Foreign Investment
Los Angeles Area Chamber of Commerce

GLOBAL TRADE AMBASSADOR, VIETNAM



Le Hong Thuy Tien

President
Imex Pan Pacific Group

GUY FOX SPECIAL AWARD



Dr. Noel Haegaba

Managing Director of Commercial Operations
and Chief Commercial Officer Port of Long Beach

GLOBAL TRADE AMBASSADOR, CANADA



Janice McDonald

President
The Beacon Agency

PROMOTING GLOBAL TRADE, RECOGNIZING LEADERS



WIT-LA's 5th Annual Global Trade Awards Gala

6:00 pm
November 9th
2017



Join us for an evening of celebration

6:00 pm

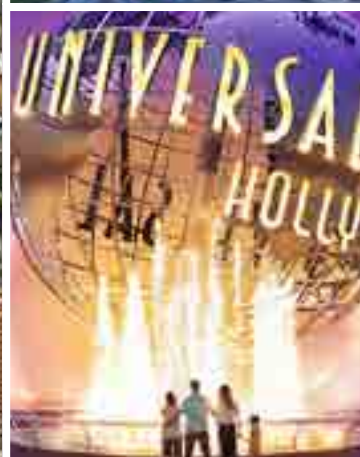
November 9, 2017

at the

Sunset Conference Center

Holiday Inn

Long Beach Airport Hotel



LETTER FROM THE MAYOR



November 9, 2017

Dear Friends,

On behalf of the City of Los Angeles, welcome to the Women in International Trade – Los Angeles' (WIT-LA) 5th Annual Global Trade Awards Gala, a celebration of our city's economic strength and prosperity.

For over three decades, WIT-LA has recognized women leaders who promote global trade in Southern California, and helped our region flourish.

The City of Los Angeles is making historic investments in its ports, airports, and transportation infrastructure. We also want to help assist our local businesses to succeed locally and overseas, and to welcome our foreign visitors and partners. This is why I recently created the Office of International Affairs, and appointed former U.S. Ambassador to ASEAN, Nina Hachigian, as the Deputy Mayor, leading the office to broaden the city's engagement and participation on activities and initiatives related to international relations, trade and investment.

Congratulations to Kristin Decas, Chief Executive Officer of the Port of Hueneme, who was selected as this year's Outstanding Woman of the Year in International Trade. I also extend my congratulations to Dr. Noel Hacegaba for his lifetime support of women in global trade and the Southern California trade community. I would also like to congratulate Kristina Mathews, Lynnette Keffer, Jasmin Sakai-Gonzalez, Sarah Stroth, Thuy Tien Le Hong, and Janice McDonald, all terrific individuals who contribute greatly to the success and economic growth of our city and our region.

To all attendees, I wish you a splendid event and much success in supporting international trade in the years to come.

Sincerely,

ERIC GARCETTI
Mayor



MESSAGE FROM WIT-LA'S PRESIDENT



November 9, 2017

Welcome to WIT-LA's Fifth 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 5th 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 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 Global Trade Award Winners.

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

We're honored to host the Global Trade Awards Gala as we celebrate with an evening filled with collegiality, excitement, and pride for the entire international trade community. I'd especially like to thank Commissioner Valeria Velasco and Ambassador Nina Hachigian for providing their remarks and 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: Yusen Terminals, LLC, and the Port of Long Beach as well as LAWA (Los Angeles World Airports), CITD (California International Trade Development) and PricewaterhouseCoopers (PwC), 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



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OUR STORY

Southern California Organization With Global Reach

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

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

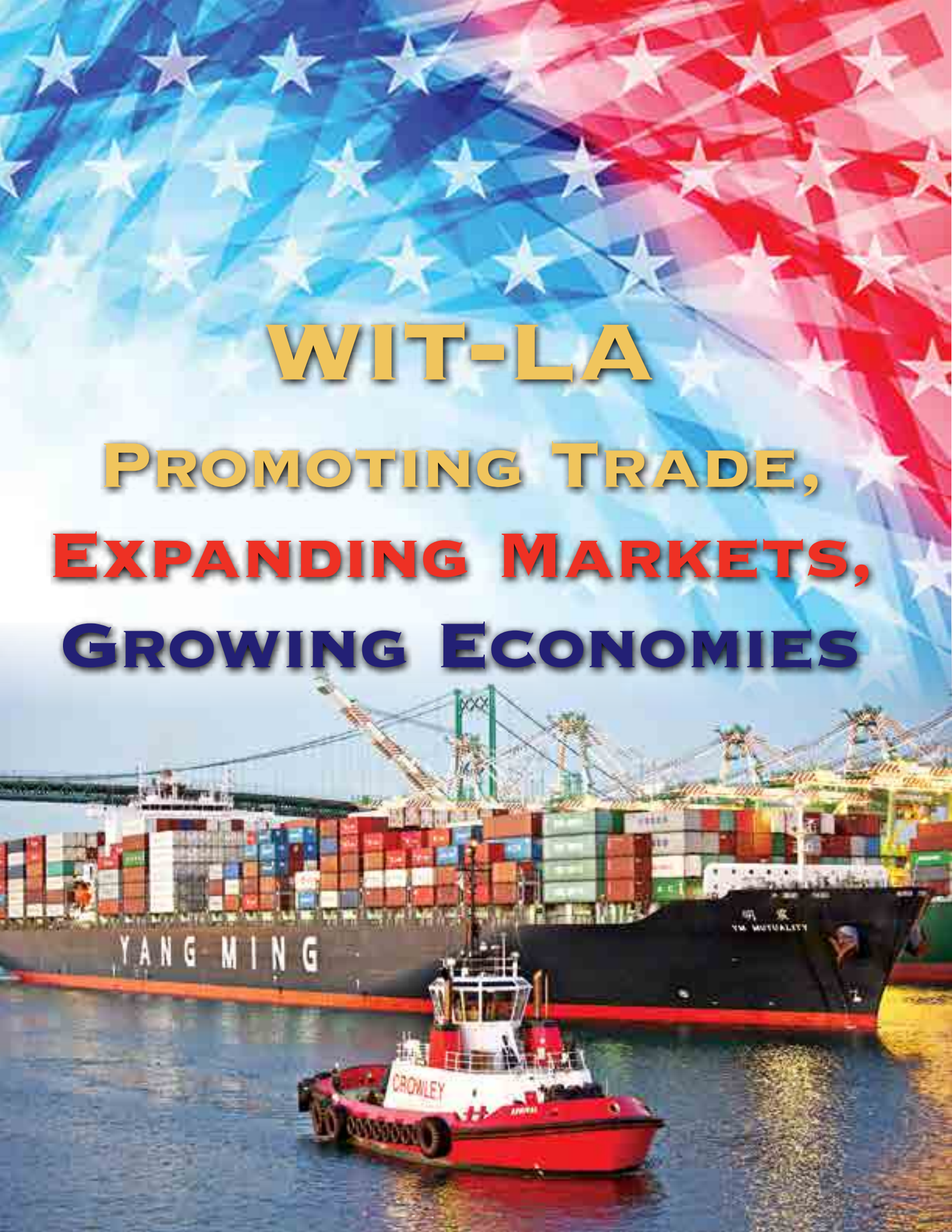


Our diverse membership of women and men within the Southern California area are professionals from all facets of international trade, industries and business sectors, not limited to: banking and finance, communications, customs and trade law, education, government and diplomacy, import/export compliance, 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 see this program come to fruition and continue. By recognizing and celebrating outstanding women leaders through acknowledging their accomplishments and unique contributions to our community and to the international business world, we believe that WIT-LA is instrumental in helping expand the sphere and value of international trade, not only to our local, but also to the national, and global economies.

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 5th Annual Gala in 2017, 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 SPEAKERS

Ambassador Nina Hachigian

Los Angeles Deputy Mayor for Foreign Affairs

Hachigian, an L.A. resident who served as U.S. Ambassador to the Association of Southeast Asian Nations (ASEAN) in the Obama Administration, will lead the newly-created Mayor's Office of International Affairs. The office will work to broaden the city's global engagement on matters ranging from trade, investment, culture, and tourism to preparations for the 2028 Olympic and Paralympic Games.



Extraordinary and Plenipotentiary. During her tenure, the U.S. established a strategic partnership with ASEAN, held the first Leaders' Summit in the United States, launched a presidential initiative on economic cooperation, established the U.S.-ASEAN Women's Leadership Academy, and grew the youth program to over 100,000 members. She had previously served as director of the RAND Center for Asia Pacific Policy for four years, been Senior Vice President at the Center for American Progress, and was on the staff of the National Security Council in the Clinton White House from 1998 to 1999.

The office headed by Hachigian will oversee and coordinate all of the city's international affairs — including advising the Mayor on trade policy and opportunities, attracting global investment, assisting the Host Committee with preparations for the 2028 Olympic and Paralympic Games, and managing relationships with global leaders. She will assume the post on Sept. 6.

Hachigian was appointed U.S. Ambassador to ASEAN by former President Obama, and served in the post from 2014 to 2017 with the rank and status of Ambassador

A founder of Women Ambassadors Serving America (WASA), Ambassador Hachigian holds a B.S. from Yale University and is a graduate of Stanford Law School. She is the editor of "Debating China: The U.S. – China Relationship in Ten Conversations" (Oxford University Press, 2014), and co-author of "The Next American Century: How the U.S. Can Thrive as Other Powers Rise" (Simon & Schuster, 2008).

Commissioner Valeria Velasco

VP Board of Airport Commissioners for LAWA, Los Angeles World Airports

Valeria C. Velasco – Vice President (appointed for term ending June 30, 2022)

Commissioner Velasco 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.

Commissioner Velasco has served as a City of Los Angeles Planning Commissioner, Staff Legal Counsel and Hispanic Liaison to former City Councilman



Michael Woo, Assembly Aide/Hispanic Liaison to former Assemblyman Mike Roos and a bilingual elementary school teacher.

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

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

Program

- 5:30 PM** *Registration*
- 6:00 PM** *Reception and Networking*
- 7:00 PM** *Welcome*
- Opening Remarks*
Commissioner Valeria Velasco,
VP Board of Airport Commissioners for LAWA,
Los Angeles World Airports
- Dinner*
- Address*
Ambassador Nina Hachigian,
Los Angeles Deputy Mayor for International Affairs
- 8:00 PM** *Inspirational Words*
Janice McDonald
- Presentation of Awards*
- 9:30 PM** *Closing Remarks*



**WIT-LA
RECOGNIZES
INTERNATIONAL
TRADE
LEADERS**

**WIT-LA'S
GLOBAL TRADE AWARD
WINNERS 2017**

Global Trade Awards
**WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2017**

**P 15. OUTSTANDING WOMAN OF THE YEAR
IN INTERNATIONAL TRADE**
KRISTIN DECAS
CEO/DIRECTOR, PORT OF HUENEME

P 17. INTERNATIONAL TRADE CATALYST OF THE YEAR
JASMIN SAKAI-GONZALEZ
DIRECTOR, CENTER GLOBAL TRADE & FOREIGN INVESTMENT
LOS ANGELES AREA CHAMBER OF COMMERCE

P 19. GUY FOX SPECIAL AWARD
DR. NOEL HACEGABA
MANAGING DIRECTOR OF COMMERCIAL OPERATIONS
AND CHIEF COMMERCIAL OFFICER, PORT OF LONG BEACH

P 21. INNOVATIVE CUSTOMS BROKER OF THE YEAR
LYNNETTE KEFFER
CEO/PRESIDENT J&K FRESH

P 23. INNOVATIVE EXPORTER OF THE YEAR
KRISTINA MATHEWS
NATIONAL ACCOUNTS MANAGER, DHL

P 25. MEMBER OF THE YEAR 2017
SARAH STROTH
PRESIDENT, N. F. STROTH AND ASSOCIATES

P 27. GLOBAL TRADE AMBASSADOR, CANADA
JANICE McDONALD
PRESIDENT, THE BEACON AGENCY

P 29. GLOBAL TRADE AMBASSADOR, VIETNAM
LE HONG THUY TIEN
PRESIDENT, IMEX PAN PACIFIC GROUP, INC.

A Vibrant U.S. West Coast Port
 A Niche Port Making A Big Impact
 Greenest Port of the Year 2017



Kristin established the Port Hueneme Banana Festival



Kristin's forefathers built Clipper Ships in Bergen, Norway



Kristin launches humanitarian aid to Costa Rica, 2017

OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE

Kristin Decas
 CEO/DIRECTOR, PORT OF HUENEME



A proven leader in Maritime-based Trade, Transportation and Infrastructure, Kristin Decas repeatedly demonstrates her ability to build vision and implement strategy through open, collaborative processes that foster results. This year, she was named Top Port Director of the Year for 2017 by the International Association of Top Professionals!

Since beginning her tenure with the Port of Hueneme in February 2012, the Port has realized several successes. The total tonnage for FY 2013 jumped to over 1.4 million metric tons marking the Port's most active trade year since its inception in 1937. The Port also turned a significant corner in FY2013 achieving its strongest fiscal numbers in history at over \$13million in gross operating revenue. Kristin championed the first annual Port Banana Festival, drawing over 10,000 visitors to the Port. The Port of Hueneme related activities generate \$1 billion in annual economic impact and create more than 10,200 direct, indirect, induced and influenced jobs.

Prior to serving for the Port of Hueneme, Kristin served as CEO and Port Director for the Port of New Bedford, MA, the nation's number one value fishing port. In 2007, when Kristin took the helm as the director for the Port, she inherited a \$200,000 deficit. Kristin literally 'cleaned up' the financial and physical landscape. During her five years at this post, she orchestrated a complete fiscal turnaround; from 2008, and every year thereafter, her prudent fiscal management generated a healthy profit for the Port. Kristin played a vital role in the development of a new terminal to support the nation's first offshore wind energy project. Under her leadership the Port also realized significant growth in cruise and recreational boating activity.

The maritime industry runs in Kristin's blood. Four generations ago, her great-great-grandfather was Harbormaster in Bergen, Norway, and her great-grandfather built clipper ships. While not her initial career path choice, life happened! With life coincidences and special mentoring, she now thrives

in the maritime industry and she is currently Director of the California Port of Hueneme.

Kristin is recognized by Trade Administration officials for her impressive work in promoting economic development, and for her service on scores of federal level shipping and port committees. Most recently Kristin was awarded a high-profile appointment by the U.S. Department of Transportation to

both the National Freight Advisory Committee (NFAC) and the U.S. Marine Transportation System National Advisory Council (MTSNAC).

The board of directors of the American Association of Port Authorities (AAPA), a trade association representing more than 130 public port authorities in the US, Canada, the Caribbean and Latin America, elected Kristin as the association's chair for the 2014-2015 activity year.

Kristin was the first woman to run both the Port of New Bedford in its 50-year history and the Port of Hueneme in its 78 years. She was the fourth woman to chair the Association of American Port Authorities in its 103 years. Kristin also supports her community by serving on the Dignity Health Ventura County Community Board and the Habitat for Humanity Ventura County Advisory Board. Earlier this year, containers of humanitarian aid set out from Port Hueneme to Costa Rica, in partnership with Del Monte. Most recently she was named Maritime Executive of the Year at the Green Shipping Summit USA.

For all these reasons, Kristin Decas has been selected as WIT-LA's Outstanding Woman of the Year in International Trade!



Global Trade Awards
 WOMEN IN INTERNATIONAL TRADE
 - LOS ANGELES, 2017

INTERNATIONAL TRADE CATALYST OF THE YEAR

Jasmin Sakai-Gonzalez

DIRECTOR, CENTER FOR GLOBAL TRADE & FOREIGN INVESTMENT,
LOS ANGELES AREA CHAMBER OF COMMERCE



Ms. Jasmin Sakai-Gonzalez is an exceptional ambassador to the trade for the Los Angeles Area Chamber of Commerce and is highly respected and connected with all the important members of the international trade community in Los Angeles. She has been instrumental in increasing the awareness of international trade and is respected and known as a true catalyst who makes things happen.

An inkling as to what has made her such a successful catalyst of trade and commercial diplomat, is that Jasmin, growing up as a child with a mixed ethnic heritage in Southern Germany, provided her with a deep appreciation for other cultures. That appreciation only deepened when she and her family moved to Southern California, where she immediately felt at home in a true ethnic melting pot.

Jasmin has been with the Los Angeles Area Chamber of Commerce for over 10 years currently holding the position of Director for the Center for Global Trade & Foreign Investment. She is a vital asset in growing relationships for members of the Chamber and for the extended Southern California Trade Community. Ms. Sakai-Gonzalez manages and implements the California State Trade Expansion Program Grant, has worked with the Governor's office promoting global trade missions on behalf of then Governor Schwarzenegger, and a true catalyst with all the international trade stakeholders in Southern California.

While global trade was not her initial career pathway, it was through her work at the L.A. Area Chamber that she saw the power that global trade had to connect the local business community with the immense opportunities abroad. For over a decade, she has strived to support California companies seeking to expand their markets by connecting them with partners abroad.

Ms. Sakai-Gonzalez has worked to advance global trade in the region and help local businesses build international relationships for over a decade. She serves as liaison between foreign diplomats, trade organizations and key partners, including government and business agencies at the local, state and federal level. Her business acumen is pristine and leads to positive results for all stakeholders.

Perhaps her most well-known body of work is her leadership of the World Trade Week Southern California initiative, an initiative of the L.A. Area Chamber, that dedicates itself to educating the public on the positive impact, importance and benefits of global trade on the local and national economy through a series of educational programs and events. She has been instrumental in increasing the awareness of trade with this World Trade Week Kickoff event, which attracted close to 1,000 attendees this year!

Jasmin has been an indispensable partner and team member critical in implementing several overseas exhibitions and trade mission for the California State Trade Expansion Program (STEP) covering automotive, aerospace, and medical equipment.

She has always been attentive to assist and promote all the trade organizations, including WIT-LA's trade programs and has key interest in trade education and scholarships for college students.

Jasmin is a shining star whose integrity, dedication and belief in expanding one's community has benefited countless entities in the international trade industry. The respect and appreciation she has received is well earned!



Jasmin
LOS ANGELES AREA CHAMBER OF COMMERCE

Makes Things Happen!

92ND ANNUAL WORLD TRADE WEEK KICKOFF BREAKFAST
**SOUTHERN CALIFORNIA:
THE EVOLUTION OF TRADE
IN A DIGITAL WORLD**

World Trade Week | An Initiative of the LA Area Chamber | Celebrating a month of world trade in May

Beautiful minds
inspire others



Thank You, Dr. Hacegaba!



GUY FOX SPECIAL AWARD

Dr. Noel Hacegaba

MANAGING DIRECTOR OF COMMERCIAL OPERATIONS
AND CHIEF COMMERCIAL OFFICER, PORT OF LONG BEACH

Dr. Noel Hacegaba is managing Director of Commercial Operations and Chief Commercial Officer for the Port of Long Beach, which is a major port in the United States and handles millions of containers entering and leaving the USA. He also handles all of the security functions of the Port of Long Beach.



Noel is always referred to as a "gentleman" and an astute business person. Noel is known for his support of women's rights and equal opportunity for women, especially in their career paths and equality in wages. Noel has embodied these attributes throughout his career and was an excellent choice for the "Guy Fox Special Award" given by WIT-LA. This is one reason why many people would like to work for the Port of Long Beach, as they know that their contributions will be recognized and they will be given equal opportunities.

Noel has made many presentations on the Port of Long Beach around the world promoting international trade and this does indeed create jobs that are desperately needed in Southern California. Noel has been a huge supporter of the International Seafarers Center, and the sailors, both men and women that visit our port complex, to make them feel at home. Without his support, the ISC would not be where it is today. He is especially concerned about the women seafarers, and wants to be sure that they are well taken care of and well protected.

Noel believes in a good education for everyone and not just a select few. He is a member of the Long Beach City College Foundation Board of Governors, and takes pride in addressing the students. Through Noel, the Port of Long Beach takes on interns to help support his promise to education.

Noel is a member of the Marine Exchange, which guides our ships into port, similar to air traffic controllers, so they can make sure that all of the vessels arrive safely at our ports. He works in conjunction with the United States Coast guard on vessel tracking with marine radar to help guide these giant vessels into our port complex. He is also on the Board of Directors of the Harbor Association of Industry and Commerce, and he is also on the Board of Directors for St. Mary Medical and a member of the Los Angeles Long Beach Propeller Club.

The "Guy Fox Special Award" is awarded annually in recognition of men who distinguish themselves through their efforts for empowering women in global trade, as Dr. Noel Hacegaba has done this throughout his Professional career and then some! In recognition of Dr. Hacegaba's contributions and efforts towards the advancement of international trade and professional empowerment of women locally, regionally, and worldwide we are very proud to award the "Guy Fox Special Award" to Dr. Noel Hacegaba, who will keep the standard high that has been set by Guy Fox for whom this award has been named.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
- LOS ANGELES, 2017

INNOVATIVE CUSTOMS BROKER OF THE YEAR

Lynnette Keffer
 CEO/PRESIDENT J&K FRESH



Mrs. Lynnette Keffer is a female entrepreneur who over the course of 50 years has established herself as an innovative leader in the produce industry. Beginning her career in 1966 at a time when female business leaders were few and far between. Lynnette quickly became known as “the fruit lady” of the west coast. Generous and hard working, she made it a point to go the extra mile for her customers. Lynnette turned every challenge into an opportunity and built a successful niche business for the clearance of imported fresh perishable produce. Soon, produce importers were seeking out her services.

Freshlook, a tracking system designed to deliver maximum efficiencies and real-time information, essential to the industry as produce is not only perishable, it is often sold in a market where prices fluctuate daily. The Freshlook system provides produce importers with on demand visibility along with statistical data and trade document compliance management. It provides the status of the customs and partner government agencies release and terminal availability. To meet the time constraints and to enhance productivity, the system’s dashboard functionality enables the end user to navigate from global search and exception-based transactions to manage containerized and break-bulk cargo such that communications, efficiencies, and cargo movements are maximized and the occurrence of delays and damage are minimized.

Through the decades, Lynnette was regularly approached by larger companies hoping to partner with her. Staying true to her vision, she chose not to jeopardize her commitment to offering personalized, high quality service that she felt would be lost with massive expansion. In 2000, Lynnette recognized that smaller fresh produce providers were being swallowed up by larger ones who could now offer customized, all-in service. To maintain her edge, she knew she had to stand apart and formed J&K Fresh, LLC, a niche Customs Brokerage Business, with a goal to provide “a fresh clearance” for importers of fresh produce. The J&K Fresh brand continued to grow and in 2011, Lynnette was approached by an entrepreneur with a background in clearing perishables who shared her passion for service. Together, they spoke of the possibility of establishing J&K Fresh on the east coast. The decision was made to trademark the J&K Fresh Brand, For A Fresh Clearance. Lynnette did something unique with the brand, entering into a Licensing and Marketing agreement with J&K Fresh East. This allowed J&K Fresh’s import clients to receive the best service available for on time delivery of their produce.

J&K Fresh strives to anticipate the needs of the produce industry, providing straight answers, helping the client to navigate through the sea of regulations, introducing innovative solutions and most important, providing “a fresh clearance” for on time delivery of perishable produce. The addition of Freshlook’s capabilities in providing innovative and industry-specific solutions, solidifies the J&K Fresh brand as being the premier fresh perishable produce customs broker. As Lynnette continues to innovate and stay relevant in her industry, she has always insisted on making sure her team feels like family. Her home is always open and is frequently a gathering spot for the team to splash in the pool or enjoy some music or Lynnette’s famous baked goodies. Maintaining her status as an industry leader for Lynnette, means recalling your roots and never losing the special connection between coworkers and clients.

The expansion of the brand not only allowed J&K Fresh to grow and be competitive, it led to the development of



Congratulations, Kristina!



INNOVATIVE WOMAN EXPORTER OF THE YEAR

Kristina Mathews

NATIONAL ACCOUNTS MANAGER, DHL EXPRESS

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2017

Kristina Mathews is a National Accounts Manager for DHL Express and works solely on export shipments to all points of the world. She manages top priority accounts and thoroughly understands the export process as she worked in the direct export operations of DHL for several years before going into sales. She is now considered one of the very top sales people in the export process for DHL Exports due to her operational experience. She has been awarded membership into the "Sales Champion Club, and was also awarded membership into the Ambassadors Club. Membership is attained by achieving the highest standards in export sales by DHL, and is very difficult to achieve this goal, yet Kristina has been awarded the Sales Champion Club two times, and is continually awarded membership as a DHL Ambassador based on her outstanding export sales activity.



Kristina drew up a strategy that would save time and effort and protect IPR from door to door. She got her export team together and laid out the Export process she had in mind, which included strict security measures that ensure unbroken chain of custody, compliant labels for export and for global checkpoint screening, reporting any anomalies on any export shipment, and 100% proof of delivery on each and every shipment.

Kristina introduced an export paperless Customs clearance process (Silver Screen Process) on all export shipments, thus enabling her customers to electronically transmit documents on their export shipments directly to Customs at any point in the world, thus saving them many extra steps in the process such as printing, and manually attaching export documents to all of the shipments. This had a huge impact since they were shipping over 5000 export shipments a day. Kristina was quoted as saying "This new paperless feature has made the processing for the screeners, quicker, better, faster all with the push of a button!"

The Oscar Ceremonies take place for all to see, but very few know what goes on behind the scenes! Kristina has played a huge role in the export process of "Screeners" by developing her relationships and partnership with all of the film organizations involved.

When Kristina took over the export shipping for the Oscar screeners, it was a daunting task as the studios and vendors ship over 5000 shipments per day, and the paperwork and man-hours involved were enormous. Kristina took one look at this and knew some things had to change since she had export operational experience, and knew that time; security and intellectual property rights (IPR) protection were at the top of the list.

In true Oscar Ceremony form, Kristina thanked all of her key Silver Screen Account team for all of their help of implementing her "Silver Screen Process" into the DHL Export system thus proving her as a true leader in an innovative export process.





WIT-LA Thanks Sarah!



San Francisco, Los Angeles, Chicago • N.F. Stroth & Associates – National Permit • Un...
Rejected Drawback • San Francisco, Los Angeles, Chicago • N.F. Stroth & Associates – National Permit • Un...
Duty Drawback Services including...
N.F. STROTH & ASSOCIATES
www.wit-la.org

Congratulations!

former
**WIT-LA President,
Chair of the Board**



**WIT-LA's philanthropic programs;
locally, the Marjorie Shostak Scholarship and Gladys Moreau
Scholarship, and globally, scholarships around the world
through Room to Read,**



**Ardent Supporter of
WIT-LA Charities**



WIT-LA MEMBER OF THE YEAR

Sarah Stroth

PRESIDENT, N. F. STROTH & ASSOCIATES



Sarah Stroth is President of N.F. Stroth & Associates, the largest drawback filer in the Port of San Francisco. N.F. Stroth & Associates has a National Permit which allows the firm to file in all of the four U.S. Custom and Border Protection Drawback Offices in the country and oversees the San Francisco, Los Angeles and Chicago offices. Sarah has helped to develop and service local and national accounts as well as providing marketing and image guidelines for the company's expansion. She is a licensed Customs Broker with over 20 years of experience in the industry.

program for college students studying some aspect of international trade as well as our global education outreach initiative, providing scholarship funding for girls from the most disadvantaged areas of the world through the non-profit Room to Read® program.

Sarah is receiving this award for her dedicated and vital support of WIT-LA and women in the field of international trade. Ms. Sarah Stroth is an exemplary WIT-LA member, whose support and service to WIT-LA goes back more than 10 years. She served on the Board of WIT-LA for over 5 years growing membership and coordinating programs and serving as President in 2007, 2008 and 2011 as well as Chair of the Board in 2009 and 2013. WIT-LA is a non-profit organization run by a volunteer board. Receiving support from committees and individual contributors is crucial in ensuring the organization's continued success.

The Room to Read Girl's Scholarship program is a particular passion of Sarah's. When presented with this initiative, she ensured WIT-LA would be a strong supporter. Providing girls and young women with unlimited opportunities and education is a fundamental belief of Sarah's that she is most willing to share.

During her tenure leading this organization of more than 30 years, Sarah was and continues to be an ardent supporter of WIT-LA's educational and philanthropic initiatives. Year after year, Sarah consistently supports and provides donations for programs in support of local and global education. She supports WIT-LA's scholarship

Sarah not only has maintained her membership with WIT-LA with incredible conviction and devotion to this organization founded to support women in international trade, but she also continues to promote and attend international trade programs presented by WIT-LA. Her company has also provided expert duty drawback speakers for WIT-LA programs to continue to provide the most updated regulations to the international trade community.

We are honored to spotlight high-profile members in the International Trade arena, such as Ms. Sarah Stroth. Her continued support of WIT-LA is invaluable to our organization. We truly applaud her professionalism, her support of women in business and her compassion for education.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
- LOS ANGELES, 2017

Congratulations, Janice!



The Beacon Agency

GLOBAL TRADE AMBASSADOR OF THE YEAR CANADA

Janice McDonald
PRESIDENT, THE BEACON AGENCY

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2017

Janice McDonald is a sought-after speaker, advisor and leadership expert and is President of The Beacon Agency, which focuses on entrepreneurship, leadership and research. She has co-authored a national study on Women Entrepreneurs and Their Approach to Risk in partnership with BMO & Carleton University - released in 2016. The next study, on Women Entrepreneurs and Innovation is currently underway.



and WCT's Chairs Award of Distinction in 2016. Janice is an Advisor for Cornell Queens EMBA program and works with international executives on New Venture/Management Consulting Projects and she is an advisor for Sprott School of Business Carleton University and a board director with Vista Radio. Her latest startup is a site called www.thisspaceworks.com and her TedTalks video has been viewed over 14,000 times & counting.

Janice ventured into the global trade world when she caught the entrepreneurial bug early in the 1990's by beginning an online music site. She then developed a clothing and apparel line, iStyle Originals, which is globally licensed. Since that time, the sky has been the limit and Janice has flourished on the international entrepreneurial stage.

Janice has travelled the globe extensively, sharing her enthusiasm for female entrepreneurship, insights and best practices. She has found common challenges and risks amongst female entrepreneurs around the world but also a commonality. Janice finds inspiration in the resilience of women and women in entrepreneurial roles. She believes that that resilience is the key to success and strives to share this message globally. Janice is currently completing a new follow-up study on women in innovation and she recently represented Canada and shared the Canadian context at the APEC Workshops on Startups and Entrepreneurship in Vietnam, offering ideas and best practices.

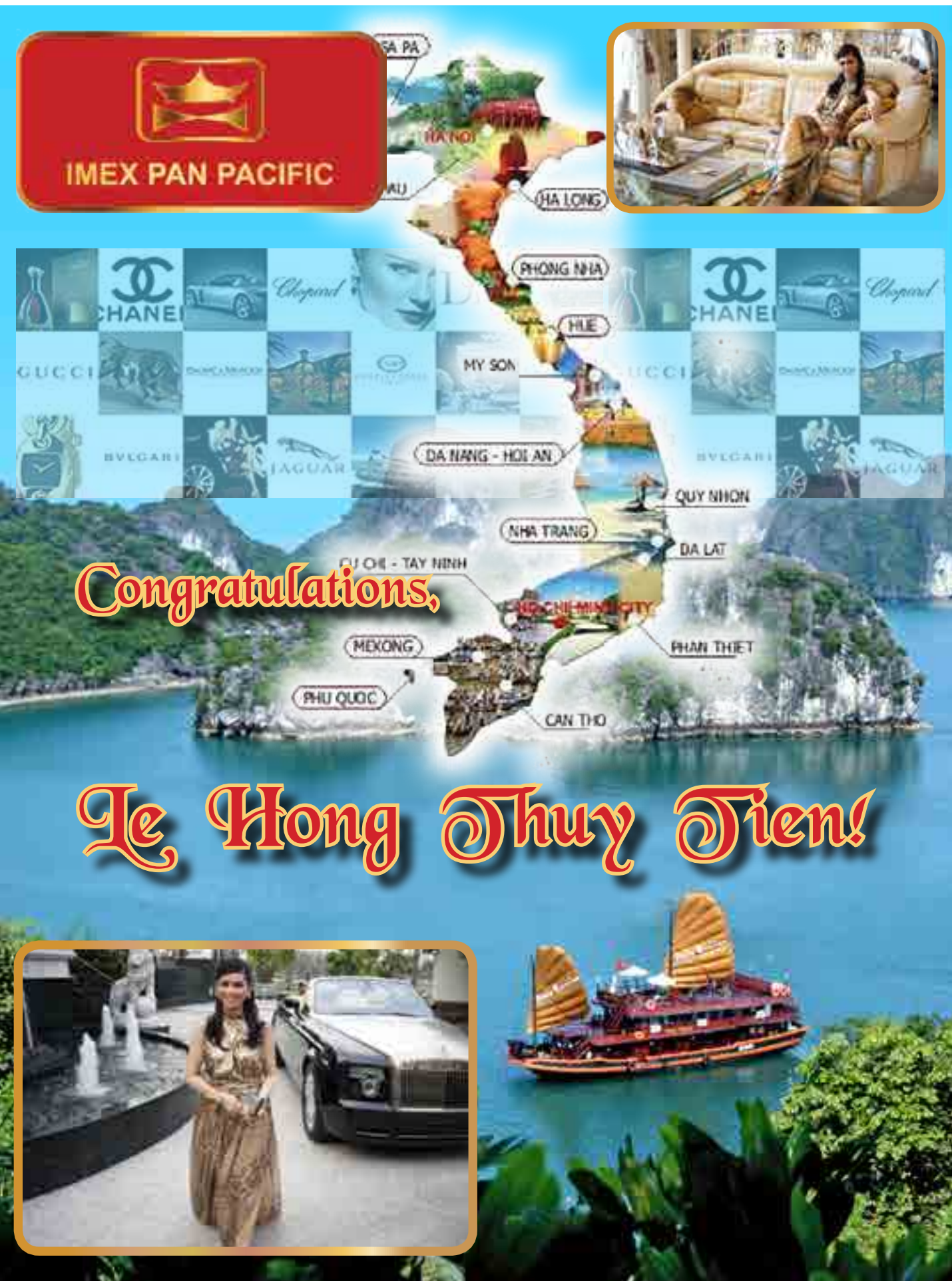
An award-winning serial entrepreneur, she has expertise in the music industry, (CD Warehouse) apparel/accessories and start-ups. She has Leadership training from Harvard and INSEAD and she was appointed to Women's Leadership Board at Harvard Kennedy School. She has many career achievements including driving the financial turnaround and re-branding of Women in Communications and Technology as Board chair 2013 to 2015. She is of Chair of International Women's Forum Canada Ottawa Chapter and Board director with Futurpreneur, Ashbury College and Ottawa Senators Foundation. She is the co-author of the ground-breaking national study released in 2016 called "A Force to Reckon With: Women Entrepreneurs and Their Approach to Risk."

Janice's Canada-California connection is evidenced by her speaking engagements at Silicon Valley Tech earlier this year where she gave a PowerTalk on entrepreneurship, inspiring the attendees. She was also invited by the Canadian Consulate in Los Angeles last summer and shared insights from the Canadian study on women entrepreneurs and risk. She's an alumna and a board member of Leadership California, and the cross-pollination between our TechWomen Canada delegates and Leadership California class of 2016, including the talk by Janice on female entrepreneurship, was extremely well-received by the California business community.

Her accolades include being recognized by WXN as Canada's Top 100 Most Powerful Women in 2013, 2014, 2015 and in 2016 an induction into the WXN Hall of Fame. She was awarded the World of Difference 100 Award in Washington from The International Alliance for Women, a National Leadership Award from Canadian Women in Communications

Janice is a true global role model inspiring women through her research and talks.





GLOBAL TRADE AMBASSADOR OF THE YEAR VIETNAM

Le Hong Thuy Tien

PRESIDENT, IMEX PAN PACIFIC GROUP, INC (IPPG)

Ms. Le Hong Thuy Tien is magnate of the Luxury World of Vietnam. Devoting 13 years of her career as President of IPPG has resulted in the remarkable development of the conglomerate which has become Vietnam's largest retail enterprise, with 25,000 employees, 33 subsidiaries and USD 542 Million in revenues within the last year.



Thuy Tien is known as the retail business pioneer in Vietnam, starting with Mien Dong Supermarket which was the first and largest multi-products supermarket in Vietnam in 1995. Under her management, the Group started its Import-Export business liaison with the United States with the total Import value of USD 78 Million from 2005 to 2016, mainly from wholesalers in California and dispatched from Los Angeles Ports.

Her endeavor in making IPPG the exclusive Vietnamese Merchandiser for 96 international brands has resulted in the distribution of luxury & mid-tier fashion, perfumes & cosmetics, jewelry & watches, wine & liquors, and tobacco leaf. The Group is the exclusive franchisee of brands such as Chanel, Burberry, Ferragamo, Cartier, Rolex, Nike, Gap, Hennessy, Rémy Martin, Camus, and a variety of international Food and Beverage brands, with 81 stores and fine dining restaurants across the country. Most of the convenience food restaurant chains are from the US, namely Domino's Pizza, Burger King, Popeyes Louisiana Kitchen, Dunkin' Donuts, and more.

Thuy Tien has strengthened the business relationships between the US and Vietnam by advocating the US's culture via doing business with companies from the US, importing and exporting numerous US products and gaining franchises of US's food chains.

Thuy Tien actively applies innovative activities and solutions to accomplish her many strategic business

objectives. Her continued accomplishments are evidenced by her group's breakthroughs in increasing retail industry in Vietnam and Asia. A few notable projects of the group are Rex Arcade shopping centre, Trang Tien Plaza, and Eden shopping centre, which demonstrate the region's acceptance for the group's position in the import-export world.

Her vision and leadership has led to the success of her company that has created thousands of jobs, pushed up import-export sales volume, boosted company revenues, created corporate tax duties for the nation and effectively raised brand awareness and competitive positioning for Vietnamese-made products in international markets.

Thuy Tien has also enthusiastically supported and empowered women's equality and professional development in the workplace; 60% of the group's employees are women, and the number of women in managerial leading positions has reached 70%. Her strong efforts in Corporate Social Responsibility to improve society for the better include building shelters and schools for children and teachers in poor rural areas, and supporting charity funds with the total value of up to USD 2 Million in the last three years.

One of her proudest international recognitions came recently, when Thuy Tien was invited to speak at the 2017 APEC Public - Private Dialogue on Women and the Economy, where she presented her remarks to the leading Female Entrepreneurs and Leaders of Asia. In 2014, she received recognition of a third Labor Medal from the President of Vietnam adding to her other 18 medals, awards and certificates of merit from the Ministries and Departments of the Vietnamese Government, and Viet Nam Women's Union for her achievements and efforts for the country and society.



Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
- LOS ANGELES, 2017

Past Global Trade Award Recipients

WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2016

COMMISSIONER REBECCA F. DYE
Outstanding Woman of the Year in International Trade

GUY FOX
Guy Fox Special Award

BILLIE R. SULLIVAN
International Trade Catalyst

ROBERT KRIEGER
Member of the Year 2016

KIM NGO
Innovative Exporter of the Year

ROSA HEARN
Innovative Importer of the Year

MME. THAI HUONG
Global Trade Ambassador - Vietnam

WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2014

JULIE ANNE HENNESSY
Outstanding Woman of the Year
in International Trade

FATMA YUCELER
International Trade Catalyst
of the Year

ROBERTA YANG
Member of the Year 2014

MEGAN CULLEN
Innovative Exporter of the Year

JANE KIM
Innovative Importer of the Year

TINA TANGALAKIS (GHANA)
Global Trade Ambassador

DANG TANH HANG (VIETNAM)
Global Trade Ambassador

WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2015

ANNE MARICICH
Outstanding Woman of the Year
in International Trade

JEAN CORONEL
International Trade Catalyst
of the Year

NORMAN W. HARRIS III
Member of the Year 2015

MARYAVIS BOKAL
Innovative Exporter of the Year

KATHY HONG
Innovative Importer of the Year

ANGELA ROSENBACH (BRAZIL)
Global Trade Ambassador

REBECCA BRANHAM (CHINA)
Global Trade Ambassador

STELLA POON (HONG KONG)
Global Trade Ambassador

NGUYEN THI TUYET MINH (VIETNAM)
Global Trade Ambassador

WIT-LA'S GLOBAL TRADE AWARD RECIPIENTS 2013

SUSAN KOHN ROSS
Outstanding Woman of the Year
in International Trade

RANDAL LONG
Member of the Year 2013

MICHELE MCGOWAN
Innovative Exporter of the Year

YOUNG MEE SHIN
Innovative Importer of the Year

MARLEN MARROQUIN
International Trade Catalyst

JACKIE KIM (KOREA)
Global Trade Ambassador

JULIE SMITH-BELTRAN (MEXICO)
Global Trade Ambassador

KAREN CHEN (TAIWAN)
Global Trade Ambassador

NGUYEN THI CUC (VIETNAM)
Global Trade Ambassador

NGUYEN THI DIEN (VIETNAM)
Global Trade Ambassador

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Leah Goold-Haws
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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



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.

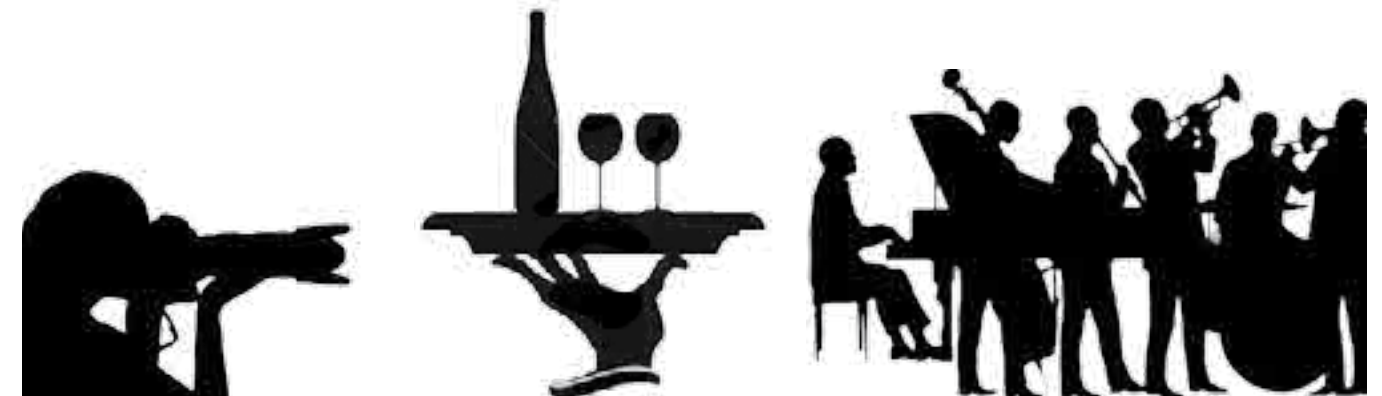
Norm is an Instructor with Learning Network, 2009 – Present.

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 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 6 years.

graphixbykathy.com



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Special Thanks to our Contributors

- MS&K • N. F. Stroth & Associates
- ToBE, LLC • Roanoke
- Port of Los Angeles
- Creative Celebration Events



6:00pm - 9:00pm
Thursday
December 14th, 2017

Join us for an
"Old English" WITmas!

WIT-LA's Signature
Holiday Dinner and Charity Event



FUN! FOOD! PHILANTHROPY!
Knights and Damsels, it's an Old English WITmas!

Prizes for:

- Most amazing outfit contest!

PLUS

- Photo Ops for Lords and Ladies!
- Awesome Appetizers
- Gourmet Holiday Dinner!
- Meet WIT-LA's 2017 Marjorie Shostak and Gladys Moreau Scholarship Winners

They bring in our
trade goods to our ports
during the holidays -
Bring items for the
Seafarers'
Christmas Shoebox!

A portion of the Net Proceeds
from this event will be donated
to 'Room To Read.'

Tickets available at www.wit-la.org

Members	Guests	Table of 8
\$70	\$80	\$560

Register
at the Gala
for a 15%
Discount



Opportunity Drawing supporting global education and our preferred charity,
'Room to Read' www.roomtoread.org

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

Women in International Trade, Los Angeles (WIT-LA)
info@wit-la.org www.WIT-LA.org (213) 545-6479
P.O. Box 45802, Los Angeles, CA 90045-0802



WIT-LA PROMOTES INTERNATIONAL TRADE

A clear and insightful customs strategy

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