

Green Export Enabler Program Webinar Training Series

- 1. Fundamentals of Export by Maurice Kogon**
Covers the basics of exporting from getting started to getting paid. Topics include: Is exporting for me, role of intermediaries, Internet export resources, and how to identify and enter high potential export markets, advertise and promote your products, turn inquiries into sales, find distributors, transport your goods, finance them and get paid.
**Thursday
Aug. 26
10:00 AM - 2:00 PM**

- 2. Finding Chinese Partners by Frances Chou, Esq.**
Covers how to find, screen and select qualified buyers and agents/distributors, negotiate favorable contracts and concluded agent/distributor agreements, and maintain the partner relationship over time.
**Thursday
Sept. 2
10:00 AM - 2:00 PM**

- 3. Financing Green Exports to China & Getting Paid by Caroline Brown, Brett Tarnet, and Rob Guthrie**
Covers the tricks, traps and how best to respond to export inquiries, calculate and quote export prices, negotiate export sales and delivery terms, select best financing methods, get export financing, limit risks, and get paid.
**Wednesday
Sept. 8
10:00 AM - 2:00 PM**

- 4. Regulatory Compliance Partners by Frances Chou, Esq.**
Legal do's and don'ts for China. Learn how to comply with foreign trade requirements, conform to foreign business practices, draft trouble-free contracts and agreements, avoid legal pitfalls, and protect your rights in the global arena.
**Thursday
Sept. 16
10:00 AM - 2:00 PM**

- 5. Freight & Logistics by Ray Bowman**
Delivering export goods to China. Learn about international air, ocean and inter-modal transportation and how to select freight forwarders and carriers; cut transportation costs; book, track and trace shipments; and protect and insure goods en route, including hazardous materials.
**Wednesday
Sept. 22
10:00 AM - 2:00 PM**

- 6. China's Green Market by Elizabeth Shieh***
Market potential, business culture, best entry strategies. Assesses the Chinese demand and import trends for green products, market conditions and dynamics, and best market entry and development strategies.
**This seminar will be held later than the others given the time difference with China.*
**Wednesday
Sept. 29
5:30 PM - 8:30 PM**

- 7. Getting past Ni Hao by Terri Batch**
Learn the basics of Chinese language for business professionals and be introduced to Chinese culture and business etiquette. This seminar is essential for proper protocol.
**Thursday
Oct. 7
10:00 AM - 2:00 PM**



There is no cost to participate and no preregistration required.

PARTICIPANT DETAILS: Dial the telephone conference line: (888) 886-3951 (U.S. only) and enter pass-code "898210" (if you are outside the U.S., you can participate via VoIP). Next, go to the website www.cccconfer.org. Click the **Participant Log In** button under the Meet & Confer logo. Locate the name of the meeting/webinar and click **Go**. Fill out the form and enter the password "898210".

PARTICIPANT CONFERENCE FEATURES:

- *0 - Contact the operator for assistance with the audio.
- *6 - Mute/un-mute your individual line with a private announcement.

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Trainers Biographies

Ray Bowman

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Ray Bowman has been involved in the operational aspects of international trade and logistics for over 23 years. Mr. Bowman has held key management positions with some of the world's largest freight and logistics companies and has been involved in consulting and teaching for over 14 years. Mr. Bowman conducts training courses for businesses through the Centers for International Trade Development (CITD), the Small Business Development Centers (SBDC), The Alameda Corridor Jobs Training Coalition, Fashion Business Inc and the U.S. Department of Commerce. Mr. Bowman is also teaches courses in international logistics, trade finance, and import export for Santa Barbara City College in California. Ray Bowman is also the author of a book called Quick Start Guide, International Trade.

Specialties: International transportation logistics, trade finance, vendor compliance issues, import and export compliance management, overseas vendor and buyer issues.

Robert Guthrie

Business Initiatives Specialist
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Rob Guthrie is a Business Initiatives Specialist for the Office of Renewable Energy & Environmental Exports. Mr. Guthrie is based in Newport Beach, California, and serves as the West Coast representative for the Office.

Mr. Guthrie began his career as a Business Development Officer at Ex-Im Bank's Western Regional Office in Newport Beach, where he was responsible for export transactions originating in central California, Santa Barbara, Ventura, and north Los Angeles Counties, as well as the states of Montana, and Utah.

A native of the San Francisco Bay Area, he holds a Bachelor's degree in history from Principia College in Illinois, and a Master's degree in Latin American studies, emphasizing economics, from San Diego State University. Mr. Guthrie is fluent in Spanish, and conversant in Portuguese.

Caroline Brown

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Caroline is First Vice President of Comerica's International Trade Finance Department. In this capacity, Caroline provides advisory, analytical, and marketing services to trade prospects and clients. She assists in structuring import/export trade transactions in Southern California.

As Director of the California Export Finance Office of the State of California; she also served as the Acting Director of the State's Office of Export Development. She managed the domestic and overseas trade shows/missions and led California companies on an environmental trade show to Osaka, Japan.

Caroline began her 20 year banking career with Bank of America where she established her career in management while developing a comprehensive business background. She enhanced her expertise as a commercial lender with City National Bank; and trade finance expertise at Bank of the West. She obtained her Bachelor of Arts degree from the University of Southern California.

She earned the respect of the trade community through service. She sits on numerous boards including the Organization of Women in International Trade—Los Angeles, International Business Association, International Trade Education Program, and the Foreign Trade Association.

Brett Tarnet

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Named 2006 ExIm Broker of the Year

Brett Tarnet is a licensed insurance broker, specializing in export and domestic credit insurance. She earned an MBA from UCLA's Anderson School, and prior to becoming a specialty broker of export credit insurance, had a successful career in marketing.

Brett's business and finance experience are integral to the philosophy of Brett Tarnet Insurance Services. Credit Insurance is a financial tool, enabling business growth.

Yu-feng (Frances) Chou, Esq.

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Yu-feng (Frances) Chou, Esq., is the president and one of the founders of Schechter + Chou, Inc. Schechter + Chou, Inc. is an international consulting firm that assists both US and Chinese companies in cross-border business between the US and China. The firm was established to fulfill the needs of Chinese companies who are interested in establishing or expanding their business operations in the US. It acts as a bridge to assist its clients to achieve success in their cross-border business between the US and China, Hong Kong and Taiwan and to resolve any cultural, legal and business issues that the clients might face when entering into a new market. It provides its clients assistance in search, introduction and representation for the clients to identify strategic partners, gain market entry, locate financing sources and solutions, establish a presence and conduct due diligence.

Ms. Chou obtained her Bachelor of Laws degree from National Taiwan University in Taipei, Taiwan. Ms. Chou also holds a Master of Comparative Law from George Washington University in Washington, D.C., and completed her Juris Doctor from University of California, Hastings College of the Law in San Francisco, California, in 1990. Ms. Chou was admitted to California State Bar in 1990 and has practiced in Los Angeles, California, since then. Born and raised in Taipei, Taiwan, Ms. Chou is fluent in both English and Chinese (Mandarin).

Ms. Chou has been practicing law in Los Angeles, California, since 1990. She was an associate, and then a partner, of various major U.S. law firms and also served as general counsel for two U.S. companies in the Los Angeles area.

She has successfully incorporated foreign entities and supported legal due diligence to enable them to conduct business, in the U.S. and assisted U.S. companies to form entities and to conduct legal due diligence in China. She has represented numerous international companies doing business in diverse industries in the U.S., China, Hong Kong and Taiwan. She has negotiating and deal-making skills, as well as experience in complex business, corporate and transactional matters. She has skills as both a litigator and a transactional lawyer. In addition, she has demonstrated skills involving the procurement and documentation of equity and debt financing and unique expertise in evaluating insurance and risk management issues.

In addition, Ms. Chou is also the president and founder of Y.F. Chou, Prof. Corp., a law firm with practices focusing on business, corporate and transactional work and acting as outside general counsel for companies involved in both domestic and international business.

Ms. Chou is also a consultant and instructor on legal subjects for the California Centers for International Trade Development (CITD). In addition, she has been a speaker at various venues, including speaking as a guest lecturer on the subject of legal issues involved in cross-border business at USC's School of Policy, Planning and Development, the UCLA Andersen School of Management and California State University, Northridge; on telecommunications laws in China at an American Bar Association meeting; on legal issues related to doing business in China at California Capital Marketplace meeting; and, on U.S. laws and legal system at numerous seminars in China. Ms. Chou was also a speaker on legal issues relating to cross-border business at a risk management seminar hosted by U.S. Department of Commerce, West Los Angeles Branch Office.

Ms. Chou has been profiled and interviewed by Chinese Daily News, aka Chinese World Journal, which is the leading Chinese newspaper with the largest circulation in the Chinese community in the U.S. Ms. Chou also has been repeatedly interviewed by Shing Tao Newspaper in the U.S. Recently, Ms. Chou has been interviewed in Chinese newspapers in the U.S., and two Chinese magazines in Beijing.

Maurice Kogon

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Maurice Kogon joined the El Camino College Center for International Trade Development (CITD) as Director in August 2001. He holds a BA and MA in Foreign Affairs from George Washington University and did Doctoral work in International Relations at American University. Maurice has over 49 years of experience in the international business field as a U.S. Government official, business executive, educator and consultant. He has written lectured and trained extensively on international trade and has developed numerous Web-based export tools now used throughout the world, including his Exporting Basics guide, Export Readiness Assessment diagnostic, Export FAQs, and Export Internet Search Wizard. He has taught international business courses at Cal State University Northridge, George Washington University, and Virginia Tech. He has consulted for U.S. and international clients, including the Egyptian Government and the UN s International Trade Centre in Geneva.

Maurice's government career spanned over 33 years (1961-94) with the U.S. Department of Commerce in Washington, DC, where he held management positions in trade assistance and promotion, trade policy, strategic planning and program evaluation. As director of Commerce's market research and trade information office, he oversaw many of the export assistance services offered at U.S. Export Assistance Centers nationwide. In 1978, Maurice was selected to develop and manage the Commerce Department's first real-time trade information system, the Worldwide Information & Trade System (WITS), the precursor of today's National Trade Data Bank (NTDB). Maurice retired from Commerce in 1994 to form his own company, Export Services, Inc. (ESI). As ESI President, he developed the National Export Offer Service (NEOS), an early on-line directory of U.S exporters and export products.

Maurice is a long-time member of NASBITE International's Board of Governors and is the current NASBITE President. He was actively involved in the developing NASBITE's Certified Global Business Professional (CGBP) credential and exam, launched nationally in 2005.

Elizabeth (Betsy) Shieh

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Elizabeth joined the Foreign Service in 2005 and served in one of the 100 domestic offices of the Department of Commerce before arriving in Beijing at the end of 2006. She covers the environmental technology and building portfolios for the Foreign Commercial Service. Prior to joining the Foreign Service Betsy was director of an international trade business association in New York City, director of a World Trade Center, and international trade specialist at the Port Authority of NY and NJ. She holds a Master's Degree in Public Administration and a Bachelor's Degree in Foreign Language, both from New York University.

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Mrs. Terri L. Batch is a Senior International Trade Specialist with the U.S. Department of Commerce, U.S. Commercial Service in West Los Angeles, California. Terri heads the Global Design and Construction Team that consists of specialists throughout the world focused on assisting U.S. companies in the fields of architecture, construction & engineering services, building products, construction equipment, green building & sustainable development, and interior design.

As a Senior International Trade Specialist Terri offers export counseling to companies in the building and construction, after-sales automotive, processed food and food equipment, general consumer goods, and consumer electronics industries.

Terri received a B.S. in Computer Science from Spelman College, and a Master's of Public Administration degree from the University of Southern California. In addition to her professional degrees, Terri spent two years at language training institutes in Beijing, China and Taipei, Taiwan and speaks Mandarin Chinese at an advanced level. Terri has a professional designation as a Global Logistics Specialist from California State University Long Beach and is a Certified Global Business Professional from NASBITE. Terri is married with two daughters.