

# TRADE WINDS

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Edited by Linda Mills  
Written by the ICPA Members

## Five Processes to Remember When Exporting

By Ken Peters

There are various measures to assess when exporting products internationally. An exporter must exude “reasonable care” in checking the safety and purpose of the goods being exported, as well as maintaining compliance across borders. Not only must you comply with domestic customs authorities, but also foreign customs of the countries to which you are shipping. In order to avoid fines, removal of export privileges or jail time, remember to perform the following five export processes to proactively ensure your goods are efficiently moving through your supply chain.

**1. Perform denied party screening before money changes hands.** Screening the receiving parties of exported goods prior to the transaction is essential. With denied party lists constantly being updated, performing a single search before shipment could be inefficient due to a possible lag time between order and shipment. It is therefore crucial to screen the parties at order placement (before money changes hands) and rescreen them at the time the goods are about to ship – ensuring all products will be delivered to safe parties.

**2. Obtain an End Use Certificate.** Not only is it important to identify the party

### INSIDE THIS ISSUE

Five Processes to Remember When Exporting	1
What We’ve Been Reading	2
Our Many Accomplishments	4
When We’re Not at Work	4

receiving your exported goods, but it is also important to know the intended use of those goods. An End Use Certificate assures authorities of the eventual intended use of shipped products, which provides documented proof of “reasonable care” in exporting those products. End Use Certificates, as best practice, should also be stored electronically to create an audit trail.

**3. Apply for an export license & file export declaration in a timely manner.** Export licenses can take up to 3-6 months for review before a final determination is made, which is why one should be applied for well in advance. Best practice is for exporters to apply in advance, be specific in explaining the product in detail, attach additional supporting documents if necessary and submit the export license application via the Internet portals provided by the government. A declaration is required when exporting a controlled product that requires a license. Waiting until the last minute to file your export declaration may result in a delayed shipment, costing you time and money.

**4. Utilize Incoterms.** Incoterms define, in advance, where the responsibility of a shipment changes hands such as who is responsible for export formalities, delivery, transportation fees and/or import

formalities. Using Incoterms helps an exporter avoid the ambiguity of who is responsible for the cargo at any point from the time the cargo leaves the exporter's facility to the time it arrives at the importer's door.

### 5. Know the required documents.

Complying across borders is important in the timely delivery of products, because neglecting to obtain the necessary documents may cause delays in shipment or even refusal of entry. Exporters not only need to know the required documentation needed in the domestic country for cargo to be released, but also those documents of the foreign country for the products to be imported.

*Tips provided by Ken Peters, Director of Global Solutions at Integration Point. Contact Ken Peters and Integration Point at [Info@IntegrationPoint.com](mailto:Info@IntegrationPoint.com) or 704-576-3678. For more information on Integration Point, please visit [www.IntegrationPoint.com](http://www.IntegrationPoint.com).*

## What We've Been Reading

This was a little find of a book. I had read Ms. Hamilton's "Book of Ruth" on a recommendation by a well-respected friend and it was a delight. At my local library, they sell less popular books, soft-covers for one dollar or less, and this was among those I've rescued from a fate...well, who knows. At any rate, I still greatly admire Ms. Hamilton's 'voice', but I have to confess that her male point of view was almost painful to read.

In this novel about how small, careless moments can impact one's whole world, and how taking great care can come to no avail when the gods seem to be against you, reminds me, in oh so many ways, of our chosen work. How often do we labor over so many things only to find that the Government, in its infinite wisdom, focuses its attention on another area where things are, um, perhaps not as well-controlled.

In A Map of the World, the protagonist, a dreamy-eyed, mid-western farmer's wife and mother of two young girls, Alice, cannot seem to focus and organize all those things that a young working mother has to cope with - clothes and toys and yard work and cooking and cleaning and laundry and work and and and and. Any working mother, on a farm or otherwise, can easily attest that 'women's work is never done', but in this case, our gal, Alice, just can't seem to hit the right balance of being a person and taking care of business. In any early ultimate tragedy, one of her neighbor's young daughters drowns in the family's pond while our poor Alice wanders through the house looking for her misplaced bathing suit. Her, and her family's world unravels into shreds from there as shortly after Alice is (falsely) accused of sexually molesting a young boy to whom she has ministered in her role as a school nurse at a local elementary school.

Alice goes off to jail, and in the clouds of her depression after the neighbor's child dies, is seemingly glad to have a respite from real-world pressures, leaving her poor husband, Howard, to fend for himself and their two young girls all alone, as the community, already outraged at the drowning, fully turns against the family once Alice is arrested.

Hamilton's poetic voice when Alice narrates her inner world seemed flawless to me, as I read word over word over word like gliding over satin. But when Alice goes to jail and Howard becomes the narrator, I simply could not believe that the inner mind of man held the minutiae and detail as presented, and found myself gritting my teeth, simply trying to get through what turned out to be a full third of the book in Howard's voice.

Still and all, if you have an appetite for seeing how easily one misstep can lead down the rabbit hole, carefully revealing how life's misfortunes are never very far away from any one of us, and grant license to Hamilton's male (yet very female sounding) voice in Howard, it is well worth it. Miss Jane simply has an incredible way with words.

Reviewed by Lynne McGowan

### Necessary Endings by Dr. Henry Cloud

Often times in our business and personal lives we get in a rut that seems to go on forever. We may not have the desire, courage or energy to crawl out of the rut onto a better path.

In *Necessary Endings*, Dr. Henry Cloud, encourages us to live better, to grow, to fix things that can be fixed and to end or prune things that have completed their life cycle. Everything has a life cycle - product, relationship, business, friendship, life, etc. In most all things, there is a beginning, middle and an end.

But when we come to the end of something, human nature is to hang on way longer

than might be necessary. By hanging on we can add more pain, frustration, anger, hurt, heartache and missed opportunity. Dr. Cloud described the end cycle as a time to prune, or make changes in our business or personal lives so the good can begin.

The first two sentences of the book hooked me. "Today may be the enemy of your tomorrow. In your business and perhaps your life, the tomorrow you desire and envision may never come to pass if you do not end some things you are doing today."

Often times to move forward, we have to change our present situations and circumstances. Those changes may include giving up an employee, closing a business, changing a product or ending unhealthy relationship(s).

Dr. Cloud explains the difference between hoping and wishing and the difference between what is worth spending your time and effort to fix and what is not. He stresses the importance of embracing the grief that comes at all endings. Embrace it, let it wash over you and through you, so you can begin to heal and start a brighter tomorrow.

No matter if your resources [emotional or financial] are being depleted from business issues or personal issues, you will find something to help with your personal and professional growth by reading *Necessary Endings*.

**Robyne Roberts** graduated with a BS in International Trade Mgmt.

**Blair Milster** is finishing his Masters in International Business from St. Louis University. Some member may recall an "ask the membership" question about "To MBA or Not to MBA" and an educational path to follow. The membership replies helped him decide on the MIB over the MBA.

**Christina Fanfara** completed her MBA - Global Business Leadership with a concentration in International Trade at Johnson & Wales University, Providence RI.

In May, **Dave Stockwell** attained the status of CTCS – Certified Trade Compliance Specialist hosted by the Canadian Society of Customs Brokers (CSCB).

**Sara Butcher** is a new member and just started her second career in education. She spent 15 years in logistics with Syngenta Crop Protection in Greensboro NC. Her new role is instructor for a new program at Randolph Community College teaching Global Logistics.

**Kendra Riley's** son, Andrew Riley, graduated from The City of Atlanta Fire Academy on June 5th and began work on June 7th for the city at Station 13. He is a second generation Firefighter. Kendra and husband Dave are very proud parents.

ICPA member **Eric Turnquist**, his wife Melissa and their daughter Carolyn would like to announce the arrival of son and brother Carl John "CJ" Turnquist on July 10, 2012.

A group of ICPA members did a Mediterranean cruise on board Norwegian Epic the largest cruise ship in the fleet and the center of a recent TV series of Undercover Boss.

### When We're Not at Work

Barb Gaab, Lynne Rivas, Dennis Farrell, Kim Wagner, Susan Leidy and Ann Lister had a fabulous time in Italy, France and Spain. Highly recommend the trip!

Laura Lyons shared the following: This was indeed a unique birthday this year. Just got back from trip to S. America with daughter Emily. Her club soccer coach is from Buenos Aires and he takes one of the club teams down there each year for a "training session" where they get to play local teams. There was NO WAY she was going to have all that fun alone! While they did the soccer thing, a girlfriend and I cruised around. We spent 3 days in Buenos Aires, and then went up to see the AMAZING (put this on your "bucket list") Igazu Falls on the Argentine/Brazil border. Lived the "wild life" with the natives there. Ended up the trip with a visit to Uruguay and stayed with a lady who lived with my family as a foreign exchange student MANY years ago. They live in a beautiful beach town and took us to lunch on my birthday at a yacht club where they know the owner and instead of cake I got the "multi-cultural flan treatment." This one will be a hard birthday to beat.

