



THE L.A.-WIT

**WOMEN IN INTERNATIONAL TRADE
LOS ANGELES**

September 2002

Visit our Website at www.wit-la.org

Vol. 2 Issue II 2002

Editor: Lilia Navarrete

President's Letter

By Anne Blackwood

Summer is winding to a close but we have had a great time so far at WIT-LA. I want to say thank you again to the Port of Los Angeles for generously hosting WIT-LA for our "members only" tour of the Port of Los Angeles. It's always amazing to me to see the size of the ships and the volume of cargo that moves daily through our ports.



And for those of you that missed the Hollywood Bowl, the acrobatics of Cirque Eloize were stunning.

Please mark your calendars to join us on September 20 at the Los Angeles Chamber for Trade Tech 2002. This year we will focus on using technology to enhance security in your international trade transactions. This

should be a very timely and informative seminar.

We are also very excited about our October fundraising dinner for our Marjorie M. Shostak Scholarship Fund. We will be honoring one of our founding mothers, Marian Duntley, on October 16 with all proceeds to benefit the scholarship fund.

Continued Page 2.

In This Issue:

<i>President's Letter</i>	<i>Page 1</i>
<i>OWIT Corner</i>	<i>Page 2</i>
<i>WIT-LA's Honored at World Trade Week</i>	<i>Page 3</i>
<i>Lanie Denslow's Working with Americans</i>	<i>Page 4</i>
<i>Ten Tips for Working with Americans</i>	<i>Page 5</i>
<i>FTA Update</i>	<i>Page 6</i>
<i>New Members</i>	<i>Page 7</i>
<i>Intercultural Tips</i>	<i>Page 8</i>

Upcoming Events

September 20, 2002

Trade Tech Fall

Speakers include:

James E. Gordon

Pinkerton Consulting & Investigations

Tricia Bourne

ASP Global Services, Inc.

John W. Dunlop

AVG Letter of Credit Management, LLC

L A Area Chamber

350 South Bixel Street

Los Angeles, California

9:00 AM to 12:00 PM

October 16, 2002

Marjorie M. Shostak Scholarship Fundraising Dinner

November 20, 2002

Duty Drawback Seminar

December 18, 2002

WIT-mas Holiday Dinner

Be sure to make your reservations early!!

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

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

WIT-LA 2002
Board of Directors

Chairwoman of the Board

Julie Anne Hennessy

West Los Angeles Export Assistance
Center

U.S. and Foreign Commercial Service
U.S. Department of Commerce

T: (310) 235-7206

E: JulieAnne.Hennessy@mail.doc.gov

President – Anne Blackwood

Comerica Bank

T: (310) 317-0744

E: Anne_B.Blackwood@comerica.com

Vice President – Caroline Brown

United California Bank

T: (213) 896-7354

E: cabrown@UnitedCalBank.com

Secretary & Historian – Brian Murphy

Stein Shostak Shostak & O'Hara

T: (213) 486-0010

E: bmurphy@steinshostak.com

Treasurer –Kollyn Kanz

Wells Fargo HSBC The Trade Bank

T: (213) 253-3573

E: kanzko@wellsfargo.com

Programs & Education

Vicky Panossian

C: (310) 871-5326

E: Vickypa99@aol.com

Leigh Wang

The Disney Store

T: (818) 265-4234

E: leigh.wang@disney.com

Membership & Marketing

Alicia Rodriguez

Nissan

T: (310) 771-5849

E: alicia.rodriguez@nissan-usa.com

Linda Kong

Boeing Satellite Systems, Inc.

T: (310) 364-7081

E: Linda.s.kong@boeing.com

Mary Elizabeth Strom

America Honda Motor Company

T: (818) 265-4234

E: Mary_Strom@ahm.honda.com

Newsletter & Media Relations

Lilia Navarrete

C: (626) 447-6494

E: Lcnavarrete@yahoo.com

OWIT Representative

Lanie Denslow

FIDM

T: (213) 624-1200

E: Ldenslow@fidm.com

President's Letter

(Continued from page 1)

By Anne Blackwood

And last, but not least plans are underway already for our annual WITmas Holiday celebration on December 18th. We will be hosting an old-fashioned English holiday party at the Victorian at Heritage Square in Santa Monica. I can already taste the wine and hear the music...



OWIT CORNER

The 2002 OWIT 12th Annual Conference, *Global Trade & Compliance in a Changing World*, will be held in Dallas, TX October 23-25, 2002. The conference will be hosted by OWIT of Dallas/Ft. Worth, TX and will take place at the Hotel Inter-Continental Dallas.

The keynote speaker will be Peter Tirschwell, editor in chief of JOC. The conference will include topics such as import and export issues, supply chains—visibility and regulations, country specific trade compliance breakouts (China, Mexico, Brazil, Canada and Europe), recent trade issues, and managed services and automation in today's world. OWIT's award presentation will take place during lunch on Friday, October 25, 2002.

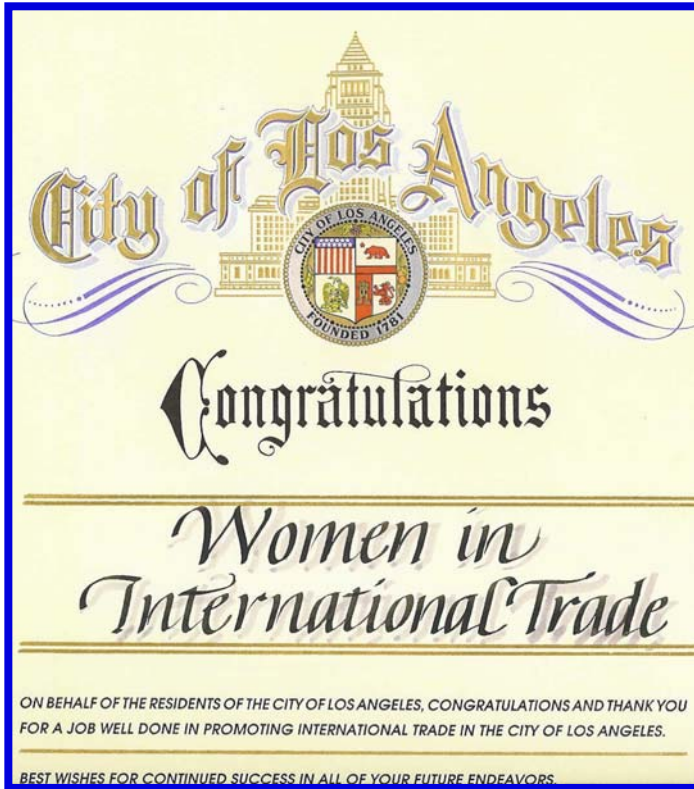
The registration form can be found at the OWIT web site. Here is the link for your easy access to the registration page...<http://owit.org/Full%20Brochure%20Aug%20171.pdf>.

Conference registration for members before September 16, 2002, is \$300.00 and after September 16, registration will be \$345.00. Remember, to indicate your preferred site for networking activities on Thursday, October 24, either at Billy Bob's Texas or Blue Mesa Grill on your registration form.

Questions about OWIT? Contact: Lanie Denslow (Ldenslow@fidm.com) or by phone at 213.624.1200.

WIT-LOS ANGELES

Honored at the 76th Annual World Trade Week Southern California



On May 1, 2002, Anne Blackwood, President of WIT-LA, was presented this proclamation by Mayor Jim Hahn at the 76th Annual World Trade Week kick-off breakfast on Wednesday May 1, 2002 at the Millenium Biltmore Hotel in Los Angeles.

World Trade Week is composed of a series of seminars, conferences, award presentations and other events held throughout Southern California; beginning with the Kickoff Breakfast on Wednesday, May 1st.

It was a great honor for our organization to be recognized in the presence of over 300 attendees. 🇺🇸

The L.A. WIT web site will soon have a new look!!

*Do you have any questions, comments or suggestions about our newsletter? Contact Lilia Navarrete, editor of **The L.A. WIT** at 626,447,6494 or at Lcnavarrete@yahoo.com.*

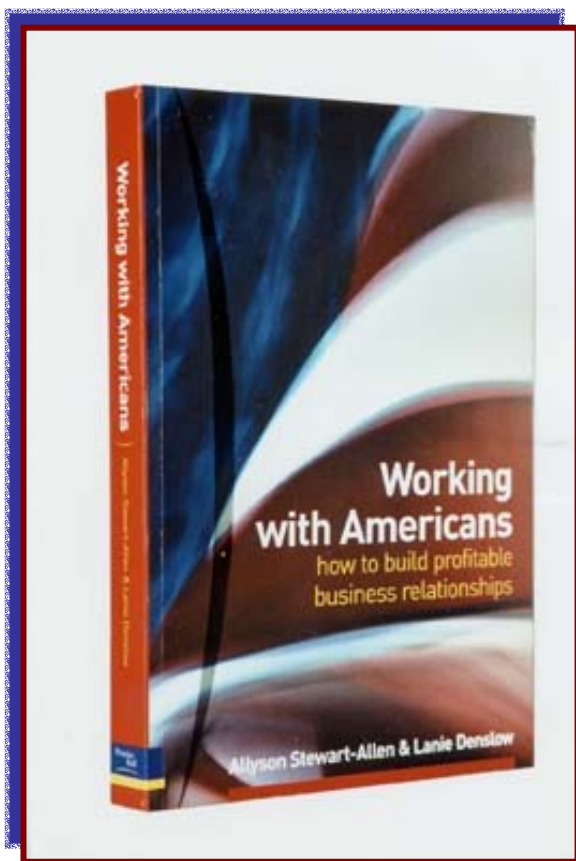
Visit the WIT-LA web site at
www.wit-la.org:

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

Working With Americans

Lanie Denslow, FIDM instructor and International Director for FIDM, the Fashion Institute of Design & Merchandising, and a WIT-LA member of Board of Directors, co-authored a book called *Working With Americans*. She works in California and Europe assisting companies and individuals build effective business connections.

On July 17, 2002, at a reception celebrating the U.S. introduction of the book, Lanie presented the top ten tips for *Working With Americans*, highlighting the major differences between the American way and those of other cultures. The book is written for the global community and provides an insightful look at American business practices.



Working With Americans, “ is a book full of tips on how to do business in the U.S. – how to do business with people who are in that big mainstream marketplace. It is full of do’ s and don’ ts and quick tips on understanding the business psychology and philosophy in the U.S. today.” (*Los Angeles Garment & Citizen, July 10-16,2002*)

This is the only available guide to American business psychology and philosophy and has been positively endorsed by Ed Reilly, President of the American Management Association. *Working With Americans* not only demonstrates why Americans think and operate as they do, but also shows what you can do to play to your U.S. business colleagues, preferences and thinking patters.

This is not just a book for business people. Anybody with an interest in U.S. cultural differences and psychology will enjoy *Working With Americans*. U.S. citizens are given an objective look at their business behavior.

The price of the book is \$26.50 plus tax (if applicable) plus mailing & handling. If you would like to order, please call 800-409-3436 ext. 2221 or fax your order to 213-629-3167.

Ten Tips for Working With Americans

By Lanie Denslow and Allyson Stewart-Allen

THE CLOCK IS KING

TIP: Be on time for meetings. Respect the American's need to maintain a schedule. Deadlines are serious. Meet delivery, completion times or risk losing business.

YOU LOOK WONDERFUL DARLING

TIP: Packaging is important for people, products and presentations. Neatness and attention to details are important. Are your shoes polished? The definition of 'looking wonderful' and appropriate business attire is often unclear. Avoid wearing casual clothes to a company with formal dress culture. Do as the Americans – ask before you go – what's the dress code today?

HI THERE, GLAD TO MEET YOU, WHAT'S THE BOTTOM LINE?

TIP: Be prepared to quickly provide specific information about your products including pricing. Arrange your material, your story, and facts in simple formats. Can you distill your presentation into a one page Executive Summary?

BUSINESS BEFORE PLEASURE

TIP: Be willing to do business first, build the relationship second. Americans develop relationships through doing business. If they don't take the time to get to know you, remember no insult is intended – they are just keeping to a schedule.

HIP, HIP, HOORAY FOR OUR TEAM! (WE ARE FAMILY, EQUAL AND ETHICAL

TIP: Treat everyone as if they will be the person to sign your contract. Everyone, no matter their rank or age should be treated as equals. Don't be insulted if addressed by your given name after the first, brief introduction...it's the American style.

MAKE IT MY WAY

TIP: Americans want choices, to have their opinions recognized. Be sure to involve people in a decision. Provide choices in your product so consumers believe you recognize their needs.

LET'S DO LUNCH

TIP: Don't be insulted when your American colleague suggests getting together but doesn't follow up with a specific invitation. They are sincere in the wish to get together but too rushed to follow up. You can propose a time or just simply appreciate the interest.

GUIDES ARE GOOD

TIP: Americans use outside advisers as a regular part of their business lives. If lawyers or consultants are included in meetings, do not be offended or anxious. They routinely act as advisors to be sure that issues are addressed to avoid future problems.

PLAN, PLAN, PLAN

TIP: Don't be surprised when you're asked to describe your market entry plan, your training plan, or your plan to increase revenue, or where you plan to go on vacation. The assumption is always that you will have a plan because without one you might not reach your goals.

OR – DO IT NOW!

TIP: Even with the emphasis on planning described above, Americans still may make decisions seemingly on impulse. In their rush to 'get things done' they try to decide quickly and worry about the consequences later.



Trade Agreement Update

The strategic importance of pursuing FTAs with our trading partners is tantamount to promoting economic growth and development, encouraging free trade and at the same time promoting U.S. interests in these regions.

According to the USTR, the two major trade agreements of the 1990's—the North American Free Trade Agreement and the Uruguay Round—generate annual benefits of \$1300-\$2000 for the average American family of four.

USTR Robert Zoellick stated upon Senate Approval of Trade Promotion Authority, August 1, 2002, “With TPA, we will be able to complete free trade agreements with Chile and Singapore in short order.” He added, “With TPA, we will push to complete negotiations regarding the Free Trade Area of the Americas on the same aggressive time frame as the global talks.” Here is an update of the FTAA.

FTAA—Free Trade Agreement of the Americas

The United States, Mexico and Canada, three of the 34 countries negotiating the Free Trade Area of the Americas (FTAA), invited members of the public to attend a North American Regional Seminar on the FTAA in Merida, Mexico on July 18, 2002.



The Seminar was the first regional forum in North America for public discussion of the FTAA. The seminar included 3 panels; Market Access & Agriculture; Services & Investment; and, Transparency and Civil Society Participation in the FTAA process.

The FTAA will help open Latin American and Caribbean markets to U.S. businesses and farmers by eliminating barriers to trade, investment and services, and by reducing tariffs, which are much higher in these markets than those applied by the U.S.

It will create a single set of trade rules amongst the 34 countries. It will increase competition in the Western hemisphere and bring greater choice to U.S. consumers. U.S. goods and services exports to Latin America are growing faster than they are to the rest of the world. Goods exports grew 137% to Latin America from 1990-2000 compared with 99% growth to the world, while services exports grew 96% during the same period of time compared with 86% to the rest of the world. (USTR)



WIT-LA — A Key Player in Los Angeles

WIT-LA, an organization that plays a vital role of education and networking in the international trade community of Los Angeles, in the past several months has continued to provide the trade community with invaluable information through its timely seminars and tour.

- ◆ April—*From Concept to Customer*, our two expert speakers, Sharon Ryan, Executive Director of Industry Relations, FIDM & Brian Murphy, Attorney, Stein Shostak Shostak & O' Hara covered all stages of the process from design, to finding the ideal contract manufacturer in a foreign country, to final production.
- ◆ June—*Customs Classification Seminar*, where the panelists, Mr. Peter Zarocostas and Ms. Cathy Roe of U.S. Customs and Mr. Bruce Leeds, Senior Export / Import Advisor of The Boeing Company, explained the how-to' s of classifying your goods, from both Customs' and the filers' perspectives.
- ◆ July--Members only *Tour of the Port of Los Angeles* on board the Angelena II. The 1 ½ hour narrated tour was sponsored by the Port of L.A. and we were able to get a close-up view of the Port's 35 miles of waterfront in San Pedro Bay.

Welcome To Our New Members!

Scholarship Circle Members

Citizen Watch Company of America
Price Transfer, Inc.
Toyota Motor Sales USA, Inc.

New Members

New Wave Transport

Daniel Benoit

Steve Cheung

Karen Quintana

Katja Newman--KSN Consulting

Michael Bermudez

Global Solutions Insurance Services, Inc

Lillian Harrison

Traci Hurst

Andrea Lanouette

Jill Perkinson—Pioneer Electronics

Laura Ann Horton

Sally Preiger

Are You Going To Be Doing Business With A Client Of A Different Culture?

Tips on Introductions

- ✦ Bow slightly and maintain eye contact while shaking hands when you greet a Korean man. Holding your right forearm with your left hand during the handshake shows extra respect.
- ✦ Chinese shake hands lightly as the standard greeting, and also lower their eyes slightly as a sign of respect. It is considered rude to stare into someone's eyes.
- ✦ When being introduced to someone in Japan, it is customary to bow and say "hajimemashite" ("ha-jee-meh-mah-shee-teh"), to acknowledge the first meeting.
- ✦ Business cards are very important in Japan and the handling of cards is crucial. When giving a card, hold it by the corners with both hands between the thumbs and forefingers. Make sure the printing faces the person to whom you are giving the card and bow slightly as you extend it forward. Your counterpart will accept the card with both hands, bow slightly and then read the card carefully. Accept his card the same way and take the time to examine it carefully -- do not just glance at it and put it away. Place it on the table in front of you during the meeting so you can refer to it. ✦



Stay tuned for more tips on intercultural communication!

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

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

Send us your news!

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

Lilia Navarrete (626-447-6494)