

World Trade Center Denver Fall Classes

If you are interested in International Trade the World Trade Center has classes for you! The [Fall 2007 Program Guide](#) contains all of the current course listings, along with prices, dates, and locations.

If you have any questions please contact Camilo Sanchez-Programs Manager at Tel: 303-592-5757 or via email at camilo.wtcdenver@att.net.



ROCKY MOUNTAIN
WORLD TRADE CENTER INSTITUTE

Program Guide
September to December 2007

Placing the world
of international trade
in your hands



Schedule of Courses

- *Export Fundamentals – Practical Aspects of Selling Overseas: September 18
- *International Pricing, Payments & Financing: September 25
- *Export Documentation, Shipping & Insurance: October 2
- Building Stronger Partnerships in China: October 5
- *Introduction to Importing: October 9
- *Intermediate Importing: October 9
- Introduction to International Traffic in Arms Regulations (ITAR): October 11
- Understanding Incoterms: October 16
- International Letters of Credit: October 23
- *Global Logistics & Supply Chain Security: October 26
- *International Law and Intellectual Property Rights: October 30
- Export Compliance - Obligations & Risk Mitigation: November 1
- *Global Cross Cultural Communications: November 8
- Introduction to Import Law: November 14
- *Strategies & Tactics for Marketing Globally: November 15
- International Business Fundamentals: November 27–28
- NAFTA Documentation & Regulation: November 29
- Moving Beyond the Basics of ITAR: February 2008
- 2008 Customs Update: March 2008
- BIS - Complying with U.S. Export Controls: April 2-3, 2008

*Denotes courses needed to complete the Certificate in International Trade

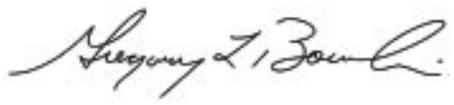
A Message from the Chairman

As the newly elected chairman of the Rocky Mountain World Trade Center, I invite you to take advantage of the excellent international business training available through the Rocky Mountain World Trade Center Institute. For more than 25 years, I have been successfully operating in the international arena, and can attest to the importance of real-world, hands-on experience when seeking instruction on how to compete in the global marketplace. The Institute is a terrific source to gain knowledge both through locally and nationally known expert instruction and through the interaction with fellow business-leader students.

Your engagement with the Institute will ensure relevant and timely training on such important international trade subjects as Export Compliance, Importing Decisions, International Finance and Cross Cultural Communications. Even if you routinely operate internationally, I believe you will still find value in refreshing your knowledge, particularly with the continually changing landscape of international regulation, compliance and business processes.

With the continued rapid pace of business globalization, you are either currently involved in international trade or you will be in the very near future. I urge you to take advantage of the programs offered by the Rocky Mountain Trade Center Institute to reinforce and assist in your current endeavors or to prepare for those to come. Please join us at the Institute this fall to enhance or develop the unique skills and specialized knowledge that will provide you and your company with greater international success.

Sincerely,



Greg Bowlin
Chairman



Why should I take my business international?

Exporting your products and services to the growing global markets can: increase your revenues and profits, gain global market share, stabilize market fluctuations, sell excess production capacity, enhance competitiveness, create domestic jobs and help reduce the trade deficit. If you're still not convinced, consider this:

- Colorado's export shipments of merchandise in 2006 totaled \$7.95 billion, a 44% increase over the 2002 level of \$5.5 billion.
- Exports of services including software, business travel, tourism, education, financial, and IT services are estimated to contribute another \$2 billion to our economy.
- Colorado exported to 197 foreign destinations in 2006.
- Nearly 16% of all manufacturing workers in Colorado depend on exports for their jobs.
- A total of 3,959 companies exported from Colorado locations in 2005. Of those, 87% were small and medium-sized enterprises with fewer than 500 employees.
- Small and medium sized firms generated 25% of Colorado's total exports of merchandise in 2005.

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What sets the Institute's training apart from other programs?

Institute instructors are experienced international professionals with hands-on experience. Our industry experts provide topical lectures, pertinent course materials, real world examples and "hot button" checklists to help participants understand accepted international business procedures, recognize potential problem areas and mitigate risk.

"But I already know my markets..."

Today's global markets are constantly changing, offering exciting new opportunities and the potential for incredible growth. These opportunities also introduce you to increased risk and a new level of competition. Training on the latest changes in these markets will increase your ability to compete and succeed on the global stage.

With over 95% of the world's consumers outside of the United States and global economies growing at a record pace, 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. Export Operations courses examine the following:

- Introduction to exporting;
- International marketing and strategy development;
- Export documentation;
- How to prepare a commercial invoice;
- How to establish a Letter of Credit;
- The best shipping and insurance options for your products;
- Understanding how to find and use Schedule B codes;
- Using the appropriate Incoterm for your contract; and
- Locating the resources to help you get started.

Export Fundamentals: Practical Aspects of Selling Overseas

Tuesday, September 18, 2007, 8:30 A.M. – 12:30 P.M.

**Required course for the Certificate in International Trade*

An introductory seminar that will familiarize you with global trade opportunities and resources while examining a wide variety of concepts and issues critical to your success in the international marketplace. At this first class in our four course "Exporting & Importing Series," you will learn the fundamental drivers of export success from local experts and gain a better understanding of how to:

- Target your ideal market;
- Recognize opportunities and options;
- Understand and maneuver through international risks;
- Identify trade barriers;
- Determine practical and legal aspects to market entry;
- Address international contracts and intellectual property issues;
- Adhere to government export controls; and
- Understand how to use Internet research tools and local resources to find new markets.

Instructor Dennis Chrisbaum serves as the U.S. Small Business Administration's (SBA) representative at the U.S. Export Assistance Center in Denver. Dennis oversees the SBA's International Trade and Finance Program for the Rocky Mountain region. Instructor Craig Maginness of ExIn Asset Management LLC has extensive real world experience in the development and implementation of international business strategies, export market entry, and the management of international operations. Instructor Shelly Curtiss is the Director of Programs and Services at the WTC Denver. Shelly assists local companies in their efforts to expand globally, she oversees all WTC international market research projects and handles general export and import queries from local and foreign businesses.

International Pricing, Payments & Financing

Tuesday, September 25, 2007, 8:30 A.M. – 12:30 P.M.

**Required course for the Certificate in International Trade*

Understanding your financing options, developing proper pricing strategies, choosing the appropriate terms of sale and selecting

the proper payment method for your business are critical elements in selling overseas. This introductory seminar will familiarize participants with financing tools such as letters of credit and government resources and will cover:

- Economic issues to consider in international trade;
- Primary methods of payment with an emphasis on letters of credit;
- Review of common documentary inaccuracies and errors;
- Product pricing methods and pitfalls;
- Currency and exchange rate issues; and
- Financing and insurance programs available through the U.S. government.

Instructor Laura Pedersen, International Trade Services Officer for First National Bank, has over 27 years in the international arena and holds one of the few CDCS (Certified Documentary Credits Specialist) certifications in the Midwest. For over 18 years, Laura managed the international department for a large manufacturing company. Laura has been working in international banking for nine years, helping customers with their importing and exporting transactions. Instructor Dennis Chrisbaum serves as the U.S. Small Business Administration's (SBA) representative at the U.S. Export Assistance Center in Denver — please see Dennis' bio in the Export Fundamentals section on this page.

Export Documentation, Shipping & Insurance

Tuesday, October 2, 2007, 8:30 A.M. – 12:30 P.M.

**Required course for the Certificate in International Trade*

This intensive documentation workshop identifies and explains the documents required for international shipping and how they impact your ability to efficiently move products around the globe. Experts provide in-depth review and real-world examples of the following topics:

- Required documents for international shipping;
- How the documentation process affects payment and customs clearance;
- International Commercial Terms (Incoterms);
- Export Administration Regulations and Red Flags;
- Classifying your merchandise under the Harmonized Tariff Schedule;

Export Operations (continued)

- The role of a freight forwarder and the importance of cargo insurance; and
- Developments in documentation simplification, and the AES.

Instructor Jude Buemi is the Air Freight Operations Manager at SR International Logistics. In his international freight forwarding experience he has worked with both air and ocean modes. He also has experience on the shipper's side, having served as a traffic manager. Instructor Keith Ledesma, Branch Manager of the Denver office of global freight forwarder SDV (USA) Inc., has been in the forwarding industry since 1978. Among his various assignments, Keith established and taught the LATA/CNS introductory airfreight course. Instructor Roy Becker, of Roy Becker Seminars, has over 30 years of experience in international trade. Roy has been teaching for the WTC Institute since 1990 and training and consulting on how to mitigate the risks of international trade in courses across the country. Roy is also a trainer and consultant for Premier Bank.

Global Logistics & Supply Chain Security

Friday, October 26, 9:00 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 builds on the “Export Documentation, Shipping & Insurance” class while introducing the more advanced topics of supply chain security and international logistics. This session deals with topics such as:

- Global transportation – the basics, what’s involved and where is it going;
- Logistics networks – the players, who they are, what they do, and how they interact;
- Custody and purchase terms – responsibility for the products, impacts, liability and security;
- Security challenges – for both importing and exporting;
- Security initiatives – current initiatives from both a public and private sector perspective; and
- Going forward and best practices.

Instructor Mark Storen is the founder and President of Tectus. Mark's career has moved between the disciplines of supply chain management and security for the last eighteen years. Prior to founding Tectus, Mark worked at Nike for 11 years directing global logistics, managing information security and setting up European operations. He also worked for the United Nations in Asia managing physical security in refugee camps.



Two-Day International Business Fundamentals Workshop

Tuesday, November 27 and Wednesday, November 28, 2007, 8:30 A.M. – 4:30 P.M. both days

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

On Day 1 (November 27), the workshop will cover:

- Challenges in export trade;
- Trade partners and 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, and returns;
- Import clearance and customs at the foreign port;
- International commercial terms (Incoterms); and
- Incoterms and the proforma invoice.

On Day 2 (November 28), the workshop will cover:

- Credit considerations – methods of payment, country risk, and credit 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;
- Incoterms 2000 – how they are used in L/Cs;
- The review process – what to do once you have received the L/C;
- Documentary implications – creating and presenting compliant documents (incl. samples and examples);
- Discrepancies – the impact for both exporters and importers; and
- Case studies – real life applications of the topics covered in the workshop.

Instructor Laura Pedersen, International Trade Services Officer for First National Bank – please see Laura's bio in the International Pricing, Payments & Financing section on page 3.

This course is held at the Chamber of Commerce in Colorado Springs.

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. As an importer of goods into the United States, you have a specific responsibility to adhere to CBP rules and regulations. Not adhering to the CBP regulations or incorrectly classifying your goods or services can lead to severe fines and penalties ranging to millions of dollars. Developing your companies import compliance program will help you avoid costly mistakes and keep your goods from being confiscated. Topics include:

- Establishing a relationship with U.S. Customs;
- Correct classification of a product under the Harmonized Tariff Schedule;
- Required import documents;
- Country of origin and marking rules;
- Product classification and valuation;
- Utilizing a customs broker or freight forwarder;
- Legal aspects of importing;
- Customs and Trade Partnership Against Terrorism (C-TPAT);
- Importer Self Assessment;
- Valuing your goods for Customs; and
- Duty drawback.

Introduction to Importing

Tuesday, October 9, 2007, 8:30 A.M. – 12:00 P.M.

*Required course for the Certificate in International Trade

Understand the importing procedures, shipping regulations and customs issues involved with bringing products into the U.S. This session deals with topics such as:

- U.S. Customs and Border Protection (CBP) overview;
- How goods clear Customs - the entry process;
- Documentation requirements and how to correctly fill out your paperwork;
- Payment of duties and liquidation;
- What if I find a mistake? Protests, SIL's 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.

Instructor Travis McFarren has been a Special Agent with the Immigration and Customs Enforcement (ICE) agency of the Department of Homeland Security since 2003. Special Agent McFarren works with Customs and Border Protection officials in the enforcement of United States import laws and regulations, and conducts administrative and criminal investigations regarding the fraudulent importation of merchandise into the United States. Instructor James Ferry is a District Manager for Gallagher Transport International Inc., a customs brokerage firm established in 1990 operating mainly out of Denver, CO, Portland, OR and Kansas City, MO. James has been with Gallagher Transport for four years with the focus of his training on imports.

Intermediate Importing

Tuesday, October 9, 2007, 12:30 P.M. – 4:30 P.M.

*Required course for the Certificate in International Trade

This course builds on the information presented in the "Introduction to Importing" session. While we recommend that both sessions be taken together, each course may be taken as a stand-alone class. This class introduces the more advanced topics of:

- Fines / Penalties / Forfeitures;
- Audit Programs (Focused Assessments);
- Preparation for CBP Audits;
- Self Reviews and the Importer Self Assessment program (ISA);
- Introduction to Customs – Trade Partnership Against Terrorism (C-TPAT);

- Product classification and use of the HTS;
- Duty management and Special Duty Preference programs;
- Duty drawback;
- Country of Origin determination and marking requirements;
- Basic "Landed Cost";
- Record keeping; and
- Import valuation.

Instructor Dave Glynn is a lawyer with Holland & Hart LLP. Prior to joining Holland & Hart, Dave spent almost twenty years with IBM, most recently as Manager of US Export Compliance. Dave has studied law in the emerging markets of China and Brazil, and is a licensed US Customs broker. Instructor Kurt Rotter started his career with IBM in 1986. He joined the IBM Global Logistics team in 1994 and gained his Customs Broker License in 1998. Kurt's particular areas of expertise lie in the fields of valuation, assists and duty management. In addition to the courses he teaches for the WTC, Kurt has been teaching prep courses for the Broker License Examination since 2000.

Introduction to Import Law

Wednesday, November 14, 2007, 9:00 A.M. – 12:30 P.M.

One of our most popular programs last semester, this session offers an inside look into the legal aspects of importing goods into the United States. The class will help you better understand the intricacies of exactly what constitutes an import, how to adhere to import controls and how importing can be seen as a function of exporting. Topics covered include:

- Customs regulation update 2007;
- Import controls – reasons and impact;
- Duties, tariffs, quotas, anti-dumping, countervailing duties;
- Importing from low cost regions – is it even possible for your product/service?
- Importing your exports for service or warranty work – how is this classified?
- Licenses, license agreements, etc.;
- Protection of your intellectual property;
- Importing from Free Trade Agreement partners –how do you take advantage of these agreements?
- Importing as a function of exporting; and
- Global thinking and global compliance.

Instructor JoAnne Hagan, an attorney with the Windsor Center in Windsor, CO, has over 30 years of experience in international trade and logistics. JoAnne has developed multiple online courses that cover topics such as ITAR, sales law, franchising, importing and exporting.

The continuing growth in global trade requires responsible businesses to fully understand and adhere to a variety of federal compliance standards. In order to protect U.S. interests at home and abroad, compliance with federal export controls and regulations is mandatory. These regulations not only involve controlled goods and technologies, they also involve restrictions on shipping to certain countries, companies, organizations, and/or individuals. In 2006, the U.S. government investigated several companies for export violations, resulting in 33 criminal convictions, 33 export denial orders, monetary fines of \$3 million, and administration fines totaling \$13 million.

Introduction to International Traffic in Arms Regulations (ITAR)



Thursday, October 11, 2007, 9:00 A.M. – 12:00 P.M.

ITAR is a set of United States government regulations that control the export and import of defense-related articles and services. These regulations dictate that information and material pertaining to defense and military related technologies may only be shared with U.S. persons unless approval from the State Department is received or a special exemption is used. ITAR implements the provisions of the Arms Export Control Act, and are interpreted and enforced by the State Department. Topics covered will include:

- Overview of U.S. export controls – what is ITAR, how does U.S. foreign policy influence ITAR export controls, and the consequences of failing to comply;
- Review of jurisdictional issues to help you determine if your company's products, services or technology are subject to State Department Jurisdiction;
- Requirements for State Department registration;
- Understanding key concepts under ITAR, including export, re-export, defense articles, defense services, technical data, foreign person and others;
- Explanation of the State Department's licensing process and types of export authorizations; and
- Elements of an ITAR compliance program and how to address potential violations.

Instructor Lizbeth Rodriguez, an Associate with Holland & Hart LLP, focuses on federal regulations of international business, mergers and acquisitions, corporate securities and international transactions and broadband transactions. Instructor Dave Glynn is a lawyer with Holland & Hart LLP – please see Dave's bio in the Intermediate Importing section on page 5. Instructor Frank Schuchat is the Managing Member of Schuchat, Herzog & Brenman LLP. Mr. Schuchat is a founding member of the law firm and his practice includes international trade law, general business law, negotiations, and other areas of legal expertise.

International Law and Intellectual Property Rights

Tuesday, October 30, 2007, 8:30 A.M. – 12:30 P.M.

**Required course for the Certificate in International Trade*

In the intensely regulated environment of international trade, it is especially important that everyone in a company have a basic understanding of essential elements in international law. Regardless of whether or not you have in-house legal counsel, keeping up-to-date on the latest intellectual property protection rights is necessary

when conducting business overseas. 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
- Copyright, trademark and trade secret issues.

Instructor Peter Kinsella, Partner with Faegre & Benson LLP, is a registered patent attorney. His practice is focused on advising start-up, emerging and large companies on intellectual property and technology related matters. Prior to joining the firm in 2000, Pete worked for Qwest Communications International, Inc. and Honeywell, Inc. Instructor Kevin Johnson, Partner with Holland & Hart LLP, represents clients in international and domestic business transactions, joint ventures, mergers and acquisitions, financial transactions and corporate law. He has substantial transactional experience within the European Union and has represented clients in Eastern Europe, Latin America, and the Pacific Rim.

Export Compliance: Obligations & Risk Mitigation

Thursday, November 1, 2007, 9:00 A.M. – 12:00 P.M.

This seminar helps you identify your obligations under the Bureau of Industry and Security's (BIS) Export Administration Regulations (EAR) and better understand how to mitigate export risk through the development of an Export Management Compliance Program (EMCP). Companies and/or employees who act contrary to the EAR could lose their export privileges, be fined or even criminally prosecuted. A correctly established EMCP, in writing and in practice, helps ensure that each export is treated consistently and in compliance with U.S. export regulations. This seminar is an excellent introduction to our Spring 2008 BIS two-day intensive program. With the assistance of legal, government and private sector experts, this course will help participants understand the:

- Risks and repercussions of violating the EAR;
- Multiple agencies that oversee exports – learn who and how;
- Deemed Export licensing requirements;
- Importance of recognizing and dealing with Red Flags;
- How to manage an inquiry from the BIS;
- Significance of End-User Screening obligations;

- Groundwork for developing an EMCP tailored to a company's specific operations and activities; and
- Fundamentals of an EMCP.

Instructor Danielle Dooley is an International Trade Specialist with the U.S. Export Assistance Center. She has served in the U.S. Department of Commerce for 9 years and works extensively with the automotive and aerospace industries. Instructor Lizbeth Rodriguez is an Associate with Holland & Hart LLP – please see Lizbeth's bio in the Introduction to ITAR section on page 6. Instructor Travis McFarren is a Special Agent with the Immigration and Customs Enforcement (ICE) – please see Travis' bio in the Introduction to Importing section on page 5.



Bureau of Industry & Security – Complying with U.S. Export Controls

Wednesday & Thursday, April 2-3, 2008, 8:30 A.M. – 4:30 P.M.

Downtown Denver location to be announced.

How do you know if you need an export license? The Bureau of Industry and Security (BIS) regulates the export of sensitive goods and technologies while enforcing export control, anti-boycott and public safety laws. This intensive two-day seminar is intended for companies that need a comprehensive understanding of their obligation under the EAR. Speakers from BIS will cover:

- Export Administration Regulations (EAR);
- Export clearance procedures;
- Licensing requirements;
- Product classification & ECCN;
- Re-export requirements;
- Shipper's export declarations and support documentation; and
- Managing your export compliance operations.

Please visit the BIS website at www.bis.doc.gov for more information, or call the WTC Denver at 303-592-5757 for early registration information.

COMING SOON!

Moving Beyond the Basics of ITAR

Watch for the Spring 2008 date and location to be announced on the updated WTC Denver Website.

NAFTA Documentation and Regulation

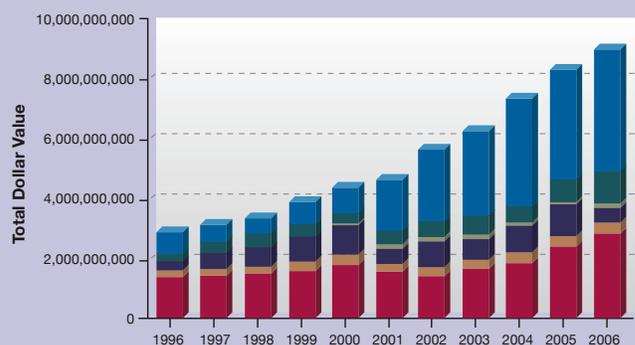
Thursday, November 29, 2007, 8:30 A.M. – 12:30 P.M.

While the North American Free Trade Agreement (NAFTA) has helped boost trade between the U.S., Canada and Mexico, companies exporting and importing within NAFTA often find their products held up in Customs due to lack of knowledge of the rules of the agreement. This course will provide you with:

- An introduction to NAFTA and how to get started;
- A comprehensive explanation of how to make a NAFTA origin determination;
- A look into the Rules of Origin and preparing the NAFTA Certificate of Origin;
- An overview of NAFTA Origin Verifications and preparing Verification letters; and
- A basic understanding of NAFTA enforcement.

Instructor Celia Leon is a licensed U.S. Customs Broker with extensive experience in international trade and regulatory compliance. Celia is an International Trade specialist for CoorsTek and previously worked for IBM where she managed the IBM NAFTA process. She has been involved in NAFTA Origin Verification audits in both Mexico and Canada.

Colorado Exports to US NAFTA Partners by Commodity



Industry Key

- Industrial Machinery, Including Computers
- Electric Machinery, Etc.; Sound Equipment; TV Equipment; Parts
- Optic, Photo, Etc.; Medic or Surgical Instruments, Etc.
- Meat and Edible Meat Offal
- Photographic or Cinematographic Goods
- Others

General World Trade



These courses are designed to provide an understanding of a particular region or topic. The seminars focus on topical issues in international business and emphasize both the practical and operational aspects of international transactions. Courses cut across both importing and exporting and play a critical role in the successful expansion of your international business.

Building Stronger Partnerships in China

Friday, October 5, 2007, 8:30 A.M. – 12:30 P.M.

A thorough understanding of how to effectively work with your Chinese partners and clients is a critical component of a successful international business strategy. Learning to bridge the cultural gap and develop better relationships with your Chinese colleagues can greatly increase your profits and productivity and decrease any misunderstandings. In 2006, China was Colorado's fourth largest export market buying over \$583 million in goods. Imports from and exports to the region are projected to increase substantially over the next few years. This intensive program will provide an understanding of:

- Hiring and retention of employees;
- Legal issues and sourcing concerns;
- Traditional Chinese values and how they play a role in business;
- The effective use of a “go-between”;
- Managing and interacting with the Chinese people;
- Networking and relationship building; and
- Negotiation process.

Instructor Hai Yan Zhang is a China business consultant with 13 years experience in serving Fortune 500 companies such as PricewaterhouseCoopers, IBM, Disney, Lowe's, Honda, CH2M HILL and Motorola. She has also served as a consultant for former Governor Owens and former Denver Mayor Wellington Webb.

Understanding Incoterms

Tuesday, October 16, 2007, 8:30 A.M. – 12:30 P.M.

Incoterms are an essential element of all international transactions since 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: Group E, Group F, Group C, Group D;
- Outline buyer/seller responsibilities for the delivery of goods;
- Use them to define who pays shipping, handling, insurance and inland freight costs;
- Avoid misinterpretation of contractual terms;
- Identify the cause and effect of various types of terms; and
- Prepare for the domestic use of Incoterms.

The registration fee includes a copy of Incoterms 2000 – the official ICC rules for the interpretation of trade terms.

Instructor Roy Becker, trainer and consultant with Roy Becker Seminars and Premier Bank – please see Roy's bio in the Export Documentation Shipping & Insurance section on page 4.

International Letters of Credit

Tuesday, October 23, 2007, 8:30 A.M. – 4:30 P.M.

Understanding the terminology and guidelines of Letters of Credit (L/Cs) and their relationship to international trade, is a key element of a successful export transaction. This seminar will teach you the ins and outs of L/Cs and the importance of being pro-active in international trade. This interactive seminar provides the tools, techniques, and practical knowledge to successfully manage export finance processes and payment methods. Participants of all skill levels will gain a thorough understanding of financing options that enable you to:

- Comprehend the financial risks of exporting;
- Understand the four payment methods and associated risks;
- Choose from seven factors before setting payment terms;
- Learn what an L/C is and how it works;
- Review the purpose and function of the rules: UCP 500/600;
- Instruct the buyer how to issue an L/C;
- Who should review an L/C? What should they look for?
- Know what a confirmed L/C is, and how to get one;
- Know the variations: assignments, transfers, time drafts, and standby L/Cs;
- Learn how to reduce the most common discrepancies in documents;
- 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 and Premier Bank – please see Roy's bio in the Export Documentation Shipping & Insurance section on page 4.

Global Cross Cultural Communications

Thursday, November 8, 2007, 8:30 A.M. – 4:30 P.M.

**Required course for the Certificate in International Trade*

This full-day seminar will introduce participants to essential cross-cultural communications skills while increasing understanding of how culture affects everyday business. You will critically examine cultural biases and stereotypes that impact business transactions and increase your ability to effectively interact with overseas partners and clients. This course will help 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.

Instructor Myrna Ann Adkins is President of the Spring Institute for Intercultural Learning, a cross-cultural training firm that provides consulting and training services to businesses, government agencies, and community groups. Myrna Ann manages the Institute's programs, leads their marketing and development, and presents workshops worldwide. She is also a trainer and consultant for the English Language Training Program and she provides cross-cultural training for the Institute for Professional Excellence as part of the MBA program at the University of Denver. Instructor Rachel Skanson is the Director of Programs for the Spring Institute for Intercultural Learning where she oversees the operation and growth of programs, manages Spring's Cross Cultural Training Programs and is a lead Cross Cultural Communications trainer. Rachel speaks Mandarin Chinese and has spent over eleven years traveling, living, and working internationally.

Strategies & Tactics for Marketing Globally

Thursday, November 15, 2007, 8:30 A.M. – 4:30 P.M.

**Required course for the Certificate in International Trade*

Going global is an exciting and sometimes overwhelming challenge. While you may have found success in the domestic marketplace, taking your product abroad requires an entirely new strategy. 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. Through group discussion, lecture and case study, participants will focus on:

- The foundations of a successful international business strategy – the right and wrong reasons for going global;

- Creating a winning business plan for the strategic and tactical selection, entry and development of 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 – the importance of contingency planning in a successful international strategy.

The registration fee includes a textbook used for this course.

Instructor Craig Maginness, of ExIn Asset Management LLC – please see Craig's bio in the Export Fundamentals section on page 3.

*"I have been fortunate enough to attend many of the classes offered at the Denver WTC including **Strategies & Tactics for Marketing Globally** presented by Craig Maginness. Craig's course was packed with vital information for any person or company contemplating doing business overseas. He brought to the table real-world examples and experiences, he used activities such as "Porter's Five Forces," developed by Professor Michael E. Porter from Bishop William Lawrence University and he provided a comprehensive "Sources of Data" listing. I walked away with a clear understanding regarding the pros and cons of doing business and marketing internationally. I highly recommend this course no matter what stage of international marketing development a company is in. Thank you to the WTC for offering such great courses."*

– Renny Starks, Hunter Douglas

Certificate in International Trade

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 multi-course curriculum, you will be equipped with the knowledge and credentials needed to succeed in the globally competitive marketplace. To earn the Certificate, participants must complete nine required and three elective courses. The program can be completed in one semester, though courses may be taken at your own pace across multiple semesters.

Certificate in International Trade Courses:

The nine required courses include:

- Export Fundamentals - Practical Aspects of Selling Overseas
- International Pricing, Payments & Financing
- Export Documentation, Shipping & Insurance
- Global Logistics & Supply Chain Security
- Introduction to Importing
- Intermediate Importing
- Global Cross Cultural Communications
- International Law & Intellectual Property Rights
- Strategies & Tactics for Marketing Globally

Rocky Mountain World Trade Center Institute



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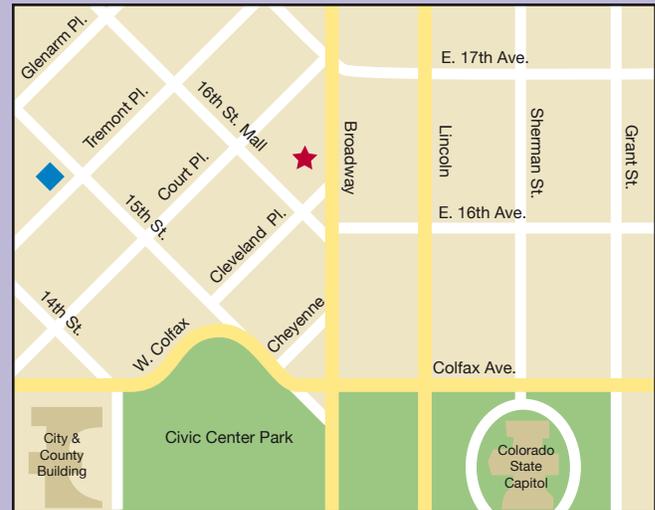
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Our Location

- We are located (the red star) between Court Place and Cleveland with Broadway and the 16th Street walking mall as our borders.
- The parking garage we recommend is on 15th and Tremont (blue square), \$10 per day.
- Surface lots can be found between 14th Street and 15th Street.

For driving directions, please call 303-592-5757 or email wtcdenver@att.net with questions.



New Corporate Members receive a \$200 credit towards Institute courses with their initial membership!*
New Individual Members receive a \$50 credit towards Institute courses with their initial membership!*

*Not valid towards "BIS – Complying With Export Controls" or "2008 Customs Update."

Registration Instructions

Please register additional participants separately. Copies may be made of the registration form on the facing page. Call if you do not receive confirmation within 24 hours of the event.

Registrations can be made by:

PHONE: (303) 592-5757

FAX: Please complete registration form and fax to (303) 592-5228

MAIL: Please send completed registration form and payment to:

Rocky Mountain World Trade Center Institute, 1625 Broadway, Suite 680, Denver, Colorado 80202

CREDIT CARD RESERVATIONS may be faxed to 303-592-5228.

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

Registration Form: September to December 2007

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!

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

		WTC Member	Non Member
Export Operations			
<input type="checkbox"/> Export Fundamentals: Practical Aspects	Tuesday, September 18, 2007, 8:30 A.M. - 12:30 P.M.	\$55	\$70
<input type="checkbox"/> International Pricing, Payments & Financing	Tuesday, September 25, 2007, 8:30 A.M. - 12:30 P.M.	\$75	\$95
<input type="checkbox"/> Export Documentation, Shipping & Insurance	Tuesday, October 2, 2007, 8:30 A.M. - 12:30 P.M.	\$110	\$135
<input type="checkbox"/> Global Logistics & Supply Chain Security	Friday, October 26, 2007, 9:00 A.M. - 12:30 P.M.	\$110	\$135
<input type="checkbox"/> International Business Fundamentals	November 27 & 28, 2007, 8:30 A.M. - 4:30 P.M.	\$150	\$175
<input type="checkbox"/> Only Day One of Int'l Bus. Fundamentals	Tuesday, November 27, 2007, 8:30 A.M. - 4:30 P.M.	\$100	\$125
<input type="checkbox"/> Only Day Two of Int'l Bus. Fundamentals	Wednesday, November 28, 2007, 8:30 A.M. - 4:30 P.M.	\$100	\$125
Import Operations			
<input type="checkbox"/> Introduction to Importing	Tuesday, October 9, 2007, 8:30 A.M. - 12:00 P.M.	\$110	\$135
<input type="checkbox"/> Intermediate Importing	Tuesday, October 9, 2007, 12:30 P.M. - 4:30 P.M.	\$110	\$135
<input type="checkbox"/> Introduction to Import Law	Wednesday, November 14, 2007, 9:00 A.M. - 12:30 P.M.	\$75	\$95
Compliance			
<input type="checkbox"/> International Traffic in Arms Regulations (ITAR)	Thursday, October 11, 2007, 9:00 A.M. - 12:00 P.M.	\$110	\$135
<input type="checkbox"/> International Law and Intellectual Property Rights	Tuesday, October 30, 2007, 8:30 A.M. - 12:30 P.M.	\$110	\$135
<input type="checkbox"/> Export Compliance – Obligations & Risk Mitigation	Thursday, November 1, 2007, 9:00 A.M. - 12:00 P.M.	\$75	\$95
<input type="checkbox"/> NAFTA Documentation & Regulation	Thursday, November 29, 2007, 8:30 A.M. - 12:30 P.M.	\$125	\$150
General World Trade			
<input type="checkbox"/> Building Stronger Partnerships in China	Friday, October 5, 2007, 8:30 A.M. - 12:30 P.M.	\$110	\$135
<input type="checkbox"/> Understanding Incoterms	Tuesday, October 16, 2007, 8:30 A.M. - 12:30 P.M.	\$130	\$165
<input type="checkbox"/> International Letters of Credit	Tuesday, October 23, 2007, 8:30 A.M. - 4:30 P.M.	\$175	\$200
<input type="checkbox"/> Global Cross Cultural Communications	Thursday, November 8, 2007, 8:30 A.M. - 4:30 P.M.	\$175	\$200
<input type="checkbox"/> Strategies & Tactics for Marketing Globally	Thursday, November 15, 2007, 8:30 A.M. - 4:30 P.M.	\$200	\$225

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,
 Mail: Rocky Mountain WTC Institute, 1625 Broadway, Suite 680, Denver, Colorado 80202

Questions? Call the WTC Institute at 303-592-5757.

Rocky Mountain World Trade Center Institute
World Trade Center Denver
1625 Broadway, Suite 680
Denver, CO 80202 USA
Tel: (303) 592-5757
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September to December 2007 International Business Training Program Guide

Placing the world of international trade in your hands

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 Technologies have utilized the Institute's in-company training services.

In-house training allows you to focus on your specific 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 at one time;
- Match subject matter to employees' specific job functions;
- Focus on subject areas critical to the business;
- Reduce training expenses through group rates;
- Eliminate travel costs; and
- 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.



We would like to extend our thanks to The Hibbert Group for their support of the Fall 2007 Program Guide.

The Hibbert Group is an ISO9001:2000 certified, international, comprehensive marketing services company supporting the needs of a multinational client base.

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

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