

# CONTINUING EDUCATION

A DEPARTMENT OF INSTITUTE FOR ECONOMIC DEVELOPMENT PRESENTS

# INTERNATIONAL EMERGING LEADERSHIP CERTIFICATE PROGRAM





## The International Emerging Leadership Certificate Program

***Some people are born leaders...others are made.***

### The International Emerging Leadership Certificate Program

is a three part program that will broaden your understanding of global business, and improve your leadership skills.

This well rounded program focuses on the details of international trade and is designed to give entrepreneurs, students and business owners the ability to prepare a comprehensive strategy for business.

This intensive 3 semester ( 9 weeks each ) will give you concrete information on international trade and logistics, new markets and international protocol. Using instruction and case studies, this class offers participants the opportunity to select a product, learn how to ship it, learn how to get paid, protect themselves legally, comply with national retailer requirements, and become familiar with foreign policy, select customers and market to them.

For more information call:  
**954-201-2204**

#### Topics covered include:

- Basics of Shipping
- Methods of Payment and Financing
- Terms of Sales, Quotes and Pricing
- Legal
- Vendor Compliance
- Logistics Planning and Supply Chain Basics
- Security Issues & Compliance
- Marketing Products Internationally
- Trade Policy and Agreements and Barriers
- Protocol and Mission Planning.

*Note: Upon completion of this certificate program there will be an opportunity to participate in an optional trade mission. Cost of mission will be in addition to fees paid for class.*

### International Emerging Leadership Certificate Program

#### Registration Information

**Course #:** EDI 0001

**Day:** Wednesday

#### Location:

Broward Community College  
Willis Holcombe Center\*

111 East Las Olas Blvd.  
Fort Lauderdale, FL 33301

\*See back cover for map

**To register online go to:  
[ce.broward.edu](http://ce.broward.edu)**



**WILLIS HOLCOMBE CENTER**  
 111 East Las Olas Blvd.,  
 Fort Lauderdale, FL 33301

Walk-in Registration: Ground floor  
 Mon. - Thurs.: 8:00 a.m. - 4:30 p.m.;  
 Fri.: 8:00 a.m. - 4:00 p.m.

**CONTINUING EDUCATION  
 REGISTRATION ASSISTANCE  
 IN INSTITUTE FOR ECONOMIC  
 DEVELOPMENT, 4TH FLOOR  
 954-201-7800**



**Board of County Commissioners**  
 Josephus Eggelletion, Jr.  
 Sue Gunzburger  
 Kristin D. Jacobs  
 Ken Keechl  
 Ilene Lieberman  
 Stacy Ritter  
 John E. Rodstrom, Jr.  
 Diana Wasserman-Rubin  
 Lois Wexler

**Office of Economic Development**  
 115 S. Andrews Ave.  
 Fort Lauderdale, FL 33301

**954--357-6155**

**[www.broward.org/econdev](http://www.broward.org/econdev)**

		<b>Instructor</b>
<b>Semester I</b>	International Trade overview <ul style="list-style-type: none"> <li>• Exports</li> <li>• Imports</li> <li>• Balances</li> </ul>	Cynthia Cabrera
	Letters of Credit	Jerry Watterworth
	Logistics Overview	Cynthia Cabrera
	Shipping/FTZ	Manny Almira
	EDI/Vendor Compliance	Norman Katz
	Inco Terms / Terms of Sale	Cynthia Cabrera
	Port Tour	Manny Almira
	CTPAT	Karma Ruiz
	Marketing	Steve Colyer, Kathryn Dye
<b>Semester II</b>	Overview of First Semester	Cynthia Cabrera
	Methods of Payment & Finance	Jerry Watterworth
	Supply Chain Overview	Jayne Mulcahey
	OWIT Symposium	Field Trip
	Security/Customs	Florida Customs Board
	Legal Representation	Jennifer Diaz
	Customs/Immigration	Debra Stern
	Investments-Joint Ventures	Tristan Zarate
	Targeted Countries/Emerging Markets	Deborah Wilkinson/Rep from Enterprise Florida
<b>Semester III</b>	Strategic Alliances	TBD
	Joint Ventures	TBD
	Trade barriers & policies / Economic climates	Antonio Villamil
	Protocol	Deborah Wilkinson/State Dept. Rep
	Goals for trade mission	Deborah Wilkinson
	Working with trade mission organizations	



## Cynthia Cabrera

**Cynthia Cabrera** founded Global Solutions & Services, Inc. in 2002 to help companies in need of logistics planning, process improvement and compliance. Using Lean Principles to identify and eliminate waste and repetition, Cynthia uses operational analysis and key performance metrics to ensure strategic and operational improvements meet and exceed long term company goals.

In 2004, Global Solutions & Services, Inc. began offering educational training seminars as well. Initially focusing on ½ day workshops, Global Solutions and Services, Inc. has expanded to offer tailored training programs for Fortune 1000 companies as well as not for profit organizations.

As a consultant under the auspices of the South Florida Manufacturers Association (SFMA) Ms. Cabrera has worked with manufacturing firms staying competitive through strategic planning and education. As an instructor / presenter for the Southern United States Trade Association (SUSTA) and Miami Dade College's "Export Readiness Program", Ms. Cabrera meets with select companies to train them on international freight basics, strategic planning, compliance, and policy issues.

Ms. Cabrera is also an advisor with Maritime Transportation & Logistics Advisors, LLC; a consultancy which has assisted U.S. government agencies, port authorities and private sector clients with port management and operations studies, transportation logistics, government and industry relations, transportation business opportunities, trucking and rail operations, short sea shipping feasibility studies, financial modeling and carrier freight route development.

Ms. Cabrera travels extensively to speak on the subject of logistics, supply chain management, and international trade; is active in her community and serves on the board of several not for profit organizations.



## Deborah Wilkinson

Global Business Development Manager  
Broward County  
Office of Economic Development  
115 S. Andrews Avenue  
Suite A-540  
Fort Lauderdale, FL 33301  
Phone: 954-357-6155  
Fax: 954-357-5674  
[www.broward.org/econdev](http://www.broward.org/econdev)  
[dwilkinson@broward.org](mailto:dwilkinson@broward.org)

**Deborah Wilkinson** is the Global Business Development Manager for Broward County Office of Economic Development. Ms. Wilkinson's work involves coordination of economic development activities leading to enhancing the County's overall economy. These include: conducting business and industry studies; developing and implementing strategies to stimulate the growth of new and existing businesses; assessing economic impact of new and existing business relocation and expansions; and planning business recruitment strategies that focus on establishing business clusters. Ms. Wilkinson is also an international trade specialist and has an extensive international trade policy background. Within one year of joining Broward County Office of Economic Development, Ms. Wilkinson collaborated, coordinated and developed an international trade strategy for Broward County that resulted in the first International Trade/ Protocol Desk in the County.

Prior to joining Broward County, Ms. Wilkinson was a public policy consultant for USAID-US Asian Environmental Partnership, the White House and the U.S. State Department. Ms. Wilkinson coordinated and facilitated an international environmental conference for the World Trade Organization events in Seattle during 1999, and two Asian-Pacific environmental conferences in Atlanta and Orlando during 2000. In 1996, Ms. Wilkinson was the Senior Policy Advisor for Patton Boggs' Seattle law offices. During this time, Ms. Wilkinson was asked by the White House to serve as the liaison between the United States Information Agency and 8 countries to organize and manage various briefings, meetings, and interviews with the heads of states, foreign and financial ministers and foreign and domestic press corps for the Denver Summit of the Eight. In 1996, Ms. Wilkinson was appointed as the Deputy Trade Representative to the Washington State Special Trade Representative, Office of the Governor. Ms. Wilkinson possesses an Executive MIM from the American Graduate School of International Management at Thunderbird.



## Manuel Almira

Assistant Director of Business Development  
Port Everglades

**Manuel Almira**, Assistant Director of Business Development, has been an ever-present influence behind the rapid growth of the cargo industry at Port Everglades for over the last decade.

A 14-year-veteran at the South Florida seaport, Almira began his maritime career in 1981, when he joined United States Lines as an Account Representative in New Jersey; he joined Crowley American Transport Lines in New Jersey by 1987 and immediately relocated to Miami, Florida as Director of Sales; as Pricing Manager with SeaLand by 1991; and then Port Everglades.

He joined the Port Everglades staff in 1993 as Assistant Director of Trade Development. He is responsible for increasing the Port's cargo ship traffic, the planning and development of commercial activities to maximize revenue potential, and also acts as a liaison between Port Everglades and the maritime community conducting marketing presentations to carriers in their worldwide and domestic offices.

Almira has served as liaison between the Port and the Board of County Commissioners during International Trade Missions. As Port Representative, he has worked with the Port Everglades Association and the South Florida Customs Broker and Freight Forwarder Association. He was also a Board member of the South Florida Coffee Warehouse Association.

A Broward County resident since 1993, Almira resides in Davie with his wife and children.



## Jennifer Diaz

Becker & Poliakoff, P.A.  
jdiaz@becker-poliakoff.com

### Professional Experience

Jennifer Diaz is an attorney in the Firm's International Business, Trade & Customs Law Practice Group. She concentrates her practice on assisting clients with issues relating to the import and export of goods to and from the United States.

She has experience working with Federal agencies including the U.S. Food & Drug Administration, U.S. Department of Homeland Security, and the United States Customs and Border Protection on issues relating to trademark recordation and infringement, classification of goods, antidumping matters, scope ruling requests, forfeitures, seizures and penalties.

During law school, Ms. Diaz clerked at Becker & Poliakoff, P.A., as well as for Judges Beth Bloom in Miami Dade and Susan Lebow in Broward counties. She also served as a legal intern for Legal Aid Services and the City of Hallandale Beach.

### Activities & Memberships

Received the Pro Bono Certificate of Distinction for achieving over 300 hours of pro bono service during law school.

Florida Customs Brokers & Forwarders Association, Inc. (FCBF).


Organization of Women in International Trade (OWIT).

Broward Alliance, International Business Committee (IBC).

Jewish Federation of Broward County's Young Leadership Division (YLD), Leadership Committee.

### Articles

*Global Trends and Customs: Why Record Trademarks and Copyrights with U.S. Customs?* 11/14/06 

*Global Trends and Customs: U.S. Customs Cracks Down on "Gate Outs"* 01/12/07 

### Bar Admission

Florida

### Court Admission

United States Court of International Trade  
United States District Court, Southern District of Florida

### Education

Nova Southeastern University,  
Shepard Broad Law Center, J.D.  
University of Miami, B.A.



### **Kathryn Dye**

International Trade Specialist  
U.S. & Foreign Commercial Service  
U.S. Department of Commerce

**Kathryn Dye** is an International Trade Specialist for the U.S. & Foreign Commercial Service of the U.S. Department of Commerce, and provides one-on-one international trade consulting to firms throughout south Florida. Ms. Dye joined the U.S. Department of Commerce in 1999 and specializes in assisting firms in healthcare, life sciences and pharmaceuticals, cosmetics, agri-business, food processing and packaging, processed food products and franchising.

Ms. Dye regularly consults firms varying in size, objective, and market interest. She actively assists new to export and experienced exporting firms in developing international strategies and penetrating new markets. As an active member of the South Florida trade community and Coordinator of the Florida District Export Council, she is extremely aware of the importance of exports to one's economic community and the stability of area firms.

Through the U.S. & Foreign Commercial Service support of area trade organizations, Ms. Dye has introduced foreign trade delegations to U.S. suppliers, developed an export readiness training programs for inexperienced exporters, and is currently the International Franchising Specialist for the Southeast. Ms. Dye also serves on the U.S. & Foreign Commercial Service healthcare team, bringing cutting edge worldwide information and opportunities to firms in Florida firms in the industry.

Ms. Dye is an alumnus of the State University of New York at Buffalo, with a B.A. in Geography and a certificate of specialized study in International Trade.



### **Norman Katz**

**Norman Katz** is the founder and president of Katzscan, Inc., a consulting firm started in January 1996 and located just north of Fort Lauderdale, Florida.

Prior to starting Katzscan, Norman had a 10-year career with various leading consumer product companies, holding positions from Programmer to Business Systems Analyst to IT Manager.

Katzscan's consulting specialties include: Barcode Applications (inventory control, fixed asset management, manufacturing, distribution); Electronic Data Interchange (EDI); Supply Chain Vendor Compliance (up-stream & down-stream); ERP Systems; Software Selection & Implementation projects; and Data Conversions / Data Reporting / Data Analysis.

Norman is a Certified Fraud Examiner (CFE), a licensed Florida Private Investigator, and holds an Excellence in Corporate Governance certification from Tulane University College of Law. Using his various technical skills, supply chain operations experiences, and fraud-fighting knowledge and education, Norman is now focused on helping companies detect and reduce fraud in their internal and external supply chains, using the corporate governance applied to Sarbanes-Oxley compliance as a framework.

Norman graduated from the University of Florida in 1985 with a Bachelor of Science in Business Administration majoring in Computer Information Sciences. Norman can be reached via the contact information on the company web site, [www.katzscan.com](http://www.katzscan.com).



## Deborah Stern

Associate  
Sandler, Travis & Rosenberg, P.A.  
Phone: 305-267-9200  
Fax: 305-267-5155  
dstern@strtrade.com  
www.strtrade.com

**Deborah Stern** is an Associate of the international trade and customs law firm, Sandler, Travis & Rosenberg, P.A. Ms. Stern advises domestic and multinational clients on both national and foreign customs compliance and other trade matters. She concentrates her practice in traditional customs areas, such as tariff classification, seizures and penalties, country of origin marking, valuation, trademark infringement, broker compliance, bonded warehouses, government procurement, trade preference programs and free trade agreements, as well as the World Customs Organization's (WCO) Harmonized System (HS). With special emphasis in the high-tech sector, she has substantial experience in almost every product area of the tariff schedule.

Prior to joining the Firm, Ms. Stern spent five years with U.S. Customs and Border Protection in Washington, D.C., where she authored nationally binding interpretive rulings and agency determinations on tariff classification, NAFTA eligibility and country of origin marking; assisted in litigation matters before the Court of International Trade; and coordinated with other regulatory agencies on customs and trade policy issues.

Ms. Stern was also a U.S. delegate to the WCO's Harmonized System Committee and HS Review Sub-Committee, representing U.S. interests in international classification disputes and legal and interpretive amendments to the HS. In that capacity, Ms. Stern negotiated the 2007 amendments to the HS Explanatory Notes and was a member of a multilateral group that drafted revisions to the Explanatory Notes for the high-tech chapters of the HS (84, 85 and 90). She also participated in international negotiations on NAFTA matters and the U.S.-Chile FTA.

Ms. Stern holds a B.A. from Florida State University and a J.D. from FSU's College of Law, both with honors. She is a member of the bar in Florida and Virginia, a past member of the Customs Lawyers Association and a current member of the American Bar Association and the Florida Bar Association. She serves on the Board of Directors for the Miami Chapter of the Organization of Women in International Trade and is the Sponsorship Chair for the 16<sup>th</sup> Annual OWIT World Conference. She is also a member of AeA (formerly the American Electronics Association), the Florida Customs Brokers & Forwarders Association, the Broward Alliance (Asia Committee and International Committee) and the Beacon Council (International Committee).



## Jerry Watterworth

Senior Vice President, Team Leader  
International Trade Finance Group  
Regions Bank  
Phone: 561-361-5655  
jerry.watterworth@regions.com

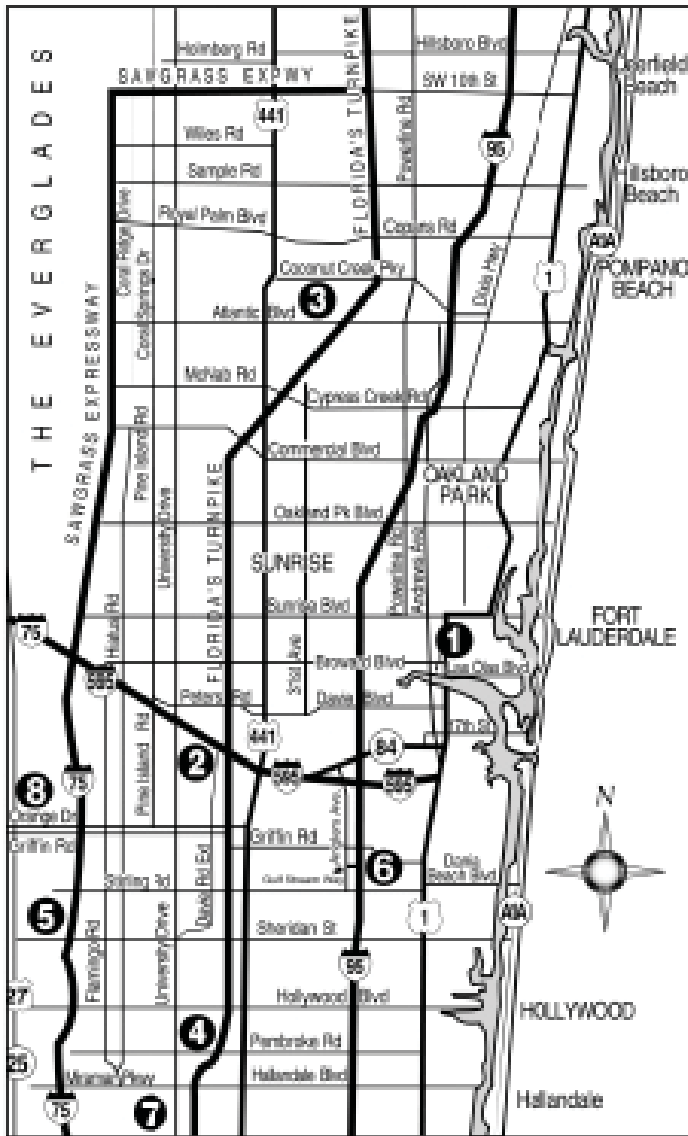
**Jerry Watterworth** is a Senior Vice President and Team Leader in the International Trade Finance Group with Regions Bank. He provides a wide range of International trade finance solutions for companies involved in international trade, and for foreign buyers of US products.

Jerry has been involved in international banking for some 28 years and began his career with Manufacturers Hanover Bank in New York, providing services to European based multinational corporations. He moved to First American Bank in Nashville, which since merged with AmSouth Bank, and managed the International Sales Team before served as a Large Corporate Relationship Manager. He also worked as an International Services Manager at Fifth Third Bank in Cincinnati, prior to moving to Florida.

Jerry is a native of Michigan and graduated from Michigan State University with Bachelor of Arts degrees in Political Science and German. After studying in Freiburg, Germany, he graduated from Thunderbird, the Garvin School of International Management, in Glendale, Arizona, with an MBA in International Management. He has also earned and maintains the additional accreditations of Certified Cash Manager (CCM), Accredited Asset Management Specialist (AAMS), and Certified Financial Planner (CFP).

Jerry also remains active with various international groups in Florida including the International Business Council of South Florida, the World Trade Center Palm Beach and the Florida District Export Council. He is also a 2006 graduate of Leadership Broward.

PALM BEACH COUNTY



MIAMI-DADE COUNTY



**WILLIS HOLCOMBE CENTER**

111 East Las Olas Blvd.,  
Fort Lauderdale, FL 33301

Walk-in Registration: Ground floor  
Mon. - Thurs.: 8:00 a.m. - 4:30 p.m.;  
Fri.: 8:00 a.m. - 4:00 p.m.

**CONTINUING EDUCATION  
REGISTRATION ASSISTANCE  
IN INSTITUTE FOR ECONOMIC  
DEVELOPMENT, 4TH FLOOR  
954-201-7800**



**Board of County Commissioners**

- Josephus Eggelleton, Jr.
- Sue Gunzburger
- Kristin D. Jacobs
- Ken Keechl
- Ilene Lieberman
- Stacy Ritter
- John E. Rodstrom, Jr.
- Diana Wasserman-Rubin
- Lois Wexler

**Office of Economic Development**

115 S. Andrews Ave.  
Fort Lauderdale, FL 33301

**954--357-6155**

**[www.broward.org/econdev](http://www.broward.org/econdev)**