



WORLD TRADE CENTER® DENVER



2020-2021 TRAINING CATALOG

WE GROW TRADE

Trade is our business. Your success is our mission.

2020 TRAINING SCHEDULE

8/12/2020	An Introduction to International Trade
10/08/2020	Export Documentation, Shipping & Insurance
10/21/2020	International Law & Intellectual Property Rights
10/22/2020	International Sales
10/28 & 29/2020	International Traffic in Arms Regulations (ITAR)
11/3 & 5/2020	International Digital Marketing
11/11 & 12/2020	Developing Your Export Strategy
11/18/2020	Incoterms® 2020 with Roy Becker
11/19/2020	International Political Economy
12/10/2020	Free Trade Agreement Documentation & Regulations

2021 TRAINING SCHEDULE

01/13/2021	An Introduction to International Trade
TBD	Virtual BIS: Complying with US Export Controls
01/21/2021	Tax and your International Business
01/28/2021	Export Compliance, Obligations & Risk Mitigation
02/11/2021	Managing Global Hiring, HR & Teams
02/18/2021	Due Diligence for International Trade
02/25/2021	Global Supply Chain Management
03/11/2021	Export Documentation, Shipping & Insurance
03/18/2021	Import Logistics
03/25/2021	Trade Finance, Letters of Credit & Foreign Exchange
03/31 & 04/01/2021	Ethics in International Trade
04/15/2021	Incoterms® 2020 with Roy Becker
04/22/2021	International Contracting
05/12/2021	Import Compliance Concepts
06/16 & 17/2021	BIS: Complying with U.S. Export Controls

PRACTICAL TRAINING REAL-WORLD APPLICATION

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.

>> REGISTER TODAY: WTCDENVER.ORG

Don't see the training you need? Contact WTC Denver to discuss customized class offerings at our location, or yours.

>> Call 303-592-5760 or email at institute@wtcdenver.org

***"WE ASK EVERY EMPLOYEE THAT INTERACTS WITH OUR
GLOBAL DEALERS TO TAKE COURSES FROM
THE WORLD TRADE CENTER DENVER. AS A RESULT,
OUR PROCESSES ARE MORE EFFICIENT AND
OUR TEAM IS MORE EFFECTIVE."***

- LOIS BROWN VERA, LASERTECH

TRADE IS OUR BUSINESS. YOUR SUCCESS IS OUR MISSION.

Unlock Your Global Potential. Join The World Trade Center Denver Today.

World Trade Center Denver

This is the place the Rocky Mountain Region comes together to connect, collaborate, and succeed in global commerce.

Here at World Trade Center Denver, businesses and individuals gain access to the tools and expertise they need to succeed in overseas markets. They learn best practices to increase revenues and improve operational efficiencies. And they network with global business-minded organizations and leaders.

We aren't the average business network. We are one million members, 320 locations, in 100 countries. That's a lot of potential connections. And we're here to give our businesses the global savvy they need to make the most of them.

Through judgment-free consulting services, peer-to-peer training courses and networking events, we help the Rocky Mountain region import and export goods and services strategically. We want to see our region thrive on the global stage.

We believe in Colorado.

And we believe trade makes a difference here.

THANK YOU TO OUR TOP SPONSORS



CERTIFICATE IN INTERNATIONAL TRADE

Member Cost \$1,400 | Non-Member Cost \$2,250 | Student Cost \$700

Cost does not include access to BIS: Complying with U.S. Export Controls.

A Certificate in International Trade from the World Trade Center Denver Institute 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 Institute has been recognized nationally and internationally, receiving a prestigious "Best Practices" award 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 most recently was a proud recipient of the 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 attend the following within 3-years:

- 48 credit hours of Institute educational training (about 10 courses)
- One World Trade Day Conference (annual event in May)
- One World Trade Center Annual Member Gathering (annual event in September)

Do you want National Certification?

Be prepared to sit for the Certified Global Business Professional Exam by obtaining your Certificate in International Trade and following NASBITE's CGBP Exam Prep.

>> Learn more: nasbite.org/cgbp

SPECIALIZED TRACKS

You can now focus your Certificate in International Trade on the topics most relevant to you! Choose to pursue one of the following specialized tracks by focusing your training in that area:

- **Exporter Track**
- **Importer Track**
- **Managing Global Operations Track**

>> TO APPLY:

Complete the application at wtcdenver.org/certificate-in-international-trade. Contact the Institute via email at institute@wtcdenver.org or by phone at 303.592.5760.

"Getting the Certificate in International Trade was nothing short of transformative for Katari. I came in thinking what else can I really learn about International trade? I was so wrong. All classes, even the ones that I thought would be too simple to take, turned out to teach me deep enough lessons. As a result, I changed the structure and approach of my business to international trade completely. I am equipped not just with knowledge from WTC classes, but also with an incredible support structure of people whose enthusiasm and knowledge shatter your expectations about where you can go with your business. Nothing but enormous gratitude and appreciation for the doors WTC opened."

- Kate Fish, Katari
Certificate in International Trade, 2019

TRAINING SCHEDULE

AN INTRODUCTION TO INTERNATIONAL TRADE

January 13, 2021 | 2:00 PM - 4:00 PM

Member Cost FREE | Non-Member Cost \$15

Virtual Zoom Training/ Online on demand

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 operation considerations, export & import compliance considerations, and 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



BIS: COMPLYING WITH U.S. EXPORT CONTROLS

Awaiting confirmation | Please check our website

Member Cost \$500 | Non-Member Cost \$550

Location Virtual Live Seminar

Bureau of Industry and Security (BIS) training seminars give you the opportunity to learn first-hand from experienced U.S. Government officials about export control policies, regulations and procedures. This training is a four-day core seminar on the Export Administration Regulations (EAR). Learn how to navigate the EAR from the agency that knows them best. Recommended for export compliance personnel and businesses that export, but currently do not have a system in place to manage their compliance with the necessary regulations.

BIS Staff

The mission of the Bureau of Industry and Security is to advance U.S. national security, foreign policy, and economic objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership.

DEVELOPING YOUR EXPORT STRATEGY

November 11-12, 2020 | 1:00 PM - 5:00 PM

Member Cost \$250 | Non-Member Cost \$350

Virtual Live Training via Zoom

This training focuses on developing a strategic and

tactical plan for entering new export markets, including selecting the right market for your product or service, determining how best to enter the market, and where to make the contacts necessary to get you there successfully. 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 businesses looking to take their business international or to a new market.

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 Johnson & Wales University. He has also taught international business in the EMBA program at Colorado State University. 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 Global: The Definitive Guide to Success in Entering International Markets"* was published in April 2018.

DUE DILIGENCE FOR INTERNATIONAL TRADE

February 18, 2021 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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 International

Jacqui 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.

ETHICS IN INTERNATIONAL TRADE

March 31 -April 1,2021 | 8:30 AM - 12:30 PM

Member Cost \$250 | Non-Member Cost \$350

Virtual Live Training via Zoom

Interested in bringing your company global but unsure how to do so ethically? Jacqui Beckett has years of experience ensuring that companies' 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 & Compliance International

Jacqui 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

January 28, 2021 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

Learn from a compliance expert 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, and 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, LLP

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.

Danielle Blakely, Sierra Nevada Corporation

Danielle Danielle is an International Trade Compliance Manager and the Empowered Official for Sierra Nevada Corporation's (SNC) Intelligence, Surveillance, Reconnaissance (ISR), Aviation & Security (IAS) business area. SNC is a privately held aerospace & defense company with worldwide presence and a wide portfolio of trade-controlled technologies. Prior to working at SNC Danielle was an International

Trade Specialist and Aerospace Team Leader with the U.S. Department of Commerce for 16 years, where she developed expertise in U.S. export regulations and export compliance programs for the aerospace & defense industry.

EXPORT DOCUMENTATION, SHIPPING & INSURANCE

October 8,2020 | 8:30 AM - 12:30 PM

March 11, 2021 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

Local expert provide 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.

James Ferry, MillerCoors

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 MillerCoors. At MillerCoors, James is the Trade Compliance Manager, overseeing the import and export compliance functions of the large global business.

FREE TRADE AGREEMENT DOCUMENTATION & REGULATIONS (NAFTA/USMCA)

December 10, 2020 | 1:00 PM - 5:00 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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 the 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 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, CoorsTek

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

David Sanders 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 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.

Recommended for anyone who is a part of your business's supply chain including but not limited to purchasing, operations, logistics, production, planning and distribution.

Paul Boots, Praesto Lean Solutions

Paul has led successful lean transformations at hundreds of company facilities in multiple industries around the globe, from small family-owned and startup organizations to Fortune 500 global supply chains. As President of Colorado-based Praesto Lean Solutions, Paul specializes in leading client teams as they improve lead-time, productivity, quality and on-time fulfillment. He uses a practical, rigorous approach to the design and implementation of lean flow processes, working with and training client teams to establish and maintain robust operational processes capable of consistently delivering high performance in the face of variable demands.

GLOBAL CROSS CULTURAL COMMUNICATION

Awaiting confirmation | Please check our website
Member Cost \$150 | Non-Member Cost \$200
Virtual Live Training via Zoom

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.

GLOBAL SUPPLY CHAIN MANAGEMENT

February 25, 2021 | 8:30 AM - 12:30 PM
Member Cost \$150 | Non-Member Cost \$200
Virtual Live Training via Zoom

Improve your knowledge of supply chain management in this valuable short training. The seminar will include exploring your supply chain by following the path of a customer order, questions to ask of your team and how to make improvements to your supply chain. In addition, you will learn how to identify potential areas of exposure to your suppliers as well as considerations to mitigate risk with your suppliers.

IMPORT COMPLIANCE CONCEPTS

May 12, 2021 | 8:30 AM - 12:30 PM
Member Cost \$150 | Non-Member Cost \$200
Virtual Live Training via Zoom

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, LLP

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.

Sally Meier, IBM

In Sally's current position, she has responsibility for international trade compliance across the Americas. She utilizes her over 30 years experience in U.S. importing and exporting to leverage opportunities across the Americas globally.

IMPORT LOGISTICS

March 18, 2021 | 1:00 PM - 5:00 PM
Member Cost \$150 | Non-Member Cost \$200
Virtual Live Training via Zoom

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 15 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 the Commercial Manager for Gallagher Transport International. Ms. Peaker is a member of the National Customs Brokers and Freight Forwarders Association (NCBFAA) and World Trade Center Denver.

INCOTERMS® 2020 WITH ROY BECKER

November 18, 2020 | 2:00 PM - 4:00 PM

April 15, 2021 | 1:00 PM - 5:00 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

International Commercial Terms, better known as Incoterms®, are the three most important letters in any international sales contract. Before you can understand export or import documentation and compliance, you must understand the basics of Incoterms®. Incoterms® determine which party is responsible for costs if a shipment is damaged in transit. With the new rules starting January 1, 2020, this updated training offered by the regional expert in Incoterms®, gives you an in-depth look into the eleven different rules.

Recommended for all exporters, importers, international sales personnel, purchasing managers, forwarders, customs brokers, carriers, credit professionals, insurers, trade consultants, international bankers, and lawyers.

Roy Becker, Roy Becker Seminars

Roy has over 30 years' experience working in the international departments of several banks, where he assisted importers and exporters with the intricate banking needs associated with international trade. After 34 years in the corporate world, Roy made the decision to take his expertise beyond banking and provide training to others around the country who are involved in international trade.

INTERNATIONAL CONTRACTING

April 22, 2021 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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, PAX-8

Tyler is a Director, Corporate Counsel at Pax-8. Tyler focuses his legal practice on complex business transactions within the US and overseas, data privacy, international trade, corporate governance, marketing, and intellectual property. Tyler is also actively building Colorado's identity as an International business, cultural, and education hub. He serves on a board of Directors at the World Trade Center Denver, and is a former Co-Chair of the Colorado Bar Association's International business transactions unit as well as a former Director of Denver Sister Cities International. Tyler regularly speaks to civic, community and business groups on a range of trade policy, business, and investment law issues.

INTERNATIONAL DIGITAL MARKETING

November 3 & 5, 2020 | 9:00 AM - 11:00 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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.

Angelica Bahl, MSU Denver

Dr. Bahl has over thirty years of teaching and research experience in higher education, including undergraduate and MBA programs. She has extensive experience in International Business. Angelica served as the Marketing Director at the commercial bank in Russia. Dr. Bahl has published more than thirty refereed conference proceedings and journal articles. Her research has focused on international marketing, consumer and technology, creativity in business, and marketing education.

INTERNATIONAL LAW & INTELLECTUAL PROPERTY RIGHTS

October 21, 2020 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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 TRAFFIC IN ARMS REGULATIONS (ITAR)

October 28 & 29, 2020 | 8:30 AM - 12:30 PM

Member Cost \$250 | Non-Member Cost \$350

Virtual Live Training via Zoom

Doing business overseas can become a daunting task as you attempt to meet the many regulations that govern the products or technology you import or export. 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, LLP

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.

MANAGING GLOBAL HIRING, HR &

TEAMS

February 11, 2021 | 8:30 AM - 12:30 PM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

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. Our subject matter expert 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, Inc.

Mark has been with Employers Council, Inc. for 7 years as an HR Consultant, and he works with both private and public employers in the areas of HR Strategy, Compensation Performance Management, International HR and Ethics. He earned and maintains his professional certifications as a Senior Human Resource Professional, Global Professional Human Resources, SHRM Senior Certified Professional, Certified Compensations Professional, and Certified Executive Compensation Professional.

TAX & YOUR INTERNATIONAL BUSINESS

January 21, 2021 | 8:30 AM - 10:30 AM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

Whether you are looking to expand your business abroad or are trying to understand how the most significant tax reform in decades affects your overseas operations, you are in a new world in regard to tax and your international business. In this training, Brandon Powers covers international tax topics including the global business lifecycle, tax treaties, structuring opportunities with tax reform, and how to plan to minimize your effective 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.

Brandon Powers, CPA, MT, Tax Partner, BDO

Brandon leads ACM's corporate tax practice, where he focuses on building strong relationships with multinational and multistate corporations in the mid-market. He spends the majority of his time on international and M&A consulting, compliance matters, and ASC 740 tax accrual preparation and review services. His industry expertise is: aviation, manufacturing and distribution, retail and consumer products, service companies, public companies, transaction advisory software and technology.

TRADE FINANCE, LETTERS OF CREDIT & FOREIGN EXCHANGE

March 25, 2020 | 1:00 PM - 5:00 PM

Member Cost \$250 | Non-Member Cost \$350

Virtual Live Training via Zoom

This training covers how importers and exporters identify financial risks and use the appropriate method of payment including: letters of credit, cash in advance, documentary collection, and open account. Various economic risks such as exchange rate fluctuations are also discussed. This seminar introduces you to the basics of Letters of Credit; and review the purpose and function of the UCP 600 rules. In addition, discover six tips for reducing the costs of L/Cs and understand which payment terms work best with each Incoterm. Recommended for personnel involved in payments or financing.

Roy Becker, Roy Becker Seminars

Roy has over 30 years experience working in the international departments of several banks, where he assisted importers and exporters with the intricate banking needs associated with international trade. After 34 years in the corporate world, Roy made the decision to take his expertise beyond banking and provide training to others around the country who are involved in international trade.

Chris Barlow, AFEX

Chris Barlow has worked in foreign exchange for 14 years and helps companies manage international payments and currency risk. He has been involved with World Trade Center Denver for 6 years, and became a member of the Board in the fall of 2020. He loves to see businesses succeed, whether it's through international growth, effective marketing and sales, or simple hard work.

UNDERSTANDING INTERNATIONAL POLITICAL ECONOMY: ANALYZING HOW SYSTEMS OF POWER, LAW & FINANCE IMPACT BUSINESS

November 19, 2020 | 8:30 AM - 10:30 AM

Member Cost \$150 | Non-Member Cost \$200

Virtual Live Training via Zoom

Business people who need to make sense of the international economy often find it confusing and chaotic – until they learn to recognize how underlying structures of power, law, and finance can influence any country's economic performance. The training uses systems thinking to gain a deeper understanding of the interlocking relationship between each country's legal system, financial system, and competitive economic structure. Global business people and investors will gain greater insight and clarity as we discuss the economic and business implications of Common Law vs. Civil Law systems, Bank Oriented vs. Financial Market systems, and Competitive vs. Concentrated economies. Recommended for executives, investors or professional advisors such as attorneys in international roles or who must understand the international context when making business decisions, weighing investment choices or advising business 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 \$1.4 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.

CAN'T ATTEND OUR VIRTUAL LIVE TRAINING?

Our award-winning trade education programs are now online! The World Trade Center Denver Online Institute offers a growing portfolio of online courses that will educate you on the nuts and bolts of international trade. Whether you are an entrepreneur looking to start-up an export/import business or a seasoned professional looking to update your skills, we will serve your needs *on your time*.

ONLINE TRAINING

- Incoterms® 2020
- Introduction to International Trade
- Trade Finance & Letters Of Credit
- Developing Your Export Strategy
- Social Media For International Business
- Export Documentation, Shipping, & Insurance
- It Starts With A Sale

EBOOKS

- An International Banker's Insights On Incoterms® Rules
- More Banker's Insights On International Trade, 101 Practical Lessons

TRADE EDUCATION. ON YOUR TIME.

Special thanks to CSU and
University of Denver | University
College for their support of online
education.

**Colorado
State**
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DENVER

UNIVERSITY COLLEGE

>> REGISTER TODAY: [WTCDENVER.ORG/EDUCATION-INTERNATIONAL-BUSINESS/](https://wtcdenver.org/education-international-business/)

SAVE THE DATES

ANNUAL MEMBER GATHERING

September 2021 | TBD

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.

>> Check our website to register

48TH ANNUAL WORLD TRADE DAY

May 20, 2021 | 8:00 AM - 6:00 PM

Virtual live via Zoom

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 at katie.pagano@wtcdenver.org.

>> Check our website to register



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