



World Trader

A quarterly publication of the Midwest Global Trade Association

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From the president

by SANDY TAYLOR, Hyundai Merchant Marine
MGTA PRESIDENT



I wish all members a stable and successful New Year. I have some tough shoes to fill. Chris Nelson did a wonderful job in 2008. Chris formed liaisons and chairs for each committee, and implemented processes and procedures that allowed for interested volunteers to know where and how to volunteer. This also makes for an easy transition during board changes. It was exciting being her right-hand woman.

As I take the reigns as the seventh president of MGTA, I have to say that it was (as always) amazing to see everyone who braved the cold to attend our Annual Meeting & Reception on January 15th. Thanks to the companies who donated door prizes and sponsored the event. Whitney Docken and Chris Nelson did a fabulous job with this event. It was a fun time had by all. [Click here for fun photo memories!](#)

Our communication committee held its first Webinar last year, and plans to expand on this going forward. The committee will also be developing a survey to find what our members wish to see. I even figured out how to use Facebook this year. Feel free to try it and LinkedIn.

In our current economic times, my goal is to find continued ways to add value while reducing costs.

The new sponsorship program is off to a good start. It's exciting to see the companies who have signed up thus far. There are two payment plans and many opportunities remaining to still sign up: platinum, gold, silver, bronze, newsletter, forum, seminar and partner sponsorships are still available. Thank you for assisting MGTA in being a vibrant organization.

A special thank you to all the companies that are hosting education seminars this year. We have firms set up into spring 2009. This is another great form of sponsoring events. Companies being so generous as to host an education event really help us bring costs down and provide a great value for members and attendees alike. It's a wonderful opportunity to see companies in action. I hope to find a few more companies to host the remaining education seminar events this year.

As president, my objectives are to:

1. Further implement our sponsorship program, reducing costs and promoting members.
2. Increase our technology forward focus.
3. Provide opportunities for members to become involved and expand services and offerings into greater Minnesota, Wisconsin, and North and South Dakota.

I'm very excited about two individuals who are looking to kick off a business roundtable event. Look for updates on this event to be out there shortly. There are many serious issues in front of the Legislature that we will make sure to keep the association up to date on.

We have exciting new board members who have jumped into many areas. As a reminder of who is the board in '09, please [click here to see our full '09 board](#) and the areas they are liaisons to. If you are interested in

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becoming more active in MGTA, check out our [get involved area](#) and our [calendar of board and committee meetings](#) to see if there is something of interest.

Looking forward to exciting times in '09 and beyond.

Regards,



Get connected
with MGTA.

 facebook

Search for "Midwest Global Trade Association" in the groups area and join our group!

 LinkedIn

[Click here](#) to get started!

[mgta.org](#)

[Click here](#) for seminar details, volunteer opportunities, job listings, member directory, and more!

MGTA: A history of member-driven service

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by KEVIN PALMSTEIN, Zepol Corporation

MGTAs has grown and evolved from our beginnings as a meeting place for international business people (the Export Club, 1924) to being the premiere international trade organization in the Upper Midwest. Along the way, there have been name changes, mergers, and a range of different focuses. One element has remained consistent throughout the history of MGTA: Members drive all advancements, education, and advocacy.

In the 1980s, there were two organizations that represented the trade community in the region: Minnesota World Trade Association and Midwest Importers Trade Association. They both worked to advance trade in the region and accomplished many goals, including expanding education for their members and ensuring that U.S. Customs maintained a full-service presence in the Twin Cities. These achievements have helped drive the vibrant trade community that now exists. In 2003, these two associations merged to become the organization we know today: the Midwest Global Trade Association.

The goals of its predecessors have not changed for MGTA—but, in the last 85 years, the industry sure has. From the advent of the container in the late 1960s to electronic transmission of manifests, our industry is continuously evolving. MGTA ensures that our members have the tools needed thrive by providing timely education events, informative newsletters, and networking with others in the community. But MGTA does not exist without one vital element: YOU.

All programs and initiatives that MGTA provides are member-driven. From the annual golf outing to our monthly education events, volunteer participation is critical. Nothing gets done without the dedication of our members.

Right now is a great time to start contributing to MGTA by giving a couple hours of your time a month to improve and create new ways to better the trade community.

All of our committees are currently looking for volunteers to help meet their goals. The following committees currently looking for members that want to expand their skills, grow their networks, and meet new challenges:

- [Communications](#)
- [Education](#)
- [Finance](#)
- [Membership](#)
- [Special Events](#)
- [Forums](#)

Real changes are happening in a number of areas and, unlike other associations, committee volunteers

greatly influence the programs and events we will provide in 2009 and beyond. Not only will you help MGTA, you will better yourself and expand your network.

If you're interested in becoming more involved in MGTA, please contact the MGTA office at office@mgta.org or (651) 917-6257.

“I need
a new
job.”

The MGTA Job Board
puts import/export trade jobs
right where the perfect
candidates can see them. [Click
here to find or post a job today!](#)

“I need
a new
employee.”

Certified Cargo Screening Program: frequently asked questions

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What is the Certified Cargo Screening Program?

The Certified Cargo Screening Program (CCSP) is being piloted in a limited number of cities by a limited number of participants in an attempt by the TSA to provide additional screening resources that may be required to meet the 100% screening mandate.

Quoted from the TSA:

“The CCSP is a facility based program for supply chain entities located within the United States. Facilities that successfully apply and participate in the CCSP program will be designated as Certified Cargo Screening Facilities (CCSFs) and must adhere to TSA mandated security standards. Any facility that tenders cargo directly to an air carrier or indirect air carrier (IAC) may apply to become a CCSF. This includes:

- Manufacturers
- Warehouses
- Distribution Centers
- Third Party Logistics Providers
- Indirect Air Carriers
- Airport Cargo Handlers
- Independent Cargo Screening Facilities

Participating in the CCSP is voluntary, but once an entity enters into the program, the screening and security requirements become mandatory. All CCSP participants are required to adhere to the increased security standards, which include facility, personnel, procedural, perimeter, and information technology security. Each of the participants' sites must be Certified individually. The Certified sites are referred to as Certified Cargo Screening Facilities.

Does CEVA have any Certified CCSFs?

The CCSP is being piloted by the TSA in 18 cities and CEVA is participating in all 18 of the cities. We expect full validation of all 18 sites within the month of February. However, CEVA will not be conducting screening at any of these locations until later this year.

Which cities are participating in the CCSP pilot?

ATL BOS DEN DFW DTW EWR HNL IAD IAH
JFK LAX MCO MIA ORD PHL SEA SFO SJU

If CEVA is Certified to do screening, why aren't you screening until later this year?

One of the options to screen cargo is by physical inspection of each carton. While this is a viable option for some commodities, we will not be using this method for all cargo. Carton integrity for many of our customers is essential and we will only conduct this type of screening when it can be done without compromising the

packaging or where we have the consent of the customer.

Other non-intrusive screening methods require procurement of specialized equipment. There are many options currently being evaluated by CEVA. Due to the specialized nature of this equipment, CEVA is not expected to take delivery until later this year. In the meantime, we have elected not to use the physical inspection method as a standard.

What about the other cities in the U.S. that are not part of the CCSP pilot?

In cities where the CCSP is not piloted, the airlines and their handling agents are the only entities approved by the TSA to screen cargo for passenger flights.

Where can I find more information on the TSA requirements?

Please visit the TSA's website: http://www.tsa.gov/what_we_do/layers/aircargo/Certified_screening.shtm

How will this affect the way my shipments are processed?

All cargo moving via air will be subject to break-down, screening, loading and unloading as loose pieces (cartons). Therefore it is imperative your documentation (SLI, HAWB and Commercial Invoice) reflect the piece count at the lowest level (cartons) and each piece must be labeled individually.

If you wish your built pallets to remain in tact and do not want your freight broken down, we have the option to move via surface or all-cargo aircraft. If you would like to keep your pallets in tact, please advise the CEVA representative scheduling your pick-up and also write "DO NOT BREAK DOWN" on the HAWB. We will be happy to discuss routing and transit options available. Please be aware that in some cases these optional routings will increase cost and/or transit time.

Will CEVA open my cartons to screen them?

One of the approved methods for screening involves a physical inspection of a carton's contents. However, this is not the standard method CEVA will be implementing.

Why does every carton need to be labelled?

During the screening process your loose cartons will likely be removed from their pallet. If your cartons are not clearly labelled there is a chance they will be misrouted or lost because they cannot be identified.

Will CEVA need to receive cargo earlier from shippers?

As a general rule, we have confirmed with our airline partners that we will not need additional time for pre-flight inspections. We expect there to be some exceptions to this, but generally it will be business as usual.

How will I know if my cargo must be screened?

All cargo moving on passenger flights originating in the U.S. will be subject to screening. As a non-asset based forwarder, CEVA often uses a mix of all-cargo aircraft, passenger aircraft as well as our expedited ground network to service your business. Routings vary by the minute based on changes in flight schedules, capacities and shipment volumes. Due to this complexity you should assume all cargo other than Ocean and Domestic Economy may be subject to screening.

Will this process slow down my shipment?

We don't expect any degradation in service due to the new screening requirements.

What is CEVA doing to minimize the increase in cost?

There will be opportunities to avoid this cost by using all-cargo aircraft, pre-screening and diverting traffic to our expedited ground network. As the program gets underway CEVA will be making adjustments to our network and gaining experience with ways to reduce screening expenses.

Is this going to increase my cost?

We assure you that we are focused on minimizing the full impact of these changes with regard to both service and cost. Over the coming weeks CEVA will be reviewing routing options to avoid screening fees where possible and we are also fully engaged with the TSA to implement screening at select CEVA facilities.

In addition to the operational focus, we will be analyzing the administrative and fiscal impact as this program begins to determine whether additional fees or rate increases are necessary. We will issue further communications regarding that at the appropriate time.

Essential information about U.S. Trade Agreements

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The United States now has free trade agreements with 14 countries, and three more are pending. These agreements impact thousands of businesses, so it's important to know the details about them.

You can find out all you need to know at **TradeAgreements.gov** (<http://www.tradeagreements.gov>). There are reports, fact sheets, statistics, regulatory information, press releases, and speeches. There are even downloadable reports for every U.S. state, with import/export statistics involving each country that the U.S. has a trade agreement with. If you're affected by these agreements, this is a site to bookmark.

Country of the month: China

How the Chinese customer is different from the U.S. customer

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At the [US-China Business Connections](#) January 7th event, Dr. Xiang Sheng Yin (global technology director for Cargill Malt) shared the results of his personal studies and 17 years of experience with Cargill focusing on establishing trust and credibility with customers in China. Dr. Yin provided his insights on how best to explore and discover opportunities and customers' needs in China, develop solutions to meet those needs, and deliver the solutions in a mutually beneficial manner. Dr. Yin emphasized that developing trust and credibility is cyclic, but can be accelerated, and ultimately builds a long term partnership.

[Click here](#) to read the *China Insight's* full article about Dr. Yin's informative presentation.

US-China Business Connections (UCBC) is a cooperating partner with MGTA. Mari McClafferty (Medtronic, Inc.; MGTA board member) serves as the liaison between MGTA and UCBC. Mari notes: "I have attended the UCBC Chinese New Year event and a seminar on the University of Minnesota Confucius Center Resources." Visit the [UCBC website](#) for great information on doing business with China.

"So, no kidding,
there I was..."

**Everyone has a travel story.
World Trader wants yours!**

Send us your thoughts, insights, and experiences regarding travel to foreign countries. Even better, include your photo and a little bit about you. You could see yourself in "print" here!

Word scramble!

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Use the hints provided to unscramble the words. Be the first to submit the correct responses to win a \$50 gift certificate!

SCRAMBLED WORD OR PHRASE	YOUR ANSWER	HINT
tdcigecerrreppnfrsmireoagaicog	<input type="text"/>	CCSP
iwtndyoechnk	<input type="text"/>	Volunteer for the Golf Tournaments
yyasIndtaro	<input type="text"/>	New MGTA President

YOUR CONTACT INFORMATION (SO WE KNOW WHO WON AND HOW TO REACH YOU!):

Your name:

Your company:

Your e-mail address:

Your phone number:

Submit answers

Volunteer spotlight: Whitney Docken

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NAME:	Whitney Docken
MGTA POSITION:	Secretary, MGTA Board of Directors
COMPANY:	Target Corporation
CONTACT INFO:	whitney.docken@mgta.org

Why did you choose to volunteer for the Annual Reception Committee, and when did you start?

After having a great time planning last summer's MGTA Golf Tournament, I offered to take on the challenge of planning the Annual Meeting & Reception. The preparations began in the fall.

What have you done for the committee?

For this event, I organized the location, catering, logistics, marketing, and registration tracking, with the help of our office staff and fellow board members.

What surprised you about the experience?

It's terrific to see the support we have from so many large, diverse companies through sponsorships and door prize donations.

What do you consider to be your greatest accomplishment since joining this committee?

We had a great 2008 Golf Tournament and 2009 Annual Meeting & Reception, and I'm looking forward to the 2009 Golf Tournament at a new location!

What are your thoughts for the future?

2009 is going to be a wonderful year for MGTA, with a focus on advancing the committees and providing more avenues for education and connecting with other executives in the industry.

What advice would you give someone who is looking to help with this event?

If you have any suggestions for the Golf Tournament or Annual Meeting & Reception, please let us know! We're always interested in improving the events, and it's great to hear what members are interested in.

Welcome, new members!

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The following individuals have joined MGTA since December 30, 2008.
Welcome!

- **Ken Gratz**, *Export Assistant*, Midwest Motor Express, Inc.
- **Linda Harringer**, *Customer Service Manager*, 7-Sigma
- **Jill Iaria**, *National Recruiter*, C.H. Robinson International, Inc.
- **Arturo Leyva**, *International Trade Student*
- **Octavio Lorenzo**, *Director of International Sales*, Twin City Hardware
- **Franco Manarin**, *Trade Commissioner*, Consulate General of Canada
- **Beverly Nielsen**, *Marketing Communications Manager*, Exlar Corporation

- **Pamela Olson**, *Operationa Team Lead*, C.H. Robinson International, Inc.
- **Linda Otto**, *GTS Import/Export Specialist*, Donaldson Company, Inc.
- **Paul Rasmussen**, *President & CEO*, Zepol Corporation
- **Bonnie Unge**, *OFM Customer Service*, Lubrication Technologies, Inc.
- **Janelle Weyek**, *Principal*, AmeriChannels, LLC

Upcoming events

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Mark your calendar and plan to attend our upcoming MGTA events. For more information about MGTA programs and meetings, [click here](#).

Country of Origin and Markings

Seminar

March 11, 2009
8:30am–11:45am
Target North Campus
[» Details & registration](#)

Come to the March education program and learn about proposed changes that will impact how the origin of goods is determined. You'll also hear from a U.S. Customs Official as he shares the Customs perspective on Country of Origin and Markings, and participate in a panel Q&A discussion about The Lacey Act.

Free Trade Agreements

Seminar

April 14, 2009
8:00–11:30am
Medtronic Griffin
Auditorium (Fridley, MN)

Details coming soon!

Valuation

Seminar

May 12, 2009
8:00–11:30am

Details coming soon!

MGTA proudly recognizes our 2009 sponsors:

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SILVER:



BRONZE:



ABOUT WORLD TRADER

World Trader is a quarterly publication of the Midwest Global Trade Association. Content is gathered via our membership and volunteers through news and media sources. While we make every attempt to insure the accuracy of materials, we provide no warranty or guarantee of accuracy. Specific information relating to trade and trade regulations offered is for informational purposes only and is not intended to replace

the professional advice of an attorney, Licensed Customs Broker or other trade professional.

Articles submitted by our membership do not express the views of MGTA or the Board of Directors.

If you would like to submit an article for publication in the *World Trader*, please contact the MGTA office at office@mgta.org. Articles should not be of the nature of a commercial solicitation of products or services; rather, they should be informative on topics of interest to MGTA membership at large.

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