

International Trade Training Catalog



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Training Schedule 2024/2025

FALL 2024 TRAINING SCHEDULE

An Introduction to International Trade	All year
Introduction to Trade Compliance	9/4/24
Developing Your Export Strategy	9/11/24
Supplier Negotiation	9/25/24
Pricing Strategies	10/2/24
Working with Wholesalers, Brokers, Distributors, Sales Agents	10/9/24
Export Documentation, Shipping & Insurance	10/16/24
Export Compliance, Obligations, Risk Mitigation	10/31/24
Understanding and Using ECCN	11/6/24
Global Supply Chain Management	11/13&14/24
International Customer Service	11/20/24
BIS Complying with U.S. Export Controls	

SPRING 2025 TRAINING SCHEDULE

Brand Positioning/Customer Segmentation
Due Diligence
Ethics in International Trade
Free Trade Agreement (USMCA)
Global Cross-Cultural Communication
Global Ecommerce
Import Compliance
Import Logistics
Incoterms
International Contracting
International Digital Marketing
International Law and IP Rights
International Political Economy
International Traffic in Arms Regulations (ITAR)
Managing Global Hiring HR and Teams
Tax & Your International Business
Trade Finance

Practical Training From Industry Experts

This is no ordinary classroom! Instead of textbooks and theory, you'll receive practical, hands-on training chock full of real-world examples and tangible advice that you can put to use immediately. Our peer-to-peer philosophy means you'll learn from the experiences of your instructors and fellow participants alike. We're committed to helping both your business and your career gain a competitive advantage on the international stage. From importing and exporting know-how to global operations to international trade nuances, World Trade Center Denver offers the must-have curriculum for any business or individual committed to expanding business operations globally.



Karen Gerwitz

President & CEO of
World Trade Center Denver

Nationally & Internationally Awarded for Outstanding Trade Education



"The instructor challenged me to truly re-evaluate how every aspect of my business translates, as well as what markets are truly viable."

ABOUT US

For over 37 years, the World Trade Center Denver has produced award-winning international trade education and trained over 35,000 business professionals. Our local and global network unlocks the best trade services and connections in the Rocky Mountain region and the world providing award-winning content and expertise.

World Trade Center Denver is a business network and services organization dedicated exclusively to the international business success of companies based in Colorado and the surrounding Rocky Mountain region.

TOP-NOTCH INSTRUCTORS & CONTENT

Our instructors are experts in their industry, all with successful careers in their respective content areas. They are up-to-date with current trends, and they share real-world examples and best practices.

TRAINING YOUR WAY

Build Trade Skills with a Few Classes or Deepen Your Professional Development in International Trade

Virtual Instructor-Led Training on Zoom with Q&A

You can build professional acumen online with our expert-led courses, seminars and virtual sessions with proven approaches and real-world examples

On-Demand Course Library

You can access international business information, directories and helpful links addressing topics such as compliance, export-import, and strategy operations

In-Depth Understanding of International Business Concepts

Earn Badges and a Certificate in International Trade designed to build a comprehensive set of skills that prepare you to be export- or import-ready for any industry.

Customized Group Training Onsite for Your Team

Tailored content in a safe space for your employees to ask specific and sensitive questions. These sessions can be held at your offices or ours.

Accelerator for Fast Market Entry With One-On-One Coaching

Launch into new markets with confidence and guided strategy quickly with the Global Trade Activator.

Professional Development

Take one class or choose an option below:



CERTIFICATE IN INTERNATIONAL TRADE

Build Your Professional Development in All Aspects of Trade

A Certificate in International Trade demonstrates a depth of understanding in a range of international business concepts gained from interacting with the region's experts. The international business training offered by the Rocky Mountain WTC Institute has been recognized nationally and internationally, receiving Premier Accreditation from the New York-based World Trade Centers Association (WTCA), several awards from the National Association of Small Business International Trade Educators (NASBITE) for outstanding trade education, and the prestigious President's "E" Award for Export Service. Several of our instructors have also been recognized at the local and national levels for their relevant and outstanding training skills.

To receive a Certificate in International Trade, applicants must complete the following within 3 years:

- **48 credit hours of Institute educational training**
- **One World Trade Day Conference (annual event in May)**
- **One World Trade Center Denver Annual Member Gathering (annual event in September)**

Member Price \$1400 (best deal) | Non-Member Price \$2800



MARKET GROWTH STRATEGY BADGE

Unlock New Markets. Unleash Your Success.

The International Market Entry Strategy Badge is a comprehensive program designed to equip current and future business owners with a deep understanding of key considerations, challenges, and strategies involved in entering new markets and establishing new partnerships. Participants develop effective entry strategies and frameworks tailored to their specific business needs.

Requirements:

Complete 24 hours of training

Member Cost \$800 | Non-Member Cost \$1600



PROCESS DEVELOPMENT AND COMPLIANCE BADGE

Streamline. Comply. Protect.

The Process Development and Compliance Badge is designed to enhance your skills in operations, import-export logistics, compliance, tax, and IP protection. Gain practical knowledge from industry experts and learn best practices from real-life case studies and hands-on exercises that will help you apply what you learn in a meaningful way.

Requirements:

Complete 24 hours of training

Member Cost \$800 | Non-Member Cost \$1600

In addition to the option of taking just one training session, you can choose to complete a badge in Market Entry Strategy and/or Process Development and Compliance, or combine two badges and complete a Certificate in International Trade.

Cost per class varies (see website)



Training Courses

Training Name	Market Growth Strategy	Process Development and Compliance	Credit hours
BIS: Complying with U.S. Export Controls (<i>*This is a 4-day seminar and is not included in the price of the badges or the Certificate in International Trade</i>)		✓	16
Brand Positioning/Customer Segmentation	✓		4
Developing your Export Strategy	✓		4
Due Diligence for International Trade	✓	✓	4
ECCN Classification, Understanding and Using		✓	3
Ethics in International Trade	✓	✓	8
Export Compliance, Obligations & Risk Mitigation		✓	4
Export Documentation, Shipping, & Insurance		✓	3
Free Trade Agreement Documentation & Regulations (USMCA)		✓	4
Global Cross-Cultural Communications	✓		4
Global E-commerce	✓		4
Global Supply Chain Management		✓	10
Import Compliance Concepts		✓	4
Import Logistics		✓	4
Incoterms® 2020	✓	✓	2
International Contracting	✓	✓	2
International Customer Service	✓		4
International Digital Marketing	✓		4
International Law and IP Rights	✓	✓	4
International Political Economy: Analyzing How Systems of Power, Law, & Finance Impact Business	✓		4
Introduction to Trade Compliance		✓	4
International Traffic in Arms Regulations (ITAR)		✓	8
Managing Global Hiring, HR, & Teams	✓		4



Virtual Instructor-Led (see wtcdenvier.org for current schedule)



On-Demand (see <https://wtcdenvierinstitute.thinkific.com/>)

Training Courses continued

Training Name	Market Growth Strategy	Process Development and Compliance	Credit hours
Pricing Strategies for Success in the Global Market	✓		4
Supplier Negotiation, An Innovative Approach	✓	✓	4
Tax and Your International Business	✓	✓	4
Trade Finance	✓	✓	3
Working with Wholesalers, Suppliers, Brokers and Sales Agents	✓	✓	2

COMMENTS FROM PARTICIPANTS

"I found all of the CIT courses to be top-notch... and I made so many connections."

"I like the option of this virtual training - so easy for me to participate with my schedule. I was pleasantly surprised about the level of engagement with the virtual training and really enjoyed the breakout room conversations."

"The Training provided by the World Trade Center exceeded my expectations - instructors are very knowledgeable and engaging. Well worth the cost."

"The World Trade Center Denver came on-site to OtterBox to train a large, cross-functional group in Incoterms. The instructor was extremely knowledgeable and catered the training specifically to Otter's unique circumstances. We were able to ask questions as they pertain specifically to our business. Denver WTC did an excellent job of setting up the training session, providing materials, and following up afterwards to ensure that our needs were met. Additionally, the price was very reasonable and is an efficient, cost-effective way to train a large group."

SUSAN PFUETZE - SR. MANAGER OF COMPLIANCE, OTTERBOX

Training Descriptions

AN INTRODUCTION TO INTERNATIONAL TRADE

Member Cost FREE | Non-Member Cost \$15

Want to get involved in international business but have no idea where to start? This training will introduce you to the world of international business from a beginner's perspective, introducing critical resources with each step. The World Trade Center Denver will provide you with a brief history of global trade, how it works, and why it is important in addition to an overview of strategy and operations, export & import compliance considerations. This seminar is meant to provide a brief introduction to trade topics, where other trainings will go into more depth for each specific concept introduced.

Recommended for: Anyone who has never exported or imported before and is interested in learning more about the process and the resources in Colorado for international business.

World Trade Center Denver Staff

BRAND POSITIONING/CUSTOMER SEGMENTATION

Member Cost \$150 | Non-Member Cost \$300

As part of a well-prepared market expansion or entry strategy, defining your customer segmentation is not only one of the most critical first steps in the process, but also one of the most misunderstood. Join us to learn more about developing a successful market and customer segmentation that leads you to better understand your target audience profiles, their buying personas and what important other brand positioning and value proposition articulations you need to have in place before you expand into new markets.

Recommended for: Anyone who would like to understand more about how to adapt your product/service to a particular audience; anyone in sales or marketing

Nicole Zimmermann, Founder and CEO of ZELOCIN™ & Partners LLC

Zelocin & Partners is a strategic marketing and digital transformation consulting firm that develops agile go-to-market strategies focused on needs-based segmentation, brand positioning, market expansions, digital marketing, customer experience journeys and value-based propositions for clients. Nicole is an international brand, communications, marketing and cultural change management executive with more than 25 years of business excellence and leadership experience, who has worked for DAX and Fortune 500 companies in Europe and the USA in the Telecommunications and Financial Services Industries. Forbes named Nicole one of the "11 Women Who Are Changing the Face of Finance."

DEVELOPING YOUR EXPORT STRATEGY

Member Cost \$150 | Non-Member Cost \$300

This training focuses on developing a strategic and tactical plan for entering new export markets by considering some factors including value proposition and your company's readiness to expand.

This training explores the practical business side of foreign regulations, language and logistical barriers, and fending off the inevitable invitation to corruption. Through a combination of lecture, discussion, and real-world context, you can actually begin to develop the footprint of a successful market entry plan for your business.

Recommended for: Anyone who would like to learn what to consider before expanding internationally

Craig Maginness, ExIn Global Strategies

Mr. Maginness has extensive real world experience in the development and implementation of international business strategies, export market entry, and the management of international operations. He teaches international business and other management courses in both the graduate school and undergraduate programs at various universities. He has been a frequent speaker on international business development and management for the US Chamber of Commerce, local chambers and business development centers and foreign business institutes. He was named the 2013 "Trade Educator of the Year" by NASBITE International. Mr. Maginness's book "Go Glocal: The Definitive Guide to Success in Entering International Markets" was published in April 2018.

DUE DILIGENCE

Member Cost \$150 | Non-Member Cost \$300

Do you think you found the perfect partner or customer abroad? Unless you've completed the necessary due diligence, you can't be sure. Protect your business by learning how to properly vet your international partners. Jacqui Beckett has worked with companies the world over, ensuring that their practices are ethically and legally sound. *Recommended for: Any individual or company involved in international partnerships, sales, or purchasing.*

Jacqui Beckett, Beckett Ethics & Compliance

Jacqui Beckett is currently the President of Beckett Ethics and Compliance International, a global company helping companies create and implement compliance and ethics programs that work around the world. She has authored numerous articles and lectured on ethics and compliance and practical global program implementation at numerous seminars.

ECCN (EXPORT CONTROL CLASSIFICATION NUMBER)

Member Cost \$150 | Non-Member Cost \$300

This class provides a comprehensive overview of the U.S. export control system, focusing on the critical role of ECCNs in determining export licensing requirements. Participants will learn how to classify items using the Commerce Control List (CCL), understand the key elements and structure of ECCNs, and navigate the complexities of export regulations to ensure compliance with the Export Administration Regulations (EAR). Through practical examples and interactive discussions, attendees will gain the necessary skills to accurately identify ECCNs, mitigate risks of non-compliance, and support their organization's global trade operations effectively.

Danielle Blakely, Sierra Nevada Corp (SNC)

Danielle is an International Trade Compliance Manager with SNC, a privately held aerospace & defense company with worldwide presence and a wide portfolio of trade-controlled technologies. Prior to working at SNC Danielle was a Senior International Trade Specialist and Aerospace Team Leader with the U.S. Department of Commerce, where she developed expertise in U.S. export regulations and export compliance programs for the aerospace & defense industry.

ETHICS IN INTERNATIONAL TRADE

Member Cost \$200 | Non-Member Cost \$400

Interested in bringing your company global but unsure how to do so ethically? Jacqui Beckett has years of experience ensuring that a company's push into overseas markets doesn't come at the cost of their goodwill.

Recommended for: Everyone who works abroad, either directly or through domestic or international intermediaries.

Jacqui Beckett, Beckett Ethics -

Jacqui Beckett is currently the President of Beckett Ethics and Compliance International, a global company helping companies create and implement compliance and ethics programs which work around the world. She has authored numerous articles and lectured on ethics and compliance and practical global program implementation at numerous seminars.

EXPORT COMPLIANCE, OBLIGATIONS & RISK MITIGATION

Member Cost \$150 | Non-Member Cost \$300

Learn from a compliance expert doing business in every country how to 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.

Recommended for: Export compliance personnel and businesses that export, but currently do not have a system in place to manage their compliance with the regulations.

Dave Glynn, Holland & Hart

Dave is an attorney with Holland & Hart, LLP. He has recognized experience in conducting detailed internal investigations and audits related to export controls, trade sanctions, and customs law. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave also serves on the board of the World Trade Center Denver.

Laura Nolan

Laura Nolan was the Senior Manager, Global Logistics Programs, for Terumo BCT and has over 20+ years experience in customs and logistics. Laura serves on the Association Board for the Rocky Mountain Institute of the World Trade Center Denver and heads the Compliance Interest Group of the World Trade Center Denver.

EXPORT DOCUMENTATION, SHIPPING, AND INSURANCE

Member Cost \$150 | Non-Member Cost \$300

A local expert provides in-depth review and real-world examples on the following topics: introduction and review of basic export documents, how the documentation process affects payment and customs clearance, Incoterms®, export regulations and compliance, classifying your merchandise under the Schedule B, the role of a freight forwarder, the importance of cargo insurance, letters of credit, temporary exports, and the Automated Export System.

Recommended For: Personnel who work for companies exporting from the USA; including logistics, legal, financial, sales, and management departments.

Kelly Raia, COO Blue Tiger International

Kelly is the Chief Operating Officer of Blue Tiger International based in East Moriches. Kelly has been involved in the international supply chain for over 35 years. Kelly is a licensed customhouse broker and trade compliance specialist working for numerous companies assisting them in managing their import and export trade activities and acting as their outsourced Trade Compliance Manager. Kelly is a specialist in both import and export compliance, logistics, supply chain & FTZ Management. Many companies depend upon her expertise in facilitating their export sales or import purchasing. Kelly is a frequent lecturer on compliance and logistics and is a published author. Kelly earned her Bachelor's in Organizational Management and Master of Business Administration Degrees from St. Joseph's University. Training is a major component of Kelly's services in supply chain management operations.

FREE TRADE AGREEMENT DOCUMENTATION & REGULATIONS (USMCA)

Member Cost \$150 | Non-Member Cost \$300

This training will provide you with a comprehensive explanation of how to make a free trade agreement qualification determination by using the prescribed Rules of Origin and applying the Customs concepts of classification, valuation and country of origin.

You will also learn how to prepare a Certificate of Origin. Real-world examples will make the concepts come to life. In addition, you will receive an overview of US Government Verifications, discuss preparation of letters in response to solicitations from your customers and learn about basic US Government enforcement.

Recommended for: Any professional or student who is or wants to get involved in North American trade. It is especially useful for Export Managers, Import Managers, Compliance Managers, Legal and Regulatory Managers, or anyone involved with international shipments. The training will provide a good foundation for anyone who has been asked, either by their employer or a customer to fill out a Certificate of Origin.

Greg Steele, University of Colorado, Boulder

Greg has more than 20 years of import & export compliance experience in high-tech manufacturing. Areas of expertise include; developing and implementing trade compliance processes, manuals, and audits, export jurisdiction determination, export licensing (ITAR, Commerce, NRC, DOE), free Trade Agreements (NAFTA, SFTA, IFTA, UKFTA), CBP broker management.

David Sanders, Cassidy Levy Kent

Dave is a partner in Cassidy Levy Kent's Washington office. Mr. Sanders has over twenty-five years of experience guiding Fortune 500 companies through complex customs and international trade matters. His practice focuses on the representation of clients before U.S. Customs and Border Protection in a wide range of proceedings, from ruling requests and appeals of agency actions to audits, seizures and penalty cases. His experience as an attorney-advisor in the Tariff Classification Branch and the Valuation Branch at U.S. Customs Headquarters in Washington, D.C., in the Office of Regulations and Rulings gives him an understanding of the successful strategies clients need to navigate customs matters.

GLOBAL CROSS-CULTURAL COMMUNICATIONS

Member Cost \$150 | Non-Member Cost \$300

This training will help develop essential cross-cultural communication skills, both listening and speaking, while increasing understanding of how culture affects everyday business. Participants will critically examine how today's business, political and social environments increase the need for cultural and communication competency in order to be successful with international colleagues, both at home and overseas.

A goal is to increase your ability to understand and effectively interact with international partners and clients by helping you learn about the impact of culture on international business and build skills for communicating across cultural differences.

Recommended for: Anyone involved with international business, both in the U.S. and overseas.

Myrna Ann Adkins, *Spring Institute for Intercultural Learning*

Myrna Ann is President Emeritus of Spring Institute for Intercultural Learning, having served as its President and CEO from 1985-2014. She now is a consultant, trainer and facilitator on projects related to cross-cultural communication, diversity and refugees. In 2014, Myrna Ann was selected as the International Trade Educator of the Year by NASBITE.

Tanya Arnt, *Director of Global Trade Activator, WTC Denver*

Tanya oversees the Global Trade Activator/Incubator program for immigrants and the Accelerator Program for companies that are ready to launch into new international markets. Prior to this role, Tanya was the Director of Trade Institute at WTC Denver where she was responsible for modernizing trade education programs and converting in-person trainings into virtual and on-demand offerings. She led the Certificate of International Trade Program, Lunch and Learns, World Trade Day Conference, and International Business and U Conference.

GLOBAL E-COMMERCE

Member Cost \$150 | Non-Member Cost \$300

The world is changing and e-commerce is booming. Shoppers are learning to expect the conveniences of shopping in their pajamas and are forgoing the hassle of driving to brick and mortars. If a brand decides not to change with the times by hopping on the e-commerce train, it could quickly be left in the dust.

This training in the fundamentals of e-commerce marketplaces begins with the rationale of selling on marketplace and the process of selecting the right marketplace(s) for your product.

We then dive into selling on Amazon with best practices around catalog creation and optimization, marketing, branding and competition/protection. Finally, we cover the logistics of e-commerce fulfillment.

Recommended for: Professionals working for brands or individuals that are looking to get involved or expand in e-commerce, especially with a focus on marketplaces (e.g. Amazon, Walmart.com, Target.com).

Robert Portnoy

Robert is co-founder of Amazon-native white label sporting goods brands Rollerex and Adventure World and is an account manager at Macarta, an Amazon-focused digital marketing agency. Under Robert's leadership, Rollerex and Adventure World have experienced consistent growth at 125% YoY and 20% MoM since 2015 selling primarily on Amazon's US marketplace. At Macarta, he manages large brands such as Universal Music Group's merchandising arms Bravado and Epic Rights as well as promising new startups like Robin Golf.

GLOBAL SUPPLY CHAIN MANAGEMENT

Member Cost \$250 | Non-Member Cost \$400

This two-day training for new and seasoned supply chain managers covers global supply chain from A-Z. We will discuss challenges and specific management strategies in dealing with operations, technology, compliance, risk and spending in global trade. Hot topics such as supply chain disruptions, forced labor, tariff mitigation, and landed cost modeling will be covered.

Each attendee will receive the book, *Mastering Import & Export Management*; Authors: Thomas A. Cook, Kelly Raia, Published: AMACOM Books 2016 (\$105 value).

Recommended for: New and seasoned supply chain managers, personnel involved in logistics, procurement.

Thomas Cook, *Blue Tiger International*

Tom is Managing Director of Blue Tiger International, (bluetigerintl.com) a premier international business consulting company on supply chain management, trade compliance, purchasing, global trade and logistics. Tom was former CEO of American River International in NY and Apex Global Logistics Supply Chain Operation in LA. Tom has over 30 years' experience in assisting companies all over the world manage their import and export operations. He is a member of the NY District Export Council, sits on the board of numerous corporations and is considered a leader in the business verticals he works in.

Kelly Raia, *Blue Tiger International*

Kelly is a licensed customhouse broker and trade compliance specialist working for numerous companies assisting them in managing their import and export trade activities. Kelly was formerly a Vice President at American River International and is now the VP of Trade Compliance for Blue Tiger International in NY. She is also involved with numerous companies as their "outsourced" Trade Compliance Manager. Kelly is a specialist in both import and export compliance, logistics, supply chain & FTZ Management. Many companies depend upon her expertise in facilitating their export sales or import purchasing. Kelly is a frequent lecturer on compliance and logistics and is a published author.

IMPORT COMPLIANCE CONCEPTS

Member Cost \$150 | Non-Member Cost \$300

This training introduces more advanced importing topics including: Reasonable Care, fines/penalties/forfeitures, seizures, Prior Disclosures, audit programs (Focused Assessments), preparation for CBP Audits, the Importer Self Assessment program (ISA), commodity classification rules and use of the Harmonized Tariff Schedule, duty management, country of origin determination, record keeping, and import valuation.

Recommended for: Personnel in customer service, logistics, warehouse shipping and receiving, purchasing, and legal.

Dave Glynn, Holland & Hart

Dave is an attorney with Holland & Hart, LLP. He has recognized expertise in conducting detailed internal investigations and audits related to export controls, trade sanctions, and Customs laws. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave serves on the board of the World Trade Center Denver.

IMPORT LOGISTICS

Member Cost \$150 | Non-Member Cost \$300

This training deals with topics including: how goods clear Customs, documentation requirements, how to correctly fill out paperwork, payment of duties and liquidation, protests, adjustments (PEA/PSC), roles and responsibilities of a broker or freight forwarder, supply chain security, landed cost concept, and case studies focusing on basics of import classification and filing entry with U.S. Customs and Border Protection.

Recommended for: Any personnel involved in importing.

Amanda Peaker, Gallagher Transport International Amanda is a Licensed Customs Broker with over 17 years' experience working in many facets of the Logistics and Forwarding Industry including import, export, and domestic transportation. Amanda keeps a focus on the ever-changing import and export trade regulations involved with Customs, FDA, and other Partner Government Agencies to assist customer needs. She is currently Vice President for Gallagher Transport International, a logistics firm specializing in US Customs and Freight Forwarding. GTI, with offices in Denver and Portland/Vancouver, has maintained excellence in the logistics industry for over 25 years. Ms. Peaker is a member of the National Customs Brokers and Freight Forwarders Association (NCBFAA) and Denver's World Trade Center.

INCOTERMS® 2020

Member Cost \$150 | Non-Member Cost \$300

Incoterms® determine which party is responsible for costs if a shipment is damaged in transit. With the new rules changed January 1, 2020, this updated training offered by a regional expert in Incoterms®, gives you an in-depth view into the eleven different rules.

Recommended for all exporters, importers, international sales personnel, purchasing managers, forwarders, customs brokers, carriers, credit professionals, insurers,

James Ferry, Canadian Solar

James has a wide variety of business experience, both in international trade and otherwise. He worked for a Licensed Customs Broker for many years before moving to MolsonCoors. At MolsonCoors and Arrow Electronics, James was the Trade Compliance Manager, overseeing the import and export compliance functions of the large global business and global projects teams. James is now a Trade Compliance Manager with Canadian Solar.

INTERNATIONAL CONTRACTING

Member Cost \$150 | Non-Member Cost \$300

The right contract is the best way to protect yourself when your business crosses borders. Learn how to use this important tool with local attorney, Tyler Rauert as he explains the types of contracts in international business, common clauses and the law that controls them.

Recommended for: Personnel in sales, human resources, purchasing, and legal.

Tyler Rauert, Attorney

Tyler is a business attorney for US and foreign clients in technology and heavily regulated and emerging industries in complex regulatory environments. He has worked for Pax 8 and Messner Reeves, LLP and then division counsel for a global division at Johns Manville in Denver. Prior to relocating to Denver, Tyler spent many years teaching at the National Defense University and working in the US Senate in Washington, DC.

INTERNATIONAL CUSTOMER SERVICE

Member Cost \$150 | Non-Member Cost \$300

This International Customer Service class equips students with the skills and knowledge to excel globally, emphasizing cultural sensitivity and effective communication. It covers serving diverse customer bases, addressing language barriers, understanding regional consumer behavior, and the impact on other organizational departments. Through best practices, hard and soft skills training, case studies, role-playing, and interactive discussions, students will learn to foster positive customer experiences and build strong, loyal relationships, enhancing their organization's international presence and reputation while supporting its vision and mission.

Recommended for: Anyone involved in international business.

Taj Almutkassi, Leprino

Bilingual (Arabic/English). MBA with marketing focus from University of Colorado Denver. Over twenty years of experiences in customers' management, marketing, accounting & finance, sales, logistics, and operations; in USA, Saudi Arabia, and Sudan. Expert with international operation (Sales, Service, Logistics, and finance sides); cross-cultural management and international business. Deep knowledge of Middle East and North Africa cultures and markets. Joined Leprino Foods Company in 2011, and since then worked in different international business positions (international documentation, international customer service, and international sales).

INTERNATIONAL DIGITAL MARKETING

Member Cost \$150 | Non-Member Cost \$300

Ensuring that the message of your product or service is reaching your international audience is essential to any international strategy. However, your domestic approach may not suffice in international markets. Our instructors will take you through the key points of bringing your message global through traditional and digital marketing.

Recommended for: Anyone interested in or involved in their company's sales, marketing or strategy development.

Martin Capella, Garritz International

Martin is the Managing Director at Garritz International (USA Office). Garritz International is a digital media agency with offices in 6 cities across the Americas and Europe and are aiming to begin operations in Asia. His team is data driven, has multicultural capabilities and creates unique insights and improvements.

Harris Kalofonos, Goodvoice Group

Over the past two decades, Harris has started two successful companies, worked at five Olympic Games, while in the process, collaborated with several teams and organizations around the world. He has also worked with high profile companies like Panasonic N.A. Notably, he orchestrated a partnership with the U.S. Olympic Museum and International Olympic Academy to provide Olympic educational programming at scale, working alongside some of the industry's best minds. As a result, Harris was named one of the top 100 visionaries in business and education by the Global Forum of Education and Learning in 2020.

INTERNATIONAL LAW AND IP RIGHTS

Member Cost \$150 | Non-Member Cost \$300

This course provides a comprehensive overview of the various forms of intellectual property for which protection is afforded in the United States and other countries.

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.

Recommended for: Lawyers, CCOs, COOs, Product Developers, Entrepreneurs, and personnel in operations.

Peter Kinsella, Perkins Coie LLP

Peter is a partner at Perkins Coie in the firm's Technology Transactions & Privacy and Intellectual Property practices. His practice focuses on advising start-up, emerging and large companies on intellectual property, technology, licensing and transaction matters. Before joining the firm in 2010, Pete was a partner with Faegre & Benson. Prior to that, he worked in various legal capacities with Qwest Communications International, Inc. in Denver and Honeywell, Inc. in Minneapolis.

INTERNATIONAL POLITICAL ECONOMY

Member Cost \$150 | Non-Member Cost \$300

Business people often find the international economy confusing until they understand how power, law, and finance influence economic performance. This training uses systems thinking to explore the interplay between a country's legal and financial systems and its economic structure.

Participants will gain insights into the implications of Common Law vs. Civil Law, Bank Oriented vs. Financial Market systems, and Competitive vs. Concentrated economies.

Recommended for: executives, investors, and professional advisors who need to understand the international context for making business decisions, investment choices, or advising leaders.

Brian Friedman, CFA, CBE, GHP Investment Advisors

Brian is the President, Co-Founder, and Chief Investment Officer of GHP Investment Advisors, Inc. (GHPIA). Under Brian's leadership, GHPIA's client assets under management (AUM) grew from \$10 million in 1999 to \$1.9 billion today. Besides offering full-service personal wealth management, GHPIA operates a Global Markets division that allocates international portfolios according to a quantitative and qualitative analysis of a country's approach to the rule of law. Brian, whose career includes stints as an economics analyst at the Brookings Institution and as an adjunct lecturer in economics at the University of Colorado at Denver, earned his B.A. in economics at the George Washington University and his M.B.A. at the University of Chicago.

AN INTRODUCTION TO TRADE COMPLIANCE

Member Cost \$150 | Non-Member Cost \$300

This course is designed to provide participants with a comprehensive understanding of the fundamental principles, regulations, and best practices governing international trade and commerce. This course serves as a gateway to the complex world of global trade compliance and aims to equip participants with the knowledge and tools necessary to navigate the intricate landscape of international trade.

Recommended for: Anyone new to trade compliance or who would like a general understanding of the people, licenses, regulations, and documents involved.

Laura Nolan

Laura Nolan was the Senior Manager, Global Logistics Programs, for Terumo BCT and has over 20+ years experience in customs and logistics. Laura serves on the Advisory Board for the Rocky Mountain Institute of the World Trade Center Denver and heads the Compliance Interest Group of the World Trade Center Denver.

ITAR: INTERNATIONAL TRAFFIC IN ARMS REGULATIONS

Member Cost \$200 | Non-Member Cost \$400

The International Traffic in Arms Regulations (ITAR) control the export and import of defense articles, technical data and services, including certain aerospace technology and products. Understanding the ITAR requirements and how to comply is fundamental to prevent potential costly violations. Join other Colorado companies as we discuss the ever-evolving International Traffic in Arms Regulations (ITAR).

The training will include:

- Basic and intermediate level discussions of ITAR requirements and compliance
- Export Control Reform, including recent and proposed changes to the ITAR
- Case studies on ITAR compliance and enforcement

Recommended for: Export compliance officers, legal department, traffic personnel, customer service representatives, government liaisons, trade logistics personnel, personnel from overseas companies who deal with US-based companies or that purchase US-origin products, components or technology, and subsidiaries, affiliates and parents of US businesses.

Dave Glynn, Holland & Hart

Dave is an attorney with Holland & Hart, LLP. He has recognized expertise in conducting detailed internal investigations and audits related to export controls, trade sanctions, and Customs laws. Working with clients in the development, drafting, and implementation of compliance programs in various areas of federal regulatory law, he utilizes his extensive experience in export management systems and import compliance programs to help his clients achieve their goals. Dave serves on the board of the World Trade Center Denver.

Lizbeth Rodriguez-Johnson, ReedSmith LLP

Lizbeth helps her clients develop, draft, and implement compliance programs in various areas of federal regulatory law. She has recognized expertise in conducting detailed internal investigations and audits related to export controls and trade sanctions. Lizbeth also drafts license application, commodity jurisdiction requests, technical assistance agreements, registration statements, license applications, and other international regulatory documents. Lizbeth serves on the board of advisors of the Institute for the World Trade Center Denver.

MANAGING GLOBAL HIRING, HR, AND TEAMS

Member Cost \$150 | Non-Member Cost \$300

Taking your business global often means expanding your team to include international team members. Whether you are a global business looking to expand into a new market or a small enterprise contracting an international representative, expanding your personnel beyond borders comes with challenges. A business professional with extensive experience throughout the international employee process will provide you the framework to hire abroad and manage your global team.

Recommended for: Businesses who are looking to expand their teams abroad or better manage their already global personnel.

Mark Cicotello, Employers Council (retired)

Mark was with Employers Council, Inc. for 7 years as an HR Consultant, and now he works as a private consultant with both private and public employers in the areas of: HR Strategy, Compensation Performance Management, International HR and Ethics. He was previously the Vice President of HR at Heska Corporation, HR Director of International Operations at Monsanto/Searle, and HR Director at Hewlett-Packard. He earned and maintains his professional certifications as a: Senior Human Resource Professional (SPHR), Global Professional Human Resources (GPHR), SHRM Senior Certified Professional (SHRM-SCP), Certified Compensation Professional (CCP), and Certified Executive Compensation Professional (CECP).

PRICING STRATEGIES FOR SUCCESS IN THE GLOBAL MARKET

Member Cost \$150 | Non-Member Cost \$300

This course on Marginal Cost Pricing Strategies for International Businesses delves into the critical pricing framework that enables companies to maximize profitability while remaining competitive in global markets.

Participants will learn how to calculate marginal costs, including variable costs associated with producing additional units, and understand their implications for pricing decisions. The training will also mention determining landed costs, which encompass all expenses incurred in getting products to foreign markets, including shipping, tariffs, and taxes. By analyzing these components, students will develop effective pricing strategies that not only cover costs but also optimize revenue potential, ensuring sustainable growth in diverse international environments.

Recommended for : Business owners who would like to better understand how to determine pricing, and anyone who would like to be more competitive and maximize profits when selling internationally.

Anthony Russo, President of TradeHub International, LLC - USA

Anthony graduated from Charleston Southern University with a BA in Marketing and an MBA and began his international career in 2003 as Education and Trade Services Manager at the South Carolina World Trade Center. He managed the USDA's Export Readiness Training Program and authored the SCWTC Import/Export curriculum. In 2005, he founded TradeHub International (THI), a hybrid trading company focusing on immigration and trade projects, which opened its first international office in Mexico in 2008. Russo also served as General Manager of Trade Development for the World Trade Centers Association, overseeing global trade projects. He has worked with organizations worldwide, providing services such as market research, supply chain management, and international business analysis. In 2014, he collaborated with Tec de Monterrey in Mexico to develop a minor program for students to engage with small and medium-sized companies on export opportunities.

SUPPLIER NEGOTIATION, AN INNOVATIVE APPROACH

Member Cost \$75 | Non-Member Cost \$150

This course is designed to empower participants with the skills and knowledge needed to excel in strategic negotiations amidst highly disruptive supply chains. By focusing on critical aspects such as timing, relationship building, understanding supplier objectives, and capturing contract value, this course provides a holistic approach to achieving successful negotiation outcomes. Ideal for procurement professionals, supply chain managers, and business leaders, this course blends theoretical insights with practical applications to enhance negotiation effectiveness.

Recommended for: No prior negotiation experience is required. The course is open to professionals from all industries.

Priya Kumar, CEO Sustainable Inc.

Priya is a former consultant and industry professional with 17+ years of experience in end-to-end supply chain transformation, logistics & inventory management, category management, strategic sourcing, supplier diversity and process improvement. Her unique approach to negotiations, savings capture and process improvement has garnered her attention in the consulting world. Priya has worked with dozens of clients to re-vamp their end to end supply chain, procurement and logistics strategies. She has saved clients over \$500M dollars across several engagements through process improvements, demand reduction and contract re-negotiations.

TAX AND YOUR INTERNATIONAL BUSINESS

Member Cost \$150 | Non-Member Cost \$300

This training, led by Steve, covers international tax topics crucial for expanding your business abroad or understanding recent major tax reforms. It includes the global business lifecycle, tax treaties, structuring opportunities with tax reform, and strategies to minimize your global tax rate using incentives and structures.

Recommended for: Tax professionals or those taking on tax roles within their company, as well as entrepreneurs looking to take their business global.

Steve Schnepel, Plante Moran

As a leader in our international tax services group, Steve assists clients with all of their cross-border tax needs. His expertise includes international sports and entertainment, cross-border tax planning, global expansion projects, U.S. foreign tax credit planning, repatriation planning, the U.S. anti-deferral regime, and the U.S. withholding tax regime. The majority of his clients are publicly and privately held businesses in the high-tech, manufacturing, distribution, professional services, energy, and telecom industries. He has always been fascinated by the field of international tax — and he considers it an honor to be seen as a technical resource on the subject by his colleagues. Helping people and businesses with their many and varied complex tax issues has been — and remains — a very satisfying part of his career.

TRADE FINANCE

Member Cost \$150 | Non-Member Cost \$300

This training covers how importers and exporters identify financial risks and use the appropriate method of payment and security including: letters of credit, cash in advance, documentary collection, “Buy now pay later”, Credit Insurance as well as many others. Various economic risks such as exchange rate fluctuations are also discussed. This seminar introduces you to the basics of Trade Finance and the benefits and potential pitfalls of the different financial instruments utilized.

Recommended for: Personnel involved in payments or financing.

Justin Seedorf, Allianz Trade

Justin, a Regional Vice President for Allianz Trade North America, oversees the South West Region for the world's largest credit insurer. With over a decade of experience, he provides trade finance securitization solutions to exporters and collaborates with Economic Development Agencies, Non-Profit Industry Organizations, and For-Profit businesses to educate and create trade finance solutions.

Patty Brewer, SBA

Patty is an Export Finance Manager with the SBA's Office of International Trade — one of 21 colleagues around the nation who help small businesses finance their exports and connect with experts on international trade. Before joining SBA, Patty was an underwriter at EXIM Bank where she worked in multiple lending divisions including Business Credit, Trade Finance, and Trade Credit Insurance. In her three years with the Trade Credit Insurance Division, she processed more than \$186 million in short-term insurance transactions. During her ten years in Trade Finance, she completed 152 transactions supporting agricultural equipment, trailers, printers, heating systems, silos, and tractors.

WORKING WITH WHOLESALERS, DISTRIBUTORS, BROKERS AND SALES AGENTS

Member Cost \$75 | Non-Member Cost \$150

This comprehensive two-hour virtual course is designed to equip businesses with the knowledge and strategies needed to effectively collaborate with international wholesalers, distributors, brokers, and sales agents. Participants will explore practical tips, real-world case studies, common pitfalls, and success stories, gaining insights into building and maintaining fruitful international partnerships.

Participants will leave this course with a deeper understanding of how to build and sustain successful partnerships with international wholesalers and brokers, armed with actionable strategies to navigate potential challenges and seize global opportunities.

Recommended for: Companies that are interested in learning how to select and then engage foreign partners to drive international sales and companies that have already engaged foreign partnerships and want to engage them more effectively.

Matthew Clark, CEO Pangea Consulting

With 25+ years of sales and management experience, Matt has been integral to global brand expansion, international sales execution, and Go-to-Market efforts for a wide variety of companies. Most notably, he led OtterBox to its first international office, establishing its EMEA headquarters in Cork, Ireland. Since then, he has established Pangea Consulting to guide high-growth companies into new international markets. This includes US companies expanding abroad, but also supporting foreign corporations as they enter the challenging US market. An avid traveler, Matt has lived or worked in 7 countries and has visited 70+ countries overall.

ANNUAL MEMBER GATHERING

September 19, 2024 3:30-7:30pm

The Board of Directors is cordially inviting all World Trade Center Denver Members, future members and guests to attend the annual member meeting and reception for the Colorado international business community.

>Visit wtcdenver.org for a complete listing of events and networking interest groups.

WORLD TRADE DAY

May 2025

World Trade Day is the premier international business conference in the Rocky Mountain Region. Join us for a day of keynote speakers, short talks by trade experts, and peer-to-peer learning, followed by a networking reception. The event will feature an expo showcasing the region's top global businesses. Please contact us for speaking and sponsorship opportunities.

Be a Part of the Network For Global Trade Professionals

COLLABORATE LOCALLY, CONNECT STRATEGICALLY, THRIVE GLOBALLY

Being a part of the WTC Denver network can open up the world for you and your business. With one million member companies and over 300 trade centers in 100+ countries, the WTC network opens doors around the world. Here you can exchange ideas and cultivate relationships with the largest concentration of global business-minded professionals in the region and the world. And connections are only the beginning. As a member you have access to vetted resources, tools, services, and countless opportunities to grow your business.

Visit www.wtcdenver.org/wtc-denver-membership/ for a complete listing of events and networking interest groups.

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Sessions tailored to suit your unique international business training needs for you and your team.

EXAMPLES OF PAST CUSTOMIZED TRAININGS

The WTC Denver can customize international business training for companies on specific topics to their company situation and to maximize your team's learning experience. Customized training offers a safe space to ask specific and sensitive questions and can be held at your location or ours.

- Export Documentation, Shipping and Insurance for Electronics Distributors
- Export Compliance Obligations & Risk Management for Aerospace Industry
- US Export Controls for International Companies
- Complying with the ITAR (International Traffic in Arms) for Software Firms
- Incoterms 2020 for Food Producers
- Overview of Importing Concepts and Compliance Requirements for Biosciences
- International Ethics Concepts for Sales Teams
- Evaluating International Sales Channels for a Medical Device Company
- Cross-Cultural Communication with India & Brazil for Oil and Gas Industry

Manufacturer's Edge

Manufacturers Edge is a partner of the WTC Denver and provides custom training to manufacturers in Colorado. As Colorado's official Manufacturing Extension Partnership (MEP) Center, we leverage local and national resources to provide on-site support, strategy and planning, and technical assistance to manufacturers of all sizes across our state. With expertise as broad as ESG, Maintenance Fundamentals, Sales and Revenue team assessments and coaching, Marketing / SEO optimization, Voice of the Customer, and New product innovation and implementation on top of our core strengths of continuous improvement, quality, safety, and supervisor training, Manufacturer's Edge can customize a solution that will boost your bottom- or top-line performance. www.ManufacturersEdge.com

GLOBAL TRADE ACTIVATOR PROGRAM

"Participating in the Global Trade Activator program has been a game-changer for Spinstor Sisters. We never would have had the confidence or knowledge to launch our products internationally without this program. The WTC team provided a step-by-step easy to follow process that demystified the complexities of international business and exporting."

KELLY PERKINS -
PRESIDENT/CEO
SPINSTOR SISTERS CO.



Accelerator

Our accelerator launches companies into new global markets with confidence and aligns teams for International growth and success, customized, and guided by a trusted network of trade experts.



Incubator

The incubator is designed to help entrepreneurs to start and build their import/export business, from idea stage to launch.

- Launch into the Right Markets with Confidence
- Gain the Knowledge You Need to Build a Repeatable Trade Plan to Get Results
- Align Your Team for International Growth and Expansion
- Customized for Your Business and Goals
- Guided by a Trusted Network of Trade Experts

Learn More About The Process At www.globaltradeactivator.org



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We would like to extend our thanks and gratitude to The Hibbert Group for their support of the 2024/2025 Training Guide. The Hibbert Group is an ISO9001:2000 certified, international, comprehensive marketing services company supporting the needs of a multinational client base

GAIN PRACTICAL, HANDS-ON INSTRUCTION LED BY INTERNATIONAL BUSINESS EXPERTS

Updated August 2024



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Trained over
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Professionals

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Events &
Training

37+ years of experience
supporting, training, and connecting
manufacturers and
other Colorado Industries