



T R A D E
C O N N E C T



EXPORTING BASICS, an Introductory Seminar

PROGRAM AGENDA

I. Welcome

Marisela Caraballo DiRuggiero, Director of Trade Development, Port of Los Angeles

II. Introduction of Speakers

Norman Arikawa, Assistant Director of Trade Development, Port of Los Angeles

III. Introduction to Exporting: Prepare Your Company to Export and Develop an Export Plan

Maurice Kogon, President, Kogon Trade Consulting

Founder and Former Director, International Trade Compliance Institute

IV. Finding and Entering Foreign Markets

Julie Anne Hennessy, Director, U.S. Commercial Service, Los Angeles West Office

U.S. Department of Commerce, International Trade Administration

V. Export Trade Finance and Insurance

Martin Selander, Senior Representative, Export Finance

U.S. Small Business Administration

Paul Duncan, Regional Director, Western Region

Export-Import Bank of the United States (EXIM Bank)

VI. Logistics: Role of the Freight Forwarder

Dan Monnier, Trade Compliance Manager, Empire World Logistics

Board of Directors, Treasurer, and Chairman of Logistics Committee

Los Angeles Customs Brokers and Freight Forwarders Association

VII. Questions & Answers

VIII. Closing Remarks

Marisela Caraballo DiRuggiero, Director of Trade Development, Port of Los Angeles

IX. Adjourn



SPEAKERS BIOGRAPHY



Maurice Kogon

**President, Kogon Trade Consulting
Founder and Former Director of the
International Trade Compliance Institute**

mkogon@socal.rr.com

Maurice Kogon, founder of Kogon Trade Consulting (KTC), has spent over 60 years in the international business field as a U.S. Government official, business executive, educator, and consultant. Currently, as KTC President, Maurice devotes most of his time to pro-bono export mentoring, guest-lecturing, serving on the NASBITE and other advisory boards, and maintaining the [Trade Information Database](#), an extensive free database of international trade information and tools on his [International Trade Compliance Institute Website](#). In 2017, Maurice teamed up with the Milken Institute to direct [New-to-Export \(NTE\) 101-LA](#), a step-by-step program to enable non-exporting manufacturers to start and expand exports.

Maurice's U.S. government career spanned over 33 years (1961-94) with the U.S. Department of Commerce (USDOC) in Washington, DC, where he oversaw many of the agency's strategic planning, trade information, and export assistance services. While at USDOC, Maurice was also tapped to develop and manage the Worldwide Information & Trade System (WITS), an early precursor of today's Trade.gov. In 2001, Maurice moved to Torrance, California to direct the El Camino College Center for International Trade Development (2001-13).

Throughout his career, Maurice has written and lectured extensively on international trade and has developed numerous Web-based export tools, including this ***Roadmap to Export Success: Take Your Company from Local to Global*** and his earlier [Exporting Basics](#), [Export Readiness Assessment System](#), and [Export FAQs](#). He has a BA and MA in Foreign Affairs from George Washington University. He has taught international business courses at Cal State University Northridge, George Washington University, and Virginia Tech, and continues to guest-lecture at local universities and for Port of Los Angeles trade training programs. He has consulted for U.S. and international clients, including the Egyptian Government and the UN's International Trade Centre in Geneva.

Maurice is a past President of NASBITE (2008-09), has served for many years as a NASBITE Board member, and helped to develop NASBITE's Certified Global Business Professional (CGBP) credential and national exam. He was honored in 2013 as the recipient of NASBITE's John Otis Lifetime Achievement Award.



SPEAKERS BIOGRAPHY



Julie Anne Hennessy

Director

U.S. Commercial Service, Los Angeles (West)

U.S. Department of Commerce

International Trade Administration

Julianne.Hennessy@trade.gov

Julie Anne Hennessy is the director of the Los Angeles (West) Office of the U.S. Commercial Service, the export promotion arm of the U.S. Department of Commerce, International Trade Administration. Ms. Hennessy assists small-to-medium-sized businesses to reach their exporting potential by identifying key export markets, developing and implementing market entry strategies, and providing information on regulations and import requirements in markets around the world.

She regularly collaborates with a wide range of trade promotion partners throughout Los Angeles to organize outreach and educational events on exporting and is a frequent speaker on Commercial Service programs and services. Ms. Hennessy was honored to be recognized by Women in International Trade, Los Angeles as Outstanding Woman of the Year in International Trade in 2014.

Ms. Hennessy began her career in international trade at the Department of Commerce in Washington, D.C. where she worked for six years investigating whether foreign governments or companies were engaging in unfair trade practices. She holds a Master's Degree in International Affairs from the George Washington University in Washington, D.C. and a Bachelor's Degree in Business Administration from the University of Southern California.



SPEAKERS BIOGRAPHY



Martin Selander

Senior Representative, Export Finance

U.S. Small Business Administration

martin.selander@sba.gov

Martin Selander is the U.S. Small Business Administration (SBA) senior representative for international trade at the U.S. Export Assistance Center (USEAC) in Irvine CA. He has served at the SBA since 1991 and at the USEAC since 1996, coordinating SBA export financing and international trade assistance programs for four SBA Districts in Southern California, Arizona, Hawaii, and Nevada.

The Orange County USEAC last year facilitated the approval of SBA guarantees totaling over \$75 million in financing to small business exporters. Additionally, the office supported 1,100 local small business exporters with training and consulting assistance.

Prior to serving at the USEAC, Martin was a Commercial Loan Specialist in the finance divisions of the SBA District Offices in Hartford, Connecticut and in Los Angeles, focusing on SBA domestic lending programs, loan servicing, liquidation & workout, and economic development.

Martin holds a BS in business administration from Central Connecticut State University, and a master's degree in business administration with an emphasis in finance from the University of Kentucky, where he interned as a graduate assistant at the SBA- sponsored Small Business Development Center. He holds a Certified Global Business Professional (CGBP) designation and is a dedicated runner who has completed over 80 marathon races.



SPEAKERS BIOGRAPHY



Paul Duncan

Regional Director, Western Region

Export-Import Bank of the United States (EXIM Bank)

paul.duncan@exim.gov

Paul Duncan is a Regional Director of the Western Region, for EXIM Bank, covering parts of California, including the Inland Empire, Orange, Santa Barbara, Ventura and Monterey counties. Paul also covers the states of Nevada and Utah. He is responsible

for providing export finance counseling to small and medium sized businesses as they enter or expand in the global marketplace.



Dan Monnier

Trade Compliance Manager

Empire World Logistics

dmonnier@empirewwl.com

Dan Monnier serves on the Board of Directors of the Los Angeles Customs Brokers and Freight Forwarders Association, where he also serves as Chairman of Logistics Committee and as Treasurer.

Dan has served in various export and import capacities in the Freight Forwarding and Customhouse Brokerage Industry since 1982, beginning with Fritz Companies in their downtown Los Angeles office. In the 1990s Dan established and managed an export forwarding operation for Circle International in Peoria, Illinois to serve Caterpillar, Inc. and other Central Illinois companies.

Most memorable was the arranging of a large number of shipments of Caterpillar tractors and support equipment to China for construction of the massive Three Gorges Dam and Reservoir, in China's Hubei Province. Dan currently works for freight forwarder, Empire Worldwide Logistics, LLC., headquartered in El Segundo, California.
