



# Global Watch®

THE NEWSLETTER OF THE INTERNATIONAL IMPORT-EXPORT INSTITUTE  
11225 N. 28TH DRIVE, SUITE B 201, PHOENIX, ARIZONA USA 85029

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## Exporting Presents Opportunities And Challenges For Small Businesses

By Cyndia Zwahlen - Los Angeles Times

*The potential for growth in overseas markets has drawn U.S. small businesses into exporting, particularly with the U.S. economy still slow. And the government hopes more will participate.*

Exporting can be daunting for small-business owners, but with the domestic economy still slow, it's tempting.

Some small businesses have had significant success in expanding to overseas markets. Orly International Inc., which makes nail care products, is a 105-employee firm in Van Nuys, California. Its foreign sales growth now outpaces the annual increases in domestic sales.

"We just have seen such a growth opportunity in our export business that we have accelerated that emphasis to build more export markets," said Bob Hobe, Orly's vice president for international business development.

The company exports to 82 countries and is looking toward Latin America for further expansion. Hobe cited Brazil, Chile and Argentina as examples of countries that "have had continuous growth even in the global recession."

The federal government is hoping more companies get into exporting. Last year, President Obama set a goal to double the nation's exports by 2015 as a way to increase U.S. jobs. In California, exports of merchandise climbed 19.3% in 2010 to \$143.3 billion, according to a recent U.S. Commerce Department report. That is almost back to pre-recession levels and

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## International Import-Export Institute Gains Recognition for all the Right Reasons

Amid the headlines of for-profit schools in the news, one small for-profit, private university has gone unnoticed in the mainstream news, but not by those it serves. Though only a speck of dust compared to University of Phoenix or Art Institute's parent company, Education Management Corporation, that may be changing. Dunlap-Stone University (DSU) and its international trade business school, the International Import-Export Institute (IIEI), possess an enviable reputation without all the concern over student loan defaults or Department of Education's Gainful Employment Rules. It boasts it has been approved for Title IV student loans, but has never participated in the program. With 98% of its students' tuition being

employer paid, it is the envy of other schools.

Dunlap-Stone University's International Import-Export Institute was recently mentioned in a Chronicle of Higher Education article<sup>1</sup> as an example of an educational provider that "break[s] the monopoly of what a college can be."

"Our focus," said Dr. Donald Burton, DSU's founder and president, "has always been to provide a demanding, quality, learning outcome-driven education that also meets the practical needs of students and the companies they work for. We serve the international trade industry and go far beyond just providing the theory of business. We provide hands-on skills and

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Global Cargo Theft Increasing

By eTrucker Staff

FreightWatch International, a global logistics security solutions provider, reported on Feb. 21 that global cargo theft continues to plague supply chains, resulting in billions of dollars in direct losses, downstream costs and derailed efficiencies.

While a global problem, cargo theft trends vary widely from region to region, and having a clear understanding of these shifts is vital to a secured supply chain, according to FreightWatch.

"Supply chain professionals are fighting an uphill battle in almost every region of the world," said Barry

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## Notes from the President

### Global Trade will Come Alive in 2011

by *Dr. Donald N. Burton*



In this issue of GlobalWatch®, our two lead stories (page 1) typify our perspective here at DSU and IIEI. As the global engine of trade begins to regain its footing coming out of the recession, we are seeing an increase in interest in small companies in exporting, not just in the U.S. but everywhere. Particularly for very small exporters the opportunities are everywhere as niche markets open themselves to foreign goods and services.

Our entire staff is pleased to be recognized for the unique contribution our school represents to the future direction of education in America. Since our founding, we have tried to ensure that all of our degrees and programs are professionally significant to both our students and their employers. I am proud of what our staff has done and continues daily to do in service to our customers. We have another professionally significant degree program in development and expect to launch it later this year. Keep watching for the announcement.

The Exporting Successes stories (page 3) demonstrate how resourcefulness and hard work combined with optimism can result in a business' success. And the enforcement articles on pages 4 and 5 shows what can happen if exporters try to cir-

cumvent the law.

Our entire staff was pleased to see that two members of President Obama's **Export Council Subcommittee on Export Administration** (PECSEA), which advises the Commerce Department on the administration's export control reform initiative, hold the International Import-Export Institutes' Certified U.S. Export Compliance Officer® and the Certified ITAR Professional® certifications. (See article page 6) This demonstrates the growth in importance, value of this prestigious designation and the stature of those holding our certification. We salute these individuals for their appointments.

We are excited that DSU and IIEI students can now access our online classroom with their Smart Phones (article page 12) from wherever their busy schedules may take them.

IIEI Certification, DSU's sister division, is proud to partner with the Global Trade Academy (page 15), its first Compliance Approved Provider. In venues all across America they will be preparing individuals to sit for the Certified U.S. Export Compliance Officer® certification exam.

As always, I thank you for your continued strong support. Be well.

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[www.industrycertification.org](http://www.industrycertification.org)



**100** of the top U.S.  
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 defense companies have  
 had employees enroll in  
 courses leading to  
 industry certification.

## Manufacturer-Exporting a Key to Recovery

By Tom York

# EXPORTING Successes

## Small Firms Find Cash Lifeline in China

By Angus Loten WSJ.com

### Paulson Manufacturing Increases Overseas Sales; New Machines Improve Productivity

Roy Paulson is president of Paulson Manufacturing Corp., which makes goggles, face shields and related equipment for police and firefighters, as well as electrical and steel workers.

His products have a very high profile in the marketplace. The heroic firefighters in the World Trade Center towers Sept. 11, 2001, wore Paulson-made equipment, as did besieged police during the Greek riots last year.

Paulson has pushed revenues to \$13 million a year for his family-owned business by increasing sales to markets in China and Brazil the past few years.

A quarter of his current sales come from exports, he says, and expects his exports to overtake domestic sales within the decade.

Based on this experience, Paulson is warning fellow manufacturers that they must improve productivity.

He says U.S. businesses have to grow more than 4 percent a year just to keep pace with normal

growth in the economy and increasing productivity.

“If we stayed static on sales, we’d be dropping employment 3 percent to 5 percent each year,” he said.

He says that’s one reason why the jobless rate has remained chronically high, as much as 12.5 percent in California.

#### Lifting Restrictions

Paulson’s been pushing for the lifting of export controls and other restrictive measures, because he believes that could help President Obama lift the economy from the recession.

“They can’t see growth without exports,” Paulson said. “We have to go to exporting to get out of this mess.”

Paulson cites one recent study that claims 340,000 jobs could be added to the economy overnight if export rules were loosened.

Paulson has been appointed to the President’s Export Council, the primary business advisory group for the White House, and he’s become a primary media source pushing the idea of exporting to overcome the sluggish U.S. economy.

#### Big Benefits for Small Biz

Bella Heule, president and CEO of World Trade Center San Diego,

### After Halting Production, California RV Maker Gets Jump-Start From Big Investor Far From Home

Two years ago, Brad Williams halted production at his 250-employee recreation-vehicle company and eventually laid off more than 200 workers, unable to find cash to keep his factory humming when sales slowed.

“During the downturn, we went on the hunt for capital, but after 44 presentations we came up short,” says Mr. Williams, 56 years old.

Today MVP RV Inc. is on the verge of hiring 1,200 workers and boosting production by some 30,000 motor homes to 40,000 this year. The difference is a \$310 million investment from a Chinese entrepreneur who sees Asia as an untapped market for American-made RVs.

“It’s almost something out of a fairy tale,” Mr. Williams says.

His Riverside, Calif., company is one of a growing number of small U.S. companies benefiting from a surge in foreign direct investment from China.

Once dominated by purchases of U.S. Treasury bonds, Chinese foreign investment is shifting to mergers and acquisitions, joint ventures and taking stakes in new businesses.

Chinese businesses and investors put nearly \$5 billion into U.S. firms of all sizes last year, more than double the amount in 2009,



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DSU Online Store yet?

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<http://www.dunlap-stone.edu/store/>

It's new and growing

Paulson - Continued on page 9

RV - Continued on page 10





## BIS Update

Bureau of Industry and Security

### US Man Arrested for Exporting Military Defense Info to China

**(Daily Planet)** - Federal agents arrested a New Jersey man on March 8, 2011 for allegedly exporting sensitive military technology to China.

Agents arrested Sixing Liu, a Chinese-born but a permanent local of the United States, and charged him with one charge of exporting defense-related technical information without a license.

In the criminal complaints against Liu, the man known by "Steve" recently lived in the Flanders, N.J. area and worked from March 2009 until November 2010 for a New Jersey-based technology business, employed as a senior staff engineer on the research and development team. According to the indictment, the company where Liu worked was not identified but had an agreement to work on "precision navigational devices" as well as other components for the nation's defense department.

On Nov. 12, Liu, 47, flew to China and returned 17 days later on Nov. 29. Border agents were suspicious of Liu when they found a conference lanyard in his luggage in a second inspection at Liberty National Airport in New Jersey. Liu told agents he was visiting family in China.

After being stopped by the U.S. Customs and Border Protection agents, they allegedly found in his possession a computer that belonged to the company that contained hundreds of documents that related to projects for a China trip and making a presentation at the technology conference in Shanghai. According to the complaint, Liu never told his company that he had plans to travel to China, which is a

### BIS Final Rule - Part 750

Part 750 of the EAR provides for the revision, suspension or revocation of licenses whenever it is known that the EAR have been violated or that a violation is about to occur. In this final rule, BIS revises the first sentence in paragraph (a) of Section 750.8 (Revocation or suspension of licenses) by removing the phrase "whenever it is known that the EAR have been violated or that a violation is about to occur." Harmonization is an objective for agencies under Executive Order 13563, which states: "In developing regulatory actions and identifying appropriate approaches, each agency shall attempt

This change will clarify BIS's authority to revise, suspend, or revoke licenses and will harmonize Section 750.8(a) of the EAR, concerning licenses, with an analogous provision in Section 740.2(b) regarding the revision, suspension or revocation of license exceptions under the EAR.

**Federal Register** / Vol. 76, No. 44

More at: [www.bis.doc.gov/news/2011/fr\\_03072011.pdf](http://www.bis.doc.gov/news/2011/fr_03072011.pdf)

direct violation of the company's security rules.

Liu was arrested without incident at his home in Deerfield, Ill. Tuesday. Liu appeared at the U.S. District Court in Chicago Tuesday and is being held in jail until his March 14 bail hearing. If he is convicted of the charge, he could get up to 20 years behind bars and be ordered to pay a \$1 million fine. Liu's public defender has yet to comment on the case against his client.

**Source:** <http://dailyplanetdispatch.com/us-man-arrested-for-exporting-military-defense-info-to-china/855802/>

### Iranian National Charged With Illegally Exporting Specialized Metals To Iran

*Some Metals Allegedly Destined for Iranian Entities Involved Ballistic Missile Activity*

WASHINGTON - Milad Jafari, 36, a citizen and resident of Iran has been indicted for illegally exporting and attempting to export specialized metals from the United States through companies in Turkey to several entities in Iran, including some entities that have been sanctioned for involvement in ballistic missile activities.

The 11-count indictment, returned by a grand jury in the District of Columbia on July 21, 2010 and unsealed today, was announced by David Kris, Assistant Attorney General for National Security; Ronald C. Machen Jr., U.S. Attorney for the District of Columbia; Eric L. Hirschhorn, Under Secretary of Commerce for Industry and Security; and Sean Joyce, Executive Assistant Director of the FBI's National Security Branch.

The indictment charges Jafari with one count of conspiracy to illegally export materials to Iran and to defraud the United States; five separate counts of illegal export and attempted illegal export of materials to Iran and five additional counts of smuggling materials. The indictment also seeks forfeiture of \$177,867.92 in connection with these offenses. Jafari remains at large and is believed to be in Iran. He faces a maximum potential sentence of five years in prison for the conspiracy count, 20 years in prison for each count of illegal exports to Iran, and 10 years in prison for each smuggling count.

Today, the U.S. Department of the Treasury also announced the designation of Jafari, several of his family members and associates, and several corporate entities in Iran and

Iran - Continued on page 12

## DDTC Update

Directorate of Defense Trade Controls

### Libya Licenses Suspended:

Effective March 3, 2011, all licenses issued by BIS for exports or reexports to Libya under the authority of the Export Administration Regulations (15 C.F.R. 730-774) as kept in force by the International Emergency Economic Powers Act have been suspended indefinitely and all persons currently holding active licenses have been so notified. No further shipments may be made against licenses for exports or reexports to Libya by any person. For further information, please contact the Foreign Policy Division/Bureau of Industry and Security at 202-482-4252.

Source: <http://www.bis.doc.gov/>

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## NEW Consolidated ITAR Available April 1st

For your convenience and general reference, DDTC provides in Word form a "consolidated" version of the regulations that integrates the text of the annual April 1 publication in the CFR with subsequent amendments made via Federal Register notices.

The text of this version is obtained from GPO Access. Please note GPO's disclaimer that "it is not an official legal edition of the CFR." Registrants and other persons subject to ITAR controls remain obligated to maintain awareness of and compliance with the official ITAR and the latest Federal Register publications that affect exports of defense articles.

[http://www.pmdrtc.state.gov/regulations\\_laws/itar\\_consolidated.html](http://www.pmdrtc.state.gov/regulations_laws/itar_consolidated.html)

## CUSECO Examination Preparation Training Course Available

This two-day, on-ground exam prep training program is offered by independent training organizations. It is for experienced compliance professionals that already know the regulations but want to refresh their knowledge, polish test taking skills and learn strategies on how to successfully sit for the industry important certification that has become a job requirement in an increasing number of companies.

More than a dozen training organizations have inquired and are expected to offer this training regimen that is followed immediately with the opportunity to sit for the CUSECO® exam on the third day. Contact your favorite training organization for details or call IIEI Certification at (877) 299-7637 to locate training near you.

## Chinese National Sentenced To 97 Months For Illegally Exporting Electronics Components

**BOSTON, Mass.** - A Chinese national was sentenced today to 97 months imprisonment stemming from his conviction for conspiring over a period of ten years to export to the People's Republic of China ("PRC"), and exporting to the PRC, military electronics components and sensitive electronics used in military phased array radar, electronic warfare, and missile systems. Several Chinese military entities were among those to whom the defendants exported the equipment.

**ZHEN ZHOU WU**, 46, a Chinese national who traveled to the United States on an annual basis using business visas, was sentenced to 97 months imprisonment for conspiring to illegally export U.S. Munitions List parts and export restricted sensitive technology to the PRC over a period of ten years, illegally exporting electronics to the PRC on 14 occasions between 2004 and 2007, and conspiring to file, and filing, false shipping documents with the U.S. Department of Commerce from 2005 through 2007. **Wu** was also ordered to pay a fine of \$15,000, a special assessment of \$1,700 and forfeit \$65,881.71.

During the sentencing hearing, Judge Patti B. Saris stated that "the key issue here is deterrence - there is a real need to deter this type of conduct going forward." The Judge expressed concern about the

# In Compliance....

## President's Export Council Subcommittee on Export Administration Appointees Announced by U.S. Commerce Secretary Gary Locke

WASHINGTON - Commerce Secretary Gary Locke today announced the appointment of members to the **President's Export Council Subcommittee on Export Administration** (PECSEA), which will advise the Commerce Department on the administration's export control reform initiative.

*"The PECSEA will provide invaluable advice as we continue to enhance our national security through the President's reform efforts," Locke said. "Export Control Reform requires a public-private partnership, and the business community's insight on how that effort impacts the industrial base is vital."*

President's Export Council (PEC) member **Raul Pedraza**, Founder and President of Magno International L.P., will chair the PECSEA, which has scheduled its first meeting for March 10. **Marion Blakey**, President and Chief Executive Officer of the Aerospace Industries Association, will serve as the Vice Chair.

### PECSEA Members

- Gregory Bourn**, Finmeccanica North America, Inc.
- Leslie Bowen**, Material Systems, Inc.
- Darrell Coleman**, CUSECO® DynCorp International, LLC
- Curtis Dombek**, Sheppard, Mullin, Richter & Hampton, LLP
- Nelson Dong**, Dorsey & Whitney, LLP
- Jefferson Hofgard**, The Boeing Company
- Beth Ann Johnson**, Northrop Grumman Corporation
- Dean Johnson**, Systron Donner Inertial
- Tino Oldani**, Ingersoll Machine Tools, Inc.
- Kathleen Lockard Palma**, General Electric Company
- Roy Paulson**, Paulson Manufacturing Corp.
- Kimberly Pritula**, CIP® & CUSECO®
- Sturm, Ruger & Company, Inc.**
- Gregory Robbins**, Veeco Instruments, Inc.
- Carlos Romero**, University of New Mexico
- Robert Schacht**, Hydra-Electric Company



### IIEI Certification Holders Recognized

Congratulations to the new appointees to President Obama's Export Council Subcommittee on Export Administration.

It is notable that two appointees hold IIIEI's prestigious compliance certifications -- the **Certified U.S. Export Compliance Officer®** and the **Certified ITAR Professional®** designations.

Congratulations to all!



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## BAE Systems Faces “DEBARMENT” from Exporting US War-tech

By [Lewis Page](#) The Register

**The Register (UK)** - US-centred but UK-headquartered arms globocorp BAE Systems may soon face serious restrictions on its operations imposed by the US government.

The *Financial Times* reports today that the BAE Systems plc, the London-based umbrella corporation for BAE's worldwide operations, is “braced for the imposition of strict curbs” by the US State Department as a year-long probe by State officials draws to a close.

The State Department is in charge of implementing the USA's strict controls on the export of advanced military technology, and it is responsible for ensuring that firms involved in illegal practices should not be licenced to make such exports.

Last year, following a deal with Justice Department investigators in which BAE [admitted](http://www.theregister.co.uk/2010/02/08/bae_doj_details) (http://www.theregister.co.uk/2010/02/08/bae\_doj\_details) conspiracy to violate US arms-export laws and paid a \$400m fine, the State Department placed certain new BAE Systems plc licences on hold and began a review of the firm's status.

Many products made, sold or assembled by BAE outside the United States nonetheless contain substantial amounts of controlled US technology - indeed almost all advanced Western-made equipment (and even some modern Russian stuff) contains kit subject to America's International Traffic in Arms Regulations (ITAR). Examples include the Eurofighter, which cannot be sold to export customers without US clearance, and

the Swedish Gripen fighters which BAE was involved in marketing to the Czech republic and Hungary.

US District of Columbia court documents supplied to the *Register* following the Justice investigation last year stated that:

With respect to the lease of Gripen fighter jets to the Czech Republic and Hungary, and sales of *other defense materials to other countries* [our emphasis] BAE Systems caused the filing, by the applicant, of false applications for export licenses of US Munitions List defense materials and the making of false statements to the Directorate of Defense Trade Controls...

Previously, officials at the US Defense Department had expressed disquiet over BAE's involvement in the F-35 Joint Strike Fighter stealth-warplane programme while also manufacturing combat aircraft outside the US. In a classified report which later broke in the news media, authors at the Defense Inspector-General's department wrote:

The Government needs to be particularly vigilant of attempts by foreign-owned or -controlled companies that could benefit by acquiring critical JSF technologies. The foreign-owned parent of BAE Systems has numerous interests in aircraft development...

BAE Systems manufactures both [Eurofighter] Typhoon and the JSF aircraft components at its Sablesbury site in the United Kingdom. With contractors such as BAE Systems plc, and its subsidiaries working on competing air-

craft, the US Government needs to implement effective management accountability and security controls to safeguard sensitive JSF technologies...

More specifically, DoD advanced aviation and weapons technology may not be adequately protected from unauthorized access at facilities and in computers at BAE Systems.

The report caused a furor when it was published. BAE told the *Reg* at the time:

The DoD IG explicitly found no instances of unauthorized access to classified or export control information on the JSF program. We strongly disagree with the IG's suggestion that nonetheless, such information may have been compromised in some unidentified way by unauthorized access at BAE Systems. There is no basis whatsoever for that conclusion.

The Defense IG's office was later forced to publicly disavow the comments; but nonetheless the report served to indicate the viewpoint of some American security officials regarding BAE's unique position as the largest foreign-controlled defence contractor in the USA.

Following the ITAR conspiracy admissions by BAE last year, it now appears that the State Department may “debar” BAE Systems plc from transferring US technology to other entities (such as customers). Depending on how comprehensive this debarment is, it could exert an almost crippling effect on the company's non-US business: but the State officials have many less devastating options open to them.



*Country Profile*  
**Bolivia**

Bolivia, officially known as the Plurinational State of Bolivia, is a landlocked country in central South America. It is bordered by Brazil to the north and east, Paraguay and Argentina to the south, and Chile and Peru to the west. Bolivia is a Democratic Republic that is divided into nine departments. Its geography is varied from the peaks of the Andes in the West, to the Eastern Lowlands, situated within the Amazon Basin.

The Bolivian population, estimated at 10 million, is multiethnic, including Amerindians, Mestizos, Europeans, Asians and Africans. The main language spoken is Spanish, although the Aymara and Quechua languages are also common and all three, as well as 34 other indigenous languages, are official. The large number of different cultures within Bolivia has contributed greatly to a wide diversity in fields such as art, cuisine, literature, and music.

Prior to European colonization, the Andean region of Bolivia was a part of the Inca Empire - the largest state in Pre-Columbian America. The Spanish Empire conquered the region in the 16th century. During most of the Span-

ish colonial period, this territory was called Upper Peru and was under the administration of the Viceroyalty of Peru, which included most of Spain's South American colonies. After declaring independence in 1809, 16 years of war followed before the establishment of the Republic, named for Simón Bolívar, on 6 August 1825. Bolivia has struggled through periods of political instability, dictatorships and economic woes.

It is a developing country, with a Medium Human Development Index score, and a poverty level around 60%. Its main economic activities include agriculture, forestry, fishing, mining, and manufacturing goods such as textiles, clothing, refined metals, and refined petroleum. Bolivia is very wealthy in minerals, especially tin.

Bolivia is one of the poorest and least developed countries in Latin America. Following a disastrous economic crisis during the early 1980s, reforms spurred private investment, stimulated economic growth, and cut poverty rates in the 1990s. The period 2003-05 was characterized by political instability, racial tensions, and violent protests against plans - subsequently abandoned - to export Bolivia's newly discovered natural gas reserves to large northern hemisphere markets. In 2005, the government passed a controversial hydrocarbons law that imposed significantly higher royalties and required foreign firms then operating under risk-sharing contracts to surrender all production to the state energy company in exchange for a predeter-

*Bolivia*  
*at a Glance*

GDP – Official Exchange Rate: \$19.18 billion (2010 est.)  
 GDP – Real Growth Rate: 3.8% (2010 est.)  
 GDP – Per Capita (PPP): \$4,800 (2010 est.)  
 Inflation Rate – Consumer Prices: 2.1% (2010 est.)  
 Labor Force: 4.614 million (2010 est.)  
 Unemployment: 8.3% (2010 est.)  
 Population: 10,118,683 (July 2011 est.)  
 Exports: \$6.058 billion (2010 est.)  
 Exports – Commodities: natural gas, soybeans and soy products, crude petroleum, zinc ore, tin  
 Exports - Markets: Brazil 41.38%, US 13.87%, Japan 5.62%, Colombia 5.32%, South Korea 4.7%, Peru 4.16% (2009)  
 Imports: \$5.006 billion (2010 est.)  
 Import - Commodities: petroleum products, plastics, paper, aircraft and aircraft parts, prepared foods, automobiles, insecticides, soybeans  
 Import - Markets: Brazil 27.12%, Argentina 15.69%, US 12.77%, Chile 9.11%, Peru 6.85% (2009)  
 Foreign Exchange Rate: bolivianos (BOB) per US dollar - 7.0699 (2010)  
 Internet Users: 1.103 million (2009)  
 Internet Hosts: 125,462 (2010)

**Source:** CIA World Fact Book



mined service fee. After higher prices for mining and hydrocarbons exports produced a fiscal surplus in 2008, the global recession in 2009 slowed growth. Nevertheless, Bolivia recorded the highest growth rate in South America that year. During 2010 an increase in world commodity prices resulted in the biggest trade surplus in history. However, a lack of foreign investment in the key sectors of mining and hydrocarbons and higher food prices pose challenges for the Bolivian economy.



IIEI - Continued from page 1

knowledge you won't find at traditional universities. Our students appreciate what we offer. So do their employers and employers in companies throughout the world." By employers Dr. Burton means all of the top aerospace and defense companies that routinely have employees enroll in its online courses as well as vast numbers of global supply chain members, and other companies in emerging countries that want to serve the global marketplace.

Upon examination of their unique programs, it becomes apparent why the online school has gained this reputation. It alone resides at the nexus of education, technology, global trade, national security and counterterrorism. Instead of focusing solely on traditional business topics, it chose to go further, to emphasize the practical application of the latest knowledge, and in helping students apply that knowledge at the front lines of trade. Whether the topics are the intimate details of the International Traffic in Arms Regulations, the workings of the U.S. Office of Foreign Asset Controls, or the "how to" understanding of export regulations in China, the UK, Australia and other nations, or the latest changes in the regulatory policies for importing into the U.S., the IIEI has accredited college courses and degree programs to meet the need.

As a result, the school finds itself at the enviable position of being center stage of the emerging global marketplace. While other schools have concerned themselves competing with the traditional persona of education, sometimes to their student's academic and financial detriment, DSU has developed a model that transcends national boundaries, offering education that is equally valuable to employers and students in every nation of the world.

1. (<http://chronicle.com/blogs/innovations/for-profit-colleges-on-the-brink-part-4/28299>)

Paulson - Continued from page 3

agrees that exporting can help small businesses survive.

"The opportunities are amazing," said Heule, whose nonprofit provides international services to expand trade for regional and worldwide clients.

She says one benefit is that export markets can be counter-cyclical to domestic markets.

"Foreign markets can make up for slow sales in the domestic market until the economy picks up again," she added.

She says 4,000 businesses in the region import or export, and those businesses account for 125,000 workers.

"California is still a recognized brand; we're still seen as being on the cutting edge," she said.

Paulson's father started the company in 1947 selling toy goggles, which were marketed for 35 cents on cereal boxes.

The younger Paulson now employs 140 full- and part-time workers, down from a high of 240 in 2007.

He's increased productivity in his plant by purchasing millions of dollars in new machinery and other equipment, which has allowed him to reduce his work force — operating with 100 fewer workers than in 2007.

Traveling to Washington in January, Paulson testified before a U.S. House of Representatives committee, encouraging the U.S. Congress to adopt free trade agreements with Colombia, Panama and South Korea.

He says these agreements could open new markets to U.S.

companies.

Paulson's behind efforts to extend San Diego's foreign trade zone designation to southwest Riverside County. The designation would bring relief from taxes and regulations to companies that do exporting.

### Learning to Sell Overseas

Sometimes a learning curve is involved with overseas sales, as in the case of selling to China, which doesn't have protective rules and regulations for workers, such as electricians.

So, Paulson adopted a different sales pitch.

"China has no rules and regulations like that," said Paulson. "But, the companies have invested in their workers; they are not easy to replace, so they want to protect those guys. They're impossible to replace."

"That took us a little time to figure out," he said.

Congcong Zheng, a professor at San Diego State University specializing in international business, says many other small, privately held concerns would do well to emulate Paulson.

She says one reason why Paulson has been so successful is that he has a product that's in demand.

"It's not a cultural product, it's a specialized product, and the demand for these are the same around the world," she said. "He's on the right track. He's showing how it can be done."

Paulson Manufacturing is located in Temecula, CA.

Tom York is a contributing editor for the San Diego Business Journal.

4,000 businesses  
account for  
125,000 workers

RV - Continued from page 3

according to the Rhodium Group, a New York research firm. That's a small fraction of the more than \$55 billion that has flowed from the U.S. to China, according to the U.S. Commerce Department.

But the flow of private-sector investment toward the U.S. from China is expected to grow substantially, says Rhodium research director Thilo Hanemann.

It isn't clear how much of the Chinese investment funds go to small businesses. Many of the deals with small businesses are under \$10 million and involve Chinese investors looking for early-stage U.S. partners as an entree into the U.S. market and for exporting goods and services back to China, says Siva Yam, president of the U.S.-China Chamber of Commerce.

Recent deals have involved clean-energy, automotive, aerospace, information-technology and health-care industries, he says.

The White House, meanwhile, is encouraging small-business owners to seek global partnerships. Of the nearly 30 million small and midsize companies, only 1% currently sell goods abroad, trade figures show.

George Haley, a marketing professor at the University of New Haven in Connecticut, says although China investors provide welcome capital to U.S. companies, he worries that the ultimate goal in small-business investments is part of an effort by Beijing to relocate the companies to China and reap gains in technology, resources and jobs.

Mr. Williams, however, describes MVPRV's deal as a partnership, not a takeover. "We're not exporting jobs, we're exporting products. We're a homegrown company that

happens to have a partner from China," he says.

His lifeline arose almost by accident. When sales were slow last year, Mr. Williams traveled with a team of MVP RV executives to Shenzhen, China, as part of plan to remake the company as an electric-car manufacturer. Talks with the Chinese electric-car company he'd gone to meet collapsed, but Mr. Williams was introduced to Winston Chung, whose company, Winston Global Energy, makes batteries for electric vehicles.

Over the course of several months, Mr. Chung became the majority shareholder in MVPRV in exchange for his \$310 million investment. Messrs. Williams and Chung hope to develop a battery-powered motor home for sale in the U.S. and export to China's rapidly expanding automotive market.

Mr. Williams says although Mr. Chung is a majority owner, the company was very clear throughout negotiations that the MVP RV team will be running the business. He would regret being perceived as having sold out the company and offshoring jobs. Mr. Williams adds, "That fear is unfounded. As American businesses, we should not be fearful of partnering with foreign investors. This is something we need to do."

Source: WSJ.com


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Theft - Continued from page 1

Conlon, FreightWatch chief executive officer. "Cargo criminals are actively targeting supply chains, stealing cargo in vast quantities and making huge profits on the black market. In order to develop a comprehensive security plan, industry professionals must first understand the complexities of the risks they face."

FreightWatch reported in its annual Global Threat Assessment that the volume of cargo theft grew throughout the western hemisphere, with the United States, Mexico, Brazil and other South American countries reporting substantial increases in theft. By contrast in Europe, overall reporting of cargo theft rates was down, while the average value per loss rose sharply, most notably in the United Kingdom, France and Germany.

For the complete story and report visit <http://www.etrucker.com/apps/news/article.asp?id=86279>



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BAE Systems - Continued from page 7

In imposing the holds on licences at the beginning of the review, systems and products at war right now as well as future equipment vital to the US (for instance the JSF) were safeguarded.

“Dialogue continues and is progressing with the Department of State in order to address its concerns regarding matters arising from the [Justice] settlement,” the firm tells the *Financial Times*.

No matter what degree of debarment is suffered by BAE Systems plc, this will not affect BAE Inc, the globocorp’s US operation, which will be able to continue its lucrative work making equipment mostly for the US government. With BAE Inc unaffected, BAE Systems plc will probably be OK in the long run: the originally British company has effectively moved across the Atlantic in recent decades. Using funds garnered mainly from UK government deals BAE has made huge acquisitions in the States even as it has fired workers and closed factories in Britain.

Today, many more BAE employees are Americans working for BAE Systems Inc than Brits employed by BAE Systems plc: and more than half the group’s worldwide profits come from the US company.

Source: [www.theregister.co.uk/2011/03/07/bae\\_faces\\_state\\_debarment/](http://www.theregister.co.uk/2011/03/07/bae_faces_state_debarment/)

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97 Months - Continued from page 7

potential harm to national security and foreign policy interests of the United States caused by the defendant’s actions.

On May 17, 2010, **Wu** was convicted of conspiring from 1997 to 2007 to unlawfully export to the PRC military electronics and export restricted electronics components and illegally exporting such parts to the PRC on numerous occasions between 2004 and 2007. At trial, the government proved that the defendants’ illegal enterprise involved the use of **CHITRON ELECTRONICS, INC.** (“**CHITRON-US**”), a Waltham Massachusetts company **Wu** owned and controlled. **Wu** used **CHITRON-US** to procure export restricted equipment from U.S. suppliers and then export the goods to China, through Hong Kong. The exported equipment is used in electronic warfare, military radar, fire control, military guidance and control equipment, missile systems, and satellite communications.

**Wu** founded and controlled **CHITRON**, including its headquarters in Shenzhen, China, **CHITRON-SHENZHEN**, and its U.S. office located in Waltham, Massachusetts. Using **CHITRON**, **Wu** targeted Chinese military factories and military research institutes as customers of **CHITRON**, including numerous institutes of the China Electronics Technology Group Corporation (“**CETC**”), which is responsible for the procurement, development, and manufacture of electronics for the Chinese military, including the People’s Liberation Army. Indeed, **Wu** referred to Chinese military

entities as **CHITRON**’s major customer since as early as 2002.

The Department of Defense’s Defense Technology Security Administration has concluded in a report filed with the Court that the defendants’ activities seriously threatened “U.S. national and regional security interests.” According to the Department of Defense, the parts the defendants were convicted of illegally exporting are “vital for Chinese military electronic warfare, military radar, fire control, military guidance and control equipment, and satellite communications.” Further, the illegally exported parts are “precisely the [types of] items ... that the People’s Liberation Army actively seeks to acquire.”

The Government also indicted **CHITRON-SHENZHEN**, the Chinese company owned by **WU** which received the U.S. electronics and delivered the parts to Chinese end-users, for these same crimes. The Court has entered a contempt order against **CHITRON-SHENZHEN** for refusing to appear for trial.

Source: <http://www.bis.doc.gov/news/2011/doj01262011.htm>

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Iran - Continued from page 4

Turkey, under Executive Order 13382, which targets for sanctions proliferators of weapons of mass destruction and their supporters - thereby isolating them from the U.S. financial and commercial systems. According to the Treasury Department, Jafari and his associates operate a procurement network that provides direct support to Iran's missile program by securing metal products, including steel and aluminum alloys, for subordinates of Iran's Aerospace Industries Organization (AIO).

The federal indictment unsealed today alleges that Jafari and others operated Macpar Makina San. Ve Ticaret A.S. (Macpar), a Turkish and Iranian business with locations in Istanbul and Tehran. Jafari and others also operated Standart Teknik Parca San. Ve Ticaret A.S. (STEP), a Turkish business with locations in Istanbul and Tehran.

From about February 2004 through about August 2007, the indictment alleges, Jafari engaged in a conspiracy to defraud the United States and to cause the export of goods to Iran in violation of the U.S. embargo and without the required U.S. government licenses for such exports. In carrying out the conspiracy, Jafari and his conspirators allegedly solicited orders from customers in Iran and purchased goods from U.S. companies on behalf of these Iranian customers. Jafari and others allegedly wired money to the U.S. companies as payment, concealed from the U.S. companies the end-use and end-users of the goods, and caused the goods to be shipped to Turkey and later to Iran.

Attempted Export to Sanam Industrial Group

For instance, the indictment alleges that in July 2006, Sanam Industrial Group - an entity in Iran that is controlled by Iran's AIO and has been sanctioned by the United States and United Nations for involvement in nuclear and ballistic missile activities — issued to Jafari's company, STEP, a request for quote for 660 pounds of a specialized steel welding wire with

aerospace applications. In May 2007, Jafari allegedly caused an order to be placed for 660 pounds of this exact type of welding wire with a Nevada company. The following month, the Nevada firm received more than \$38,000 from Jafari's company, Macpar.

According to the indictment, Jafari made arrangements with a freight forwarder for the welding wire to be picked up from the Nevada company. The shipment was detained by the Department of Commerce's Office of Export Enforcement before it left the country. In response to questions from the Nevada company about the end-use of the welding wire, Jafari told the company that the materials "will not be exported from Turkey and will not be used for any nuclear, missile or chemical/biological weapons related applications," the indictment alleges.

In another instance, the indictment alleges that in August 2006, Heavy Metals Industries in Iran placed an order with Jafari's company, STEP, for 3,410 pounds of precipitation hardening steel made in the United States. The following year, Jafari caused Macpar to place an order with an Ohio company for 4,410 pounds of a high-grade, temperature resistant, stainless steel known to have aerospace applications. Jafari informed the Ohio firm that the steel would not be shipped to Iran. In August 2007, the stainless steel shipment was detained by the Department of Commerce's Office of Export Enforcement before it left the country.

For the complete story, go to:  
<http://www.bis.doc.gov/news/2011/doj02012011.htm>

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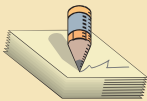
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Charlton Winston - FL  
Stephanie Wood - TX  
Alicia Worthington - PA  
Yegor Yelenchak - VA

***Congratulations to Everyone! Well done!***

Exporting- Continued from page 1

accounts for about 11.2% of merchandise exports nationwide, according to Beacon Economics.

Most of California's exporters are small and don't venture too far afield — Mexico and Canada are the top two countries for the state's exports.

"There is a lot of potential to go beyond our little regional corridor here, beyond Canada and Mexico," said Richard Swanson, director of the Pacific South region for the U.S. Commercial Service, an arm of the Commerce Department.

But small-business owners who want to get into exporting face a number of obstacles, especially if they want to move beyond North America. They have to find trusted overseas partners to handle distribution. They have to deal with shipping logistics

and sort out sometimes-complicated import duties.

Also, some businesses fear their intellectual property will be stolen if they sell a product overseas. This issue has come up particularly in dealings with China.

"If there were no constraints, if there were no challenges and we knew no one would rip us off, then everyone would be exporting," said Suresh Kumar, assistant secretary for trade promotion at the Commercial Service.

Among the Commercial Service's resources are industry-specific counseling, trade missions and conferences for companies that want to export to new markets.

Source: <http://articles.latimes.com/2011/feb/21/business/la-fi-smallbiz-export-20110221>

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TRD 319 Writing Disclosures  
BUS 403 International Marketing  
FAE 230 Business Accounting  
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HAS 103 Critical Thinking and Analysis  
MGT 345 Organizational Behavior  
SCM 127 FFP Freight Forwarder Practices  
SCM 412 Supply Chain Strategies  
STM 160 Statistics in Business  
TRD 140 Importing Duties and Regulations  
TRD 299 Agreements Under the ITAR  
TRD 311 Documentation for Export Compliance  
TRD 365 Ethics in Import Compliance  
BUS 440 Legal Environment of Business

### April 2011

BUS 408 Innovation and Entrepreneurship  
HAS 151 American Government  
HAS 270 Introduction to Anthropology  
BUS 101 Getting Started in International Trade  
TRD 306 Understanding the ITAR  
TRD 318 Introduction to OFAC  
TRD 320 Ethics in Trade Compliance  
TRD 307 Understanding the EAR  
TRD 322 NAFTA and Other FTAs  
TRD 311 Documentation for Export Compliance  
TRD 317 Introduction to the FCPA  
TRD 321 Introduction to the Harmonized Tarriff Schedule (HTS) **NEW CLASS**

### May 2011

TRD 304 US Customs Broker Exam Prep  
TRD 320 Ethics in Trade Compliance  
TRD 214 Trade Compliance Environment 1  
TRD 331 University Export Compliance  
BUS 102 Introduction to Business  
BUS 111 Customer Service Basics  
BUS 113 Topics in Contemporary Business  
BUS 303 International Business Ethics  
FAE 263 Principles of Microeconomics  
FAE 302 Global Finance  
HAS 105 Writing Across the Curriculum  
MGT 402 Global Strategic Management  
SCM 125 Port Authority  
SCM 202 21st Century Logistics  
SCM 376 Purchasing in the Global Marketplace  
STM 385 Information Systems in Global Business  
TRD 141 Introduction to Incoterms (R) 2010  
TRD 201 Exporting Importing Environment  
TRD 307 Understanding the EAR  
TRD 320 Ethics in Trade Compliance  
TRD 330 Compliance Audits  
TRD 366 Topics in Import Management  
FAE 300 Business Finance  
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