



*28th Annual Executive Seminar Series on International Trade*

**Massachusetts Small Business Development Center Network  
Massachusetts Export Center**

presents



Spring 2018

# Partners for Trade

Seminar and Registration Guide

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Charles D. Baker, Jr.  
Massachusetts Governor

*The Massachusetts Export Center is committed to helping the state's businesses succeed in today's global marketplace.*

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Take the next step.  
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Robert H. Nelson  
SBA District Director



**Register online at [www.mass.gov/export](http://www.mass.gov/export)**



**Preregistration is required** for all events. **Payment** is due at the time of registration via credit card. Please note that credit cards are not accepted at the door. We do not accept cash, checks or purchase orders, nor do we invoice participants. **Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual session prices will prevail.

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the event will be entitled to a refund minus a \$10 processing fee. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. You must cancel via [info@msbdc.umass.edu](mailto:info@msbdc.umass.edu) or 413-545-6309.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**No Shows:** Due to the costs we incur as a result of people who register for seminars and do not attend, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled 48 hours in advance of the event. Credit cards will not be refunded in any no-show situation.



U.S. Small Business Administration



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**PARTNERS FOR TRADE CALENDAR**

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*Although accurate at press time, seminars may be added, rescheduled or cancelled. To confirm dates, please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

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## Fundamentals of International Traffic in Arms Regulations (ITAR)

Have your customers recently notified you that you need to be compliant with ITAR, whether you export or not? Is your company involved in any Department of Defense contracts that cover military technology or services? Are you exporting or currently planning to export defense products and technical data to foreign prime contractors?



Many exporters and even manufacturers who don't export are subject to International Traffic in Arms Regulations (ITAR), which govern manufacturing and exports of defense articles, technical data and services. However, they are often unclear on their obligations under regulations, and the ongoing Export Control Reform is only adding to the confusion. If your company is just beginning to venture into ITAR, or needs a refresher course, this program is for you!

This seminar will cover the nuts and bolts of the ITAR, including a regulatory overview, commodity jurisdiction, registration requirements, data and physical security requirements, handling of foreign employees and visitors, licenses and agreements. The program will also specify compliance areas of concern and obligations for non-exporters, and will also provide compliance tips and best practices for managing compliance with ITAR.

### Speakers:

- Jeff Grody, Principal and Export/ITAR Practice Lead — Orchid Advisors
- Gary Wilmarth, President — Wilmarth & Associates

**Date:** Thursday, April 5, 2018

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 noon

**Location:** Massachusetts Technology Collaborative, Karl Weiss Center, 75 North Street, Westborough

**Cost:** \$60 / \$40 for members of the Compliance Alliance



## Minimizing Risk in Routed Export Transactions

For U.S. exporters, Routed Export Transactions are common, cheap and easy — the exporter simply makes the goods available and provides basic details on the shipment to the forwarder without cost or logistical concern. The buyer bears all costs and the forwarding agent clears the goods for export via AES on behalf of the buyer.

So, where is the risk? Firstly, the exporter has limited control over compliance. Exporters do not choose the freight forwarder in these transactions and may not know what is happening with their goods, leading to a greater risk of illegal diversion.

Additionally, forwarding agents file AES/ACE reporting on behalf of the foreign buyer, giving the exporter little control over the accuracy of information being reported to U.S. regulatory authorities. And to confuse matters further, the Foreign Trade Regulations and the Export Administration Regulations are somewhat inconsistent on the obligations of the Principal Parties in Interest in these types of shipments.

In short, if not handled thoughtfully and carefully, a Routed Export Transaction can leave the U.S. exporter vulnerable to investigations and violations.

Join us for this webinar to learn about Routed Export Transactions, including procedures and practices for managing compliance risk. The webinar will also provide insight on working with buyers to structure alternative shipping options that carry less risk.

Our speaker will be Norman Lubeck, Senior Manager, Global Trade Advisory Services with Tradewin.

**Date:** Friday, April 6, 2018

**Time:** 11:00 a.m. – 12:30 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## **The Export Control Reform Act of 2018: What You Need to Know**

The House Committee on Foreign Affairs has recently introduced landmark, bipartisan legislation to modernize and expand the reach of the U.S. export control system.

The Export Control Reform Act of 2018 (ECRA) represents the first effort to establish permanent export controls since the Export Administration Act of 1979 (EAA) lapsed in 2001. Specifically, the ECRA repeals the lapsed EAA and replaces it with permanent statutory authority. While the ECRA appears to enhance the predictability and stability of the U.S. export control system, the potential impact of the ECRA is far-reaching.

For example, the Export Control Reform Act also establishes controls on “foundational information” and “know-how” related to sensitive and emerging U.S. technology not yet identified on U.S. or multilateral control lists. And the bill includes provisions that treat U.S. companies owned by non-U.S. parents as foreign persons for export control purposes, making them subject to deemed export controls and possible licensing requirements in order to receive controlled technology from other U.S. businesses.

Join us for this timely and important webinar to learn more about the Export Control Reform Act and how it may impact your company’s global trade compliance operations.

Our special guest speaker will be Edmund Rice, Democratic Senior Professional Staff Member House Committee on Foreign Affairs.

*Edmund Rice is Senior Professional Staff Member on the Democratic staff of the House Committee on Foreign Affairs. He has lead responsibility for the Democratic staff’s work on trade and international economic issues under the Committee’s jurisdiction, including: dual-use export controls; export promotion; international economic and investment policy and related matters. Mr. Rice is responsible for the Committee’s oversight of the Bureau of Industry and Security, Office of Foreign Assets Control and other federal trade agencies. He has 40 years of Washington experience, including 20 years on Capitol Hill.*

**Date:** Friday, April 13, 2018

**Time:** 11:00 a.m. – 12:30 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## Best Practices for Integrating Export Compliance Operations in a Global Organization

For companies with global operations, standardizing and integrating organization-wide trade compliance can be a daunting and challenging task.



Even relatively straightforward processes, such as capturing and tracking data, maintaining records, and developing compliance standard operational procedures can become overwhelming when attempting to integrate operations across multiple locations, both domestically and internationally. This is especially true when integrating trade compliance practices with newly-acquired companies.

Join us to hear insights from export compliance practitioners on best practices for integrating and streamlining global trade compliance operations between multiple locations and finding the right balance for minimizing disruption to operations while achieving full compliance.

Our speakers will be:

- Kristine Kelleher, Manager, Customs & Exports — PerkinElmer, Inc.
- Dirk Petersen, Vice President - Trade Compliance and Contracts — AMETEK Aerospace and Defense
- Scott Barney, Senior Manager, Export Controls & Compliance — L3 Security & Detection Systems, Inc.

**Date:** Thursday, May 10, 2018

**Time:** Registration 9:30 a.m.; Program 10:00 a.m. – 12 noon

**Location:** Teradyne, Inc., 600 Riverpark Drive, North Reading

**Cost:** \$50 / no charge for Compliance Alliance members



## Customs Valuation and Documentation for Tricky Transactions

Unsure how to document, value or complete export documentation for out-of-the-ordinary transactions? You are not alone.

Accurately documenting and valuing assists, repairs, returns, inter-company transfers, samples, discounts and temporary shipments can be complicated, even for experienced exporters. Customs seizures, shipping delays, penalties and other unexpected charges are not unusual in cases where these shipments have not been handled appropriately.

Join us for this practical webinar, which will provide guidance on accurate valuation and careful documentation for these tricky transactions, helping you to avoid unforeseen Customs challenges.

Our speaker will be Paula Connelly, Principal with the Law Offices of Paula M. Connelly.

**Date:** Friday, May 11, 2018

**Time:** 11:00 a.m. – 1:00 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## Russia Sanctions Update and Complying with the OFAC 50% Rule

Russia sanctions have been one of the dominant issues of the export regulatory landscape in recent years. These sanctions have translated into, among other things, challenging screening requirements for U.S. exporters, not only for exports to the ever-growing list of “blocked persons” designated under the Russia-related sanctions, but also for exports to entities with an aggregate of 50 percent or more direct or indirect ownership interests by such blocked persons.

This timely webinar will provide an overview of the U.S. sanctions related to Russia, including requirements for compliance. The webinar will also discuss compliance with the OFAC 50% rule, including its particular relevance in Russia and best practices for screening due diligence.

The webinar will also discuss the trickle-down impact that the

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sanctions have had on exports, including license requirements and financing of transactions.

The speakers will provide guidance for meeting the challenges associated with these sanctions, as well as practical steps for mitigating risk.

Our speakers will be:

- Kenneth Carlstedt, Director of Global Trade Compliance — Sensata Technologies
- Alexandra Lopez-Casero, Partner — Nixon Peabody LLP

**Date:** Wednesday, May 16, 2018

**Time:** 11:00 a.m. – 12:30 p.m. EST

**Location:** Webinar

**Cost:** \$50 / no charge for Compliance Alliance members

## International Letters of Credit

Striking the right balance between risk mitigation and ease of doing business is a challenge that faces many exporters, especially when working with unfamiliar customers located in unfamiliar places. Letters of Credit is a payment option which mitigates risk for both seller and buyer.



This webinar will provide an overview of the international letter of credit process, including the different types and uses of letters of credit, along with tips for structuring sales quotes and instructions to ensure accurate letter of credit documentation and smooth processing.

The program will also discuss common letter of credit discrepancies, including “built-in” discrepancies and other red flags that can lead to discrepancies.

Our speaker will be Leanne Spees, Senior Vice President, International Finance with The Provident Bank.

**Date:** Thursday, June 28, 2018

**Time:** 11:00 a.m. – 12:30 p.m. EST

**Location:** Webinar

**Cost:** \$50

## Managing Export Operations and Compliance

In today's complex export environment, regulatory compliance and traditional operational issues are inextricably linked. Even simple logistical or reporting mistakes may have repercussions that can lead to noncompliance.



Companies that don't take a holistic and systematic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

This seminar will provide an overview of the U.S. export regulatory environment, including essential steps for compliance with export controls and sanctions laws. The seminar will also discuss other steps in the export operational process, including AES reporting, global trade classification, free trade agreement compliance, shipping terms, export documentation and more.

This nuts-and-bolts program will provide you with the essentials for ensuring compliance and help you to cut through the confusion that can sometimes come with export operations. Bring your questions!

Please advise in advance if you are interested in a one-on-one meeting immediately following the program.

Our speakers will be:

- Paula Murphy, Director — Massachusetts Export Center
- Kathleen Newell, Trade Compliance Manager — Massachusetts Export Center

**Date:** Friday, May 18, 2018

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 12 noon

**Location:** UMass Dartmouth Center for Innovation & Entrepreneurship, 151 Martine Street, Fall River

**Cost:** \$25

## Export Regulatory Compliance Update

Most exporters are well aware of the need to be compliant with U.S. export control laws. A cursory effort to comply with export regulations is not enough, however.



Between evolving regulatory policy, stepped-up enforcement efforts, escalating screening obligations, and the newly-proposed Export Control Reform Act of 2018, the export regulatory compliance environment is now more complex than ever. Companies that don't take a proactive and preemptive approach to export compliance will fall behind the curve on regulatory changes, leaving themselves open to noncompliance and possible enforcement action.

Don't miss this unique opportunity to hear the latest on export compliance issues and trends from leading local and national export compliance practitioners and experts!

This program is expected to sell out and space is limited, so early registration is advised.

Further details on topics and speakers to be announced shortly. Check our website for additional information.

**Date:** Thursday, June 14, 2018

**Time:** Registration 9:30 a.m.; Program 10 a.m. – 4:30 p.m.; Networking reception to follow

**Location:** Foley Hoag, Seaport West, 155 Seaport Boulevard, Boston

**Cost:** \$125 / \$75 for Compliance Alliance members



# Partners and Cosponsors

The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts



Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.

The **Massachusetts Small Business Development Center Network** ([www.msdbc.org](http://www.msdbc.org)),



through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in

the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with advisors housed in Boston, New Bedford and Westborough.



MASSDEVELOPMENT



The **Massachusetts Office of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handing foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.



# MSBDC Network

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.



The MSBDC has three integrated product lines: business advisory services, international trade assistance and government contracting.

Successful entrepreneurs continually seek ways to improve the management and operation of their business, often seeking outside advice to help with particular challenges. Studies consistently show that Massachusetts citizens receive a strong return on their investment by utilizing the services of the MSBDC Network. MSBDC clients outperform other businesses in the state in average sales and job growth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Office of Business Development, and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst, and including Clark University and Salem State University.

**State Office** .....413-545-6301

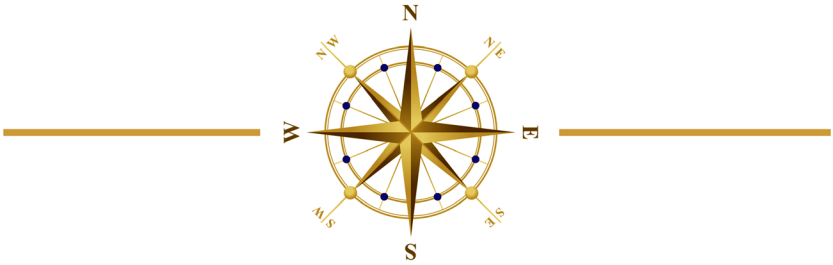
## **Business Advising Centers**

- Berkshire Regional Office .....413-499-0933
- Central Regional Office .....508-793-7615
- Massachusetts Export Center
  - Headquarter Office / Eastern Massachusetts Area .....617-973-8664
  - Central & Western Massachusetts Area .....508-887-5412
  - South Coast & Cape Area .....508-999-1388
- Northeast Regional Office .....978-542-6343
- Procurement Technical Assistance Center .....413-545-6303
- Southeast Regional Office .....508-673-9783
- Western Regional Office .....413-577-1768

**Visit our website at [www.msbdc.org](http://www.msbdc.org)**



# MASSACHUSETTS EXPORT RESOURCE CENTER



The Massachusetts Export Resource Center is a comprehensive, one-stop resource for accessing a wide range of instructional and practical information on exporting to help your business grow and take advantage of international opportunities.

The Resource Center addresses the full range of export issues of concern to businesses, including export planning, international business development, global trade finance, global trade logistics and international trade regulatory compliance. The Resource Center also features a wide variety of educational tools, including on-demand training modules, videos guides, workbooks and templates.

We hope that you find the tools and information available through the Massachusetts Export Resource Center to be helpful as you navigate export markets! Registration is free!

Visit the Massachusetts Export Resource Center at:  
[www.mass.gov/export/ResourceCenter](http://www.mass.gov/export/ResourceCenter)



# Our Provident

The Provident is an innovative, commercial bank that finds solutions for our business and private clients. We are committed to strengthening the economic development of the regions we serve, by working closely with businesses and delivering superior products and high-touch services to meet all their banking needs.

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*"The Provident has been instrumental in helping our company finance complex transactions with overseas partners. Over 90% of our revenue comes from doing business in the international arena. Without The Provident's innovation, dedication and expertise, we would not have enjoyed the same success over these past few years. We consider The Provident to be a true financial partner and not just a bank."*

Mike Boyle, CEO  
Boyle Energy Services &  
Technology

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Recognizing the need to make export services easily accessible to companies of all sizes, the Massachusetts Export Center serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

For further information, visit our website at **[www.mass.gov/export](http://www.mass.gov/export)**.



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