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*The international program of the Northwest Commission in cooperation with the Center for Trade Development and its international trade offices provide a regional approach to export assistance. The export program provides in-country support and compliance at all levels of the export process, it provides insight and analysis for market entry strategy, and regional contacts at the Northwest Commission serve as liaison between PA companies and critical organizations in target countries. This new quarterly breakfast roundtable event pulls our resources together. The hosts are available to answer your questions when it comes to international trade!*

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**Dorte Heffernan**

*Manager, International Trade  
Northwest Commission*

**Claudia Garcia**

*International Trade Specialist  
Northwest Commission - Erie Office*

**Katarina Ishman**

*International Trade Specialist  
Northwest Commission - Oil City /Mercer Office*



# Breakfast with the Pros

8:00am - 9:00am

April 1, 2008

Knowledge Park Center  
5240 Knowledge Parkway  
Erie, PA 16510

# The Pros...

**1. Intellectual Property and Technology - Jon L. Woodard, Attorney at Law (Reg. Patent Attorney)**

MacDonald Illig's Intellectual Property Group has expertise in a wide range of matters relating to patent, trademark, copyright and trade secret law. We work with and represent clients in the preparation and prosecution of United States and international patent applications, and the maintenance and enforcement of issued patents. Our attorneys also conduct patentability and patent validity and infringement studies.

**2. Carver International, Inc. - Gary Carver, President**

Carver International, Inc. is an international freight forwarder, licensed by the U. S. Federal Maritime Commission, providing export services from the United States of America. Services include arranging inland transportation to the port or airport of choice, booking cargo on a vessel or airline, preparing all necessary documents and distributing them to any consignee, agent or bank. Clients desiring training sessions on terms of sales, terms of payment, NAFTA, documentation, etc., can arrange a time or place convenient for in-house sessions. Export services include ocean and air freight shipments, complete export documentation, letter of credit presentations, express shipping programs, marine insurance coverage, freight estimates, consulting and seminars. After contacting us, your export shipment can be underway!

**3. M&T Bank - What do you know about Export Credit Insurance? - Scott Conrad, Ass. Vice President**

Exporters may be asked by their customers for extended credit terms such as payment 30 to 60 days after shipment. Given the risks involved such as the buyer's credit and country, you may not feel comfortable doing so. Export credit insurance, available through the Export-Import Bank and private insurance companies, can alleviate most or all of your risks. With the use of an insurance policy, you can be more comfortable offering extended payment terms to your buyers rather than requiring a letter of credit or cash-in-advance. Your buyers will probably be able to buy more from you with time to pay and will not have to use expensive bank financing such as letters of credit. The insurance will also allow you to sell to customers and countries that are beyond your risk appetite. You will also be competitive with other companies that are willing to extend credit terms.

**4. Doing Business with Russia - Authorized Trade Representative of the Commonwealth / Newbridge Group**

To continue expanding Pennsylvania's presence in the global economy, the Department of Community and Economic Development (DCED) opened an office in Moscow, Russia on January 1, 2008. Join this roundtable to learn about your specific market opportunities in this country. Rising real income and Russian Ruble appreciation have boosted Russia's imports, tripling over the past 5 years. US exports to Russia doubled between 2002 and 2006, reaching \$ 4.7 billion. With assistance from state and federal trade specialists, Pennsylvania firms can be first-movers into the market.

**5. Pennsylvania is the Premier State for Export Assistance! - Larry Nelson, Center for Trade Development / Dorte Heffernan, Northwest Commission**

Pennsylvania is the premier State for export assistance, providing a global network of professionals and consultants across Pennsylvania and in 50 markets worldwide. Learn how Pennsylvania companies can take advantage of this comprehensive resource, tailored and ready, on the local level in Northwest Pennsylvania. Pennsylvania companies receive assistance in navigating the export process through market intelligence and technical assistance. The export program provides in-country support and compliance at all levels of the export process, it provides insight and analysis for market entry strategy, and regional contacts at the Northwest Commission serve as liaison between PA companies and critical organizations in target countries. Participants will learn how to tap into this highly valuable service at little or no cost!

**Pre-register to have breakfast at one of the five roundtables!**

**The specialists will lead the discussion!**

**Please come prepared with questions!**

# Registration Form

**Please prioritize your choice from (1) being your first choice to (5) being your last .**

**Name**

Intellectual Property and Technology - Jon L. Woodard, Attorney at Law (Reg. Patent Attorney)

( )

**Company**

Carver International, Inc. - Gary Carver, President

( )

**Address**

M&T Bank - What do you know about Export Credit Insurance? - Scott Conrad, Ass. Vice President

( )

**Email**

Doing Business with Russia - Authorized Trade Representative of the Commonwealth / Newbridge Group

( )

**Phone**

**Fax**

Pennsylvania is the Premier State for Export Assistance! - Larry Nelson, Center for Trade Development / Dorte Heffernan, Northwest Commission

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**Breakfast/Registration at 7:30am ■ Roundtable Discussion at 8:00am**

**Table assignment is on a first come / first serve basis.**

**Please fax this registration form to 814.677.7663 or email Lori Kenyon at [lorik@nwcommission.org](mailto:lorik@nwcommission.org) by March 25.**

**Free of Charge!**