

# International Business Skills for a New Decade



January to June 2010

| Course Schedule   | Date        |
|---|-------------|
| Export Tools for Trade                                    | 2/9         |
| International Pricing, Payments & Financing               | 2/16        |
| Export Compliance - Obligations & Risk Mitigation         | 2/18        |
| Introduction to Importing                                 | 2/23        |
| Intermediate Importing                                    | 2/25        |
| Export Documentation, Shipping & Insurance                | 3/2         |
| Global Supply Chain Networks & Security                   | 3/16        |
| NAFTA Documentation & Regulations                         | 3/18        |
| Incoterms: Deciding Cost, Risk and Responsibility         | 3/23        |
| Bureau of Industry and Security (BIS)                     | 4/7 & 4/8   |
| Strategies & Tactics for Marketing Globally               | 4/15 & 4/22 |
| Ex-Im Trade Finance Solutions for Lenders                 | 4/16        |
| International Letters of Credit                           | 5/4         |
| International Law and Intellectual Property Rights        | 5/11        |
| World Trade Day   | 5/19        |
| International Business Fundamentals: From Start to Export | 5/26 & 5/27 |
| Global Cross Cultural Communications                      | 6/3         |
| China 2010 Advanced Business Strategy                     | 6/8         |



# Introduction

The primary mission of the Rocky Mountain World Trade Center Institute is to help businesses – locally and regionally - acquire the skills, knowledge and attitudes that will prepare them to meet the challenge of operating in the global marketplace. The Institute works in partnership with WTC member companies and international business professionals to provide training on the practical and operational aspects of international trade and business transactions.

Separate spring and fall sessions include a series of introductory, intermediate and advance courses as well as a *Certificate in International Trade Program*. Institute course offerings go beyond basic importing and exporting to include global logistics management, cross cultural communications and international compliance issues. The Institute can also provide tailored in-house training to meet the specific needs of an organization delivered at a company selected site. All employees of World Trade Center member companies enjoy a 33% discount on Institute courses.

## Export

With a vast majority of the world's consumers outside of the United States, providing products and services to businesses and consumers around the world is an essential economic driver for the Rocky Mountain region. The courses in this section provide you with a comprehensive understanding of what is involved in selling, marketing, and transporting goods to the global marketplace.

### Start Here! To Enter the World of International Trade

#### International Business Fundamentals: From Start to Export (Two Day Course)

Wednesday, May 26, 2010: 8:30 A.M. – 4:30 P.M.

Thursday, May 27, 2010: 8:30 A.M. – 4:30 P.M.

*Both days are required.*

This intensive two-day course is for the novice as well as the experienced exporter wanting to learn more about what is involved with an international shipment.

##### Day 1

This course will cover: challenges in export trade, contract negotiation, packaging and labeling, quotations (proforma invoices), factors to consider when locating and choosing trade partners, U.S. export controls and regulations, export documentation and shipping, loaners/demos, N/C items, repairs, returns, import clearance and customs at the foreign port, Incoterms, and developing your Export Management System.

##### Day 2

This course will cover: credit considerations – methods of payment, country risk, documentary collections as a payment term, initiating the Letter of Credit, the L/C application form, UCP600 guidelines and rules for L/C transactions, the specific roles of the different banks involved in the L/C process, the review process, documentary implications, and discrepancies.

*Instructor: Laura Pedersen, International Trade Services Officer for First National Bank.*

#### International Pricing, Payments & Financing

Tuesday, February 16, 2010: 8:30 A.M. – 12:30 P.M.

*\*Required course for the Certificate in International Trade*

This course covers financial tools including: letters of credit, common documentary inaccuracies and errors, financing and insurance programs available through the U.S. government, and economic issues to consider in international trade such as currency and exchange rates.

*Instructors: Laura Pedersen, First National Bank; and Dennis Chrisbaum, U.S. Small Business Administration (SBA).*

#### Export Documentation, Shipping & Insurance

Tuesday, March 2, 2010: 12:30 P.M. – 4:30 P.M.

*\*Required course for the Certificate in International Trade*

Local experts provide in-depth review and real-world examples on the following topics: how the documentation process affects payment and customs clearance, Incoterms, red flags, classifying your merchandise under the Harmonized Tariff Schedule, the role of a freight forwarder, the importance of cargo insurance, developments in documentation simplification, and the AES.

*Instructors: Jude Buemi, SR International Logistics; Keith Ledesma, SDV (USA) Inc.; and Roy Becker, Roy Becker Seminars.*

#### Global Supply Chain Networks & Security

Tuesday, March 16, 2010, 8:30 A.M. – 12:30 P.M.

*\*Required course for the Certificate in International Trade*

A well planned global logistics strategy, together with an efficient and reliable supply chain, is a critical component of any successful international plan. The information presented in this course will identify what components are necessary to create a successful transportation network. Topics will include: global transportation, logistics networks, custody and purchase terms, security challenges, security initiatives, and best practices.

*Instructor: Mark Storen, Founder and President of Tectus.*

#### Export Tools for Trade

Tuesday, February 9, 2010: 8:30 A.M. - 12:30 P.M.

*\*Required course for the Certificate in International Trade*

Local experts will provide you with a better understanding of how to: target your ideal market, understand and maneuver through international risks, determine practical and legal aspects to market entry, adhere to government export controls, and understand how to use internet research tools and local resources to find new markets.

*Instructors: Dennis Chrisbaum, U.S. Small Business Administration (SBA); and Zach Frederick, Frederick Export.*

### Coming Soon!

The WTC Institute will be expanding its educational offerings to a series of webinars. These webinars will be between 45-60 minutes in length and serve as introductory workshops to the full-length institute courses. While most courses will be related to the Institute's standard classes, we will also offer webinars on of-the-moment trade topics. Webinar registration fees give you a discount on in-person courses; call the WTC Denver at 303-592-5760 to find out how.

# Import

Strict import regulations have fundamentally altered the relationship between importers and the U.S. Customs & Border Protection (CBP) agency by shifting to the importer the legal responsibility for declaring the value, classification, and rate of duty applicable to entered merchandise. Developing your company's import compliance program will help you avoid costly mistakes and keep your goods from being confiscated.

## Introduction to Importing

Tuesday, February 23, 2010: 12:30 P.M. - 4:30 P.M.

*\*Required course for the Certificate in International Trade*

This course deals with topics such as: methods of payment, Incoterms, how goods clear Customs, documentation requirements, how to correctly fill out your paperwork, payment of duties and liquidation, Protests, SILs and Prior Disclosure, roles and responsibilities of a broker/freight forwarder, reasonable care/due diligence, and case studies focusing on learning to classify goods using the Harmonized Tariff Schedule.

**Instructors:** James Ferry, Gallagher Transport International Inc; and Roy Becker, Roy Becker Seminars.

## Intermediate Importing

Thursday, February 25, 2010: 12:30 P.M. - 4:30 P.M.

*\*Required course for the Certificate in International Trade*

This course builds on the information presented in "Introduction to Importing" by introducing the more advanced topics of: reasonable care, fines/penalties/forfeitures, audit programs (focused assessments), preparation for CBP Audits, the Importer Self Assessment program (ISA), product classification and use of the HTS, duty management, duty drawback, country of origin determination, basic "Landed Cost", record keeping, and import valuation.

**Instructors:** Dave Glynn, Holland & Hart LLP; and Kurt Rotter, IBM.

"Having trainers from industry gave a real world perspective proving what they were teaching could be readily reapplied."

– Holly Pixler, Director

Domestic, Import, Export Customer Management for MillerCoors

## Join the World's International Trade Elite

The Institute's Certificate in International Trade is designed to build a complete and cohesive set of skills that help you assess the opportunities and risks encountered in international trade transactions. Upon completion of the certificate you will be equipped with the knowledge needed to succeed in the globally competitive marketplace. To earn the Certificate you must complete the **nine required** and **three elective** courses. The certificate can be completed in one semester, although courses may be taken at your own pace across multiple semesters.

The nine required courses include:

- Export Tools for Trade
- International Pricing, Payments & Financing
- Export Documentation, Shipping & Insurance
- Global Supply Chain Networks & Security
- Introduction to Importing
- Intermediate Importing
- Global Cross Cultural Communications
- International Law & Intellectual Property Rights
- Strategies & Tactics for Marketing Globally

## Certificate in International Trade

PRESTIGIOUS PROGRESSIVE PROFESSIONAL

# Compliance

The continuing growth in global trade requires responsible businesses to fully understand and adhere to a variety of federal compliance standards. To protect U.S. interests at home and abroad, compliance with federal export controls and regulations is mandatory.

## Export Compliance—Obligations & Risk Mitigation

Thursday, February 18, 2010: 1:00 P.M. - 4:30 P.M.

With the assistance of legal and government experts, Export Compliance helps you identify your obligations under the Bureau of Industry and Security's Export Administration Regulations (EAR) and to better understand how to mitigate export risk through the development of an Export Management Compliance Program (EMCP) by helping you understand: the risks and repercussions of violating the EAR, deemed export licensing requirements, importance of recognizing and dealing with Red Flags, how to manage an inquiry from the BIS, groundwork for developing an EMCP tailored to a company's specific operations and activities.

**Instructors:** Lizbeth Rodriguez, Holland & Hart LLP and Danielle M. Dooley, U.S. Department of Commerce.

## International Law and Intellectual Property Rights

Tuesday, May 11, 2010: 8:30 A.M. - 12:30 P.M.

*\*Required course for the Certificate in International Trade*

The following topics will be discussed: Foreign Corrupt Practices Act, government regulations and trade law, intellectual property protection, rules of international trade conduct, dispute resolution, policy updates, technology transfer, patent protection abroad, and trade secret issues.

**Instructors:** Peter Kinsella, Faegre & Benson LLP; and Kevin Johnson, Holland & Hart LLP.

## NAFTA Documentation and Regulation

Thursday, March 18, 2010: 12:30 P.M. - 4:30 P.M.

This course will provide you with a comprehensive explanation of how to make a NAFTA origin determination, and a look into the Rules of Origin in order to prepare the NAFTA Certificate of Origin. NAFTA experts will offer an overview of NAFTA Origin Verifications, discuss preparation of verification letters and basic NAFTA enforcement.

**Instructors:** Jennifer Kissner, Flextronics International; and Annelori Roder, Crocs, Inc.



# General World Trade

These courses focus on topical issues that emphasize both the practical and operational aspects of international trade. They cut across both importing and exporting and play a critical role in the successful expansion of your international business.

## Ex-Im Trade Finance Solutions for Lenders

Friday, April 16, 2010: 8:00 A.M. - 4:00 P.M.

*This one-day seminar is specifically for those interested in partnering with Ex-Im Bank by becoming Delegated Authority Lenders.*

During this comprehensive seminar, lenders will learn how:

- Ex-Im Bank supports working capital financing to fulfill sales orders
- To qualify and become an Ex-Im Bank delegated authority lender whereby lenders can process and commit applications at their own speed and obtain generous fees
- Medium-Term Export Credit Insurance and Guarantees can finance capital equipment exports
- Special financing products benefit environmental exports, service exports, lease transactions, and enhancements for small, women and minority-owned businesses
- To obtain and complete the application for financing and locate the right professional contact at Ex-Im Bank for prompt efficient consultation

Senior Ex-Im Bank staff will conduct this seminar. Please call the RMWTCI to register.

## Incoterms: Deciding Cost, Risk and Responsibility

Tuesday, March 23, 2010: 12:30 P.M. - 4:30 P.M.

International Commercial Terms (Incoterms) are an essential element of all international transactions because they determine buyer-seller responsibilities in the sale of goods. Personnel involved in sales, logistics, credit and supply chain decisions must have a clear understanding of the meanings of these terms and how to define Incoterm groups C, D, E and F. **The registration fee includes a copy of Incoterms 2000.**

*Instructor: Roy Becker, trainer and consultant with Roy Becker Seminars.*

## Strategies & Tactics for Marketing Globally (Two Day Course)

Thursday, April 15, 2010: 8:30 A.M. - 12:30 P.M.

Thursday, April 22, 2010: 8:30 A.M. - 12:30 P.M.

**Both days are required.**

*\*Required course for the Certificate in International Trade*

This course will help you develop your export strategy and increase your competitive advantage by learning how to select the foreign markets that are best for your particular company, goods, or services. You will focus on: the foundations of a successful international business strategy, creating a winning business plan for the strategic and tactical selection of entry and development in new export markets, identifying the foreign markets in which your product or service has the greatest opportunity for success, avoiding new market entry pitfalls, and protecting your market position.

*Instructor: Craig Maginness, ExIn Asset Management LLC.*

## Global Cross Cultural Communications

Thursday, June 3, 2010: 8:30 A.M. - 4:30 P.M.

*\*Required course for the Certificate in International Trade*

This full-day course will introduce you to essential cross-cultural communications skills while increasing understanding of how culture

affects everyday business. Participants will critically examine cultural biases and stereotypes that impact business transactions and increase your ability to effectively interact with overseas partners and clients by helping you understand the impact of culture on international business, build skills for communicating with international partners, increase understanding of your own cultural values and beliefs that can alter perception across cultures, identify and understand stereotypes that can hinder cross cultural communication, learn tools for communicating with LEP (Limited English Proficiency) business partners, and identify ways that culture impacts negotiation.

*Instructors: Myrna Ann Adkins, Spring Institute for Intercultural Learning; and Rachel Skanson, Spring Institute for Intercultural Learning.*

## China 2010: Advanced Business Strategy

Tuesday, June 8, 2010: 8:30 A.M. - 12:30 P.M.

Economic growth, productive employment, trade and commerce are key elements of business development in China. Learn the skills necessary for creating, promoting and enhancing the competitiveness of your business in the largest developing Asian market. This dynamic course will cover general topics, such as, hiring, employee retention, legal issues, the negotiation process, manufacturing and operations.

*Instructor: Hai Yan Zhang, Gordon and Associates.*

## International Letters of Credit

Tuesday, May 4, 2010: 8:30 A.M. - 4:00 P.M.

This course will introduce you to the basics of Letters of Credit; review the purpose and function of the UCP 600 rules; instruct the buyer how to issue an L/C; know what a confirmed L/C is; understand what assignments, transfers, time drafts, and standby L/Cs are; learn how to reduce the most common discrepancies in documents. In addition discover six tips for reducing the costs of L/Cs; and understand which payment terms work best with each Incoterm.

*Instructor: Roy Becker, trainer and consultant with Roy Becker Seminars.*

## Bureau of Industry and Security (BIS)

Wednesday, April 7, 2010: 8:30 A.M. - 4:30 P.M.

Thursday, April 8, 2010: 8:30 A.M. - 4:30 P.M.

**Both days are required.**

This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to comply with U.S. export control requirements on commercial goods. BIS professionals will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or reexport without applying for a license; export clearance procedures and record keeping requirements; Export Management Compliance Program (EMCP) concepts; and real life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

## Thank You to Investors Club Members

Thank you to World Trade Center Denver *Investors Club* members who have provided the leadership to make our region a recognized global community.

**CH2M HILL • MillerCoors Brewing Company • Denver International Airport**

**Faegre & Benson LLP • The Hibbert Group • Holland & Hart LLP**

The World Trade Center training facilities are sponsored by: Jones Lang LaSalle, owner and manager of the World Trade Center complex.

For leasing information, please contact 303.595.7025.

# Registration Form – January to June 2010

Unless otherwise noted, all classes are held at: World Trade Center Denver, 1625 Broadway, Suite 820, Downtown Denver

**Early registration discount – Register at least 14 days before a class and receive a 10% discount on that class!  
Preregistration & Payment Required!**

Please check the box next to each class you wish to attend.

|   |   | WTC<br>Member | Non<br>Member |
|---|---|---------------|---------------|
| <b>Export Operations</b>  |   |               |               |
| <input type="checkbox"/> Export Tools for Trade                             | Tuesday, February 9, 2010: 8:30 A.M. - 12:30 P.M.         | \$55          | \$85          |
| <input type="checkbox"/> International Pricing, Payments & Financing        | Tuesday, February 16, 2010: 8:30 A.M. - 12:30 P.M.        | \$75          | \$115         |
| <input type="checkbox"/> Export Documentation, Shipping & Insurance         | Tuesday, March 2, 2010: 12:30 P.M. - 4:30 P.M.            | \$110         | \$165         |
| <input type="checkbox"/> Global Supply Chain Networks & Security            | Tuesday, March 16, 2010: 8:30 A.M. - 12:30 P.M.           | \$110         | \$165         |
| <b>Import Operations</b>  |   |               |               |
| <input type="checkbox"/> Introduction to Importing                          | Tuesday, February 23, 2010: 12:30 P.M. - 4:30 P.M.        | \$110         | \$165         |
| <input type="checkbox"/> Intermediate Importing                             | Thursday, February 25, 2010: 12:30 P.M. - 4:30 P.M.       | \$110         | \$165         |
| <b>Compliance</b>   |   |               |               |
| <input type="checkbox"/> Export Compliance—Obligations & Risk Mitigation    | Thursday, February 18, 2010: 1:00 P.M. - 4:30 P.M.        | \$75          | \$115         |
| <input type="checkbox"/> International Law and Intellectual Property Rights | Tuesday, May 11, 2010: 8:30 A.M. - 12:30 P.M.             | \$110         | \$165         |
| <input type="checkbox"/> NAFTA Documentation & Regulation                   | Tuesday, March 18, 2010: 12:30 P.M. - 4:30 P.M.           | \$110         | \$165         |
| <input type="checkbox"/> Bureau of Industry and Security (BIS)              | Wednesday & Thursday, April 7 & 8: 8:30 A.M. - 4:30 P.M.* | \$450         | \$495         |
| <b>General World Trade</b>  |   |               |               |
| <input type="checkbox"/> Incoterms: Deciding Cost, Risk and Responsibility  | Tuesday, March 23, 2010: 12:30 P.M. - 4:30 P.M.           | \$130         | \$195         |
| <input type="checkbox"/> International Business Fundamentals                | Wednesday & Thursday: May 26 & 27: 8:30 A.M. - 4:30 P.M.* | \$150         | \$225         |
| <input type="checkbox"/> Strategies & Tactics for Marketing Globally        | Thursday, April 15 & 22, 2010: 8:30 A.M. - 12:30 P.M.*    | \$200         | \$300         |
| <input type="checkbox"/> International Letters of Credit                    | Tuesday, May 4, 2010: 8:30 A.M. - 4:00 P.M.               | \$175         | \$265         |
| <input type="checkbox"/> Global Cross Cultural Communications               | Thursday, June 3, 2010: 8:30 A.M. - 4:30 P.M.             | \$175         | \$265         |
| <input type="checkbox"/> China 2010: Advanced Business Strategy             | Tuesday, June 8, 2010: 8:30 A.M. - 12:30 P.M.             | \$110         | \$165         |

\* Both days required.

**Cancellation Policy: Less than 7 days subject to 25% cancellation fee. No refunds will be made within 24 hours of the program.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Date of Registration: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Check Enclosed: payable to RMWTC Institute, 1625 Broadway, Suite 680, Denver, CO 80202

Visa/MC#: \_\_\_\_\_ Exp.Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Do you intend to pursue the Certificate in International Trade?  Yes  No

Are you a World Trade Center Member?  Yes  No

Registrations can be made by: Phone: 303-592-5757, Fax: 303-592-5228, or  
Mail: RMWTC Institute, 1625 Broadway, Suite 680, Denver, Colorado 80202

**Questions? Call the WTC Institute at 303-592-5757 or visit us at [www.wtcdenver.com](http://www.wtcdenver.com)**

## Rocky Mountain World Trade Center Institute

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E-mail: wtcdenver@att.net  
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## In-House Training

Rocky Mountain World Trade Center Institute training can be tailored to meet the specific business needs of an organization and delivered at a company-selected site. Companies such as Advanced Energy, APL, CoorsTek, The Hibbert Group, IBM, Valleylab, and Waterpik have utilized the Institute's in-house training services.

In-house training allows you to focus on specific corporate training needs, eliminate irrelevant materials, emphasize what's important to your business and freely discuss proprietary issues. In-house training enables you to:

- Quickly and conveniently train a number of people simultaneously
- Match subject matter to employees' specific job functions
- Focus on critical business areas
- Reduce training expenses with group rates
- Eliminate travel costs
- Minimize office absenteeism

Companies may request specialized training or choose from a wide range of standard courses such as Export Documentation, Cross-Cultural Communications, Incoterms, NAFTA Update, and Letters of Credit. Counseling is available to help you identify which training program is appropriate for your company.

## Rocky Mountain World Trade Center Institute

### Founders Circle

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## The Hibbert Group

We would like to extend our thanks to The Hibbert Group for their support of the Spring 2010 Program Guide. The Hibbert Group is an ISO9001:2000 certified, international, comprehensive marketing services company supporting the needs of a multinational client base.

## WORLD TRADE DAY 2010

Wednesday, May 19, 2010 @ Sheraton Denver  
For more information visit: [www.wtcdenver.com](http://www.wtcdenver.com)