

Spring 2015 Course Guide

International Trade Certificate

Offered by the World Trade Center of New Orleans

Two-Day Course, April 15 & 16



WORLD TRADE CENTER®
NEW ORLEANS

Serving the State of Louisiana

ITC

MAKING GLOBAL MARKETS WITHIN REACH

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The World Trade Center of New Orleans is the premier organization in Louisiana dedicated to helping companies grow their business internationally. Our mission is to create jobs and wealth in Louisiana through international trade, economic development, and allied activities.

International Trade Certificate (ITC)

An International Trade Certificate from the World Trade Center New Orleans demonstrates an in-depth understanding of the concepts, principles, and processes needed to begin selling your products globally. The ITC course provides a hands-on educational experience led by recognized industry leaders and government experts. The ITC course covers all aspects of international trade, focusing on the practical and operational aspects of international trade and business operations.

The ITC is a certified prep-course for the NASBITE Certified Global Business Professional exam and approved for CLE credits in both Louisiana and Mississippi.



The WTC'S International Trade Certificate Program is a "must" for anyone that is in or contemplating engaging in the global marketplace. It avails an enhanced perspective of the principle steps of the entire arena of exporting and importing from initial concept to final product delivery and payment. The instructors were everyday professionals that were well versed in their respective areas of expertise that kept the students engaged. I sincerely appreciated the array of "nuggets of wisdom" (those intangibles that weren't in printed text) that the instructors passed onto us. Conclusively, it was a wonderful experience that I deem as "value-added."

**Roy Quezairre, Deputy Director
Port of South Louisiana
Baton Rouge, LA**

The World Trade Center of New Orleans International Trade Certificate course served as an excellent refresher regarding many academic and practical aspects of worldwide commerce. Successful completion of the international trade program is a firm foundation for both the industry novice and experienced-global entrepreneurs wishing to expand their business frontier. The trade certification faculty seamlessly conveys a complex-subject matter into a logical presentation for its business-oriented audience.

**Stephen Hanemann, Partner
Kean Miller LLP
New Orleans, LA**

COURSE OVERVIEW**Wednesday April 15, 2015****9:00am – 11:00am****Introduction to the Export Process**

This overview of the export process is the introduction to the seminar series. It includes advantages and disadvantages of exporting, Export Readiness Assessment and how to identify potential countries.

11:00am – 11:15am**Break****11:15 am – 2:30pm****International Market Strategies****Break for Lunch 12:15pm – 1:00pm**

This session focuses on market entry strategies available to exporters and adaptation of products to meet foreign markets requirements. This session helps attendees create an Export Ready Assessment that will be an integral part of beginning to export.

2:45pm – 4:45pm**Legal Aspects of Doing Business Internationally and Global Online Strategies**

This session covers laws that govern distribution and sales contracts in Louisiana and internationally; How to market your products and services on the global market through the internet and how to build a successful web page.

Thursday, April 16, 2015**9:00am – 11:30am****Logistics, Transportation and Documentation**

This session covers logistics for international distribution, International Commercial Terms (INCOTERMS), intermodal transportation & documents needed to export/import into the U.S.

11:30am-2:00pm**International Market Research****Break for Lunch 12:30pm-1:15pm**

This session covers logistics for international distribution, International Commercial Terms (INCOTERMS), intermodal transportation & documents needed to export/import into the U.S.

2:15pm-2:30pm**Break****2:30pm-4:00pm****International Methods of Payment and Export Financing Programs**

This session covers how to get payments from foreign clients, factors to be considered when selecting a method of payment, how to protect your foreign account receivables, how to determine your export financing needs and what are the different sources of financing for exports.

4:00pm-4:45pm**Global Online Strategies**

How to market your products and services on the global market through the internet and how to build a successful web page.

4:45pm – 5:00pm**Course Overview**

EXPERT INSTRUCTORS

Mr. Christian Galvin (Lead ITC Instructor)

Management Consultant; Christian Shane

Christian Shane Galvin, Management Consultant, specializes in strategy, project management, and business planning with small to medium sized companies. In addition, CSG is a Senior Counselor with the Louisiana Small Business Development Center, where he counsels business on website development, marketing, and strategy, including financial analysis. CSG is an adjunct professor of management in Strategy and Negotiation at the A.B. Freeman School of Business at Tulane University, and the Assistant Director of the Burkenroad Institute, the leadership institute which presents the annual Symposium on Ethics in Leadership. During his career, he has worked in New York, Atlanta, North Carolina, and Louisiana, calling New Orleans home. CSG offers lectures on leadership, marketing, and innovation, as well works with a range of private clients engaging them to seek higher returns on investment within a business unit. His goal is to inspire companies to think beyond the boundaries of their daily paradigm, to be innovative in their strategic decisions, and build bridges in the vast ocean of business. CSG holds an MBA and a Master's of Global Management from the A. B. Freeman School of Business at Tulane University.



Ms. Cole Bernstein Trosclair

Vice President of the Irwin Brown Company

Cole Bernstein Trosclair is the Manager of Business Development for the Irwin Brown Company, a customs brokerage and freight forwarding firm with offices in New Orleans, Gulfport and Panama City, Florida. The Irwin Brown Company assists businesses through the entire process of importing and exporting cargo, from sourcing to final delivery.

As a licensed Customs Broker, Cole works with companies and individuals to address their transportation needs. The Irwin Brown Company has a strong commitment to educating others about the nuances of international trade and keeping its clients up to date on new rules and regulations from US Customs and other government agencies. Toward these educational ends, Cole teaches an International Business MBA class at William Carey University and is the chairman of the Education Committee on the Industry Advisory Council for the University of Southern Mississippi's Center for Logistics, Trade and Transportation. She is also the Secretary/Treasurer for the International Freight Forwarders and Customs Brokers Association of New Orleans and active on the Transportation Committee for the Mississippi World Trade Center.

Cole rejoined her family business after completing a Masters in Business Administration and a Masters in Arts Administration at Southern Methodist University. Her undergraduate work was completed at Loyola University in New Orleans with concentrations in Political Science and Economics. During the course of her education Cole studied in Belgium, Thailand and Italy.



THE IRWIN BROWN COMPANY

Mr. Reginald G. Harley



Regional Manager, Export Solutions Group
Office of International Trade
U.S. Small Business Administration
U.S. Export Assistance Center

Born and raised in Washington, DC, Mr. Harley is a product of the DC public school system. He attended MacMurray College in Jacksonville, Illinois, majoring in Business and Economics.

Mr. Harley served in the US Peace Corps for 2 and ½ years in Cameroun, West Africa, teaching Small Animal Husbandry, Agricultural Economics and English.

Mr. Harley presently serves as the Regional Manager of the New Orleans Office of International Trade for the US Small Business Administration. With the SBA, Mr. Harley has worked in the Louisiana District Office as well as the National Guaranty Purchase Center in Herndon, Virginia. He served as the District International Trade Officer, the FOIA contact and the district office Brand Promise Manager.

Brittany Banta

Commercial Officer
U.S. Dept. of Commerce,
New Orleans U.S. Export Assistance Center

Brittany Banta joined the New Orleans U.S. Export Assistance Center (USEAC) as a Commercial Officer in July, after completing New Commercial Officer Training at the Department of Commerce - International Trade Administration in Washington, DC this summer. At the USEAC, Brittany works with Louisiana businesses on exporting and developing their businesses abroad. Prior to joining the U.S. Foreign & Commercial Service, Brittany was Vice Consul at UK Trade & Investment, the international commercial arm of the UK government, at the British Consulate General New York. Brittany also has a variety of legal, administrative, and non-profit experience and holds a B.B.A. from the University of Miami, a J.D. from Florida State University College of Law, and was admitted as an attorney to the New York bar in 2009.

Glenn Sigler

V.P. International Banking,
Global Trade Finance, Regions Bank

Mr. Sigler is located in Mobile and has over forty years of international banking experience in operations, management and sales. Drawing upon his knowledge and experience, Mr. Sigler works with Regions customers to develop solutions involving trade transactions, Eximbank financing, and foreign exchange in Alabama, Mississippi, Northwest Florida, Louisiana and east Texas. Mr. Sigler currently serves on the Alabama and Mississippi District Export Councils and works with the Mississippi World Trade Center, the Alabama Export Trade Alliance, the New Orleans World Trade Center and the Louisiana District Export Council. Mr. Sigler earned a degree from the University of South Alabama in Business Administration and an MBA from Auburn University.

Klinton Alexander

Of Counsel; Baker Donelson, Bearman,
Caldwell & Berkowitz, PC

Klinton Alexander, of counsel in the Baker Donelson's Nashville office, is a member of the Firm's Corporate/Mergers & Acquisitions Group and of the Global Business Team. He concentrates his practice in the areas of international law, commercial litigation and government affairs, including United Kingdom regulatory matters and energy and utility regulations. Dr. Alexander has represented numerous clients in federal and state court litigation and in arbitrations before various governing bodies, including the American Arbitration Association and the International Chamber of Commerce.

For the past decade, Dr. Alexander has represented and counseled corporations in the United States and in England on international and domestic law matters. During the 1990s, he served as a trade negotiator in the Clinton administration, where he led the U.S. negotiating team to the World Trade Organization (WTO) for the first trade policy reviews of Japan, Canada, the European Union, Pakistan, Indonesia and Zimbabwe, and he represented the United States in negotiations before the World Customs Organization (WCO) in Brussels. In 2004, Dr. Alexander joined the Political Science and Law faculties at Vanderbilt University, where he has taught courses on International Law, the United Nations and International Trade and Investment. He is the author and editor of several books, book chapters and articles on international and constitutional law.

REGISTRATION FORM

How to Register?

Submit your completed registration form with payment method by email to ebrierre@wtcno.org or by fax (504) 529-1691, or by mail to: **World Trade Center of New Orleans, Attn: Eliza Brierre-ITC, 365 Canal Street, Suite 1120, New Orleans, LA 70130.** You may also complete this registration online at www.wtcno.org.

Cost

\$435 WTCNO Investors | \$545 WTCNO Members | \$645 Non-Members

* Additional 10% discount applies for 2 or more registrants from same company (Call to complete registration)

COMPANY DETAILS (OPTIONAL)

Company Name:

Address:

City:

State:

Zip:

Website:

REGISTRANT DETAILS :

Addressee:

Mr:

Ms:

Mrs:

Dr:

Other:

First Name:

Last Name:

Job Title:

Email:

Phone:

Twitter:

How did you hear about this course?

PAYMENT DETAILS

Check

Credit Card

Visa

Master Card

American Express

Payment Amount:

Cardholder Name:

Cardholder Number:

Expiration Date:

*No information on this registration will be distributed beyond the WTC New Orleans without the registrant's consent.