



World Trader

A quarterly publication of the Midwest Global Trade Association

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From the president

CHRISTINE NELSON, MANHATTAN TOY
MGTA PRESIDENT



As August begins, I can't help but ask myself: "Is it August already? Where did the summer go?!"

This question makes me think about the accomplishments and opportunities that our Association has had during this summer and what is yet to come before the summer is over.

- On June 5, the Education Committee ran the annual Tour & Networking event. This year, the event involved three locations: Minnesota Historical Center, Minnesota Trade Office, and James J. Hill Library. Reviews on this event have been very positive! Many thanks to Mary Jo Stangl (Minnesota Trade Office) for chairing this event, all the members who attended, and our member sponsors: UPS (whose generous contribution allowed us to open the Mn150 Exhibit), Bremer Bank, FedEx, Target, and Zepol.
- We've seen an increase this summer in the amount of volunteers stepping forward to be involved with our committees. This is most evident in our Communication, Education, and Membership Committees, which hold regularly scheduled monthly meetings.
- The Education Committee held its annual planning session, and we're very excited about the curriculum they've put together for the upcoming season (September 2008 through June 2009). Please take a look at the [tentative calendar](#) located in this newsletter.
- During July, the board held its annual working session. This meeting is held in addition to the regular board meetings and is used to review the 2008 year thus far as well as set the direction for the rest of the calendar year. It's also the time in which preliminary goals are discussed for the following year, when Sandy Taylor (Hyundai), MGTA president elect 2009, will begin her term.
- Whitney Docken (Target Corporation), executive board member, is currently finalizing arrangements for the upcoming Annual Golf Outing being held on August 18 at Rush Creek Golf Club. This is a wonderful opportunity to spend time with your peers, customers, and staff. Thanks go to Whitney for all of her efforts, which will no doubt result in a wonderful event! Thanks also go to all who have registered to attend—and, especially, to sponsor. Without your participation, this event would not be the success that it is! If you haven't made arrangements to sponsor or play golf or attend the dinner only, there's still time. Please [visit the event Web](#)

[page](#) to learn more. I hope to see many of you there!

- As summer comes to an end, MGTA will send out its annual call for nominations to the board of directors. There are many good reasons that warrant being a director of the Midwest Global Trade Association. To name just a few: it's a great opportunity to give back to your industry, set the direction of the Association, and use your leadership skills and experience. If you're interested in being on the ballot, please contact me or Sandy Taylor.

In closing, on behalf of the MGTA board of directors, I would like to thank you for your participation. We wish you all a wonderful rest of your summer!

It's a pleasure to be the sixth president of the MGTA.



<p style="text-align: center;">Name that president!</p> <p>We're compiling a list of all MGTA past presidents—including MWTA and MITA. You may be just the right person to help us fill in a blank!</p> <p>Please take a look at the list we've compiled so far. Do you know something we don't know? Then let us know! Drop us a line at office@mgta.org with the anything you know that can help us fill in the blanks: year, organization, name of the association president, and/or contact information.</p> <p>Thank you!</p>	<p style="text-align: center;">What does "Global" mean to you?</p> <p>MGTA wants to know! To tell us, please visit the MGTA home page and enter your response in the space provided on the right-hand side.</p> <p>Thank you!</p>
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Volunteer spotlight: Amelia Goeppinger

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JOHN NOVAK, BREMER BANK N.A.
MGTA PAST PRESIDENT

I was recently asked to write this inaugural article for the *World Trader* spotlighting a volunteer for the Association. I immediately thought of the person who accepted the important role as chairperson of the MGTA Education Committee: Amelia Goeppinger. Amelia is providing direction and leadership for this committee, which is an vital backbone for—and directly drives and supports the mission of—MGTA. It has been and will continue to be my pleasure to assist Amelia on the Education Committee.

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

I have been a volunteer on MGTA's Education Committee since June of 2006. Prior to volunteering with MGTA, I benefited and learned from the Education Committee's many seminars to further my knowledge of international trade. I currently hold a position as an international trade specialist with U.S. Commercial Service, U.S. Department of Commerce. I assist companies in exporting products and services abroad. Because of MGTA, I have gained additional knowledge, experience, and education so that I may be an asset in assisting exporters with their many diversified questions.

Simply stated, I have learned so much from so many that I thought it was very logical for me to find a

way to give back my acquired knowledge and experience. Therefore, I thought it to be a logical fit to join the MGTA's Education Committee.

While enjoying my work on this committee, I was glad when an opportunity presented itself, so I gladly accepted the chair position on this committee. I strongly believe that MGTA continues to be an excellent resource for education and networking.

What have you done for the committee?

As the Education Committee chair for the 2007-2008 season, I have coordinated and ensured the execution of the education seminar schedule. I have recruited speakers, created content, and facilitated a multitude of the education seminars. In addition, I have created updated versions of the knowledge management tools, which will increase the productivity of MGTA's Education Committee. This includes updating the procedure manuals for the committee, creating introductory PowerPoint slides, and updating and implementing new seminar policies to help guide the committee for years to come. As committee chair, I have planned the agenda and facilitated the monthly committee meetings. During these meetings, I work with Education Committee volunteers and board members alike to ensure that the best interests of MGTA are reflected in the seminars and events supported by the Education Committee.

What are your thoughts for the future?

I am currently preparing for the annual planning meeting of the Education Committee in preparation for the 2008-2009 season. I am happy to be an MGTA volunteer, as MGTA has given me so much by exposing me to wonderful people and providing well-rounded training programs in the dynamic world of international trade.

Give us a one-line "quotable quote."

"Volunteering with MGTA has been an incredible learning experience. It is a privilege to be involved with an association that strives to educate and update the business community on the many transforming international trade topics."

Tell us a little about your interests.

I love to travel and have done so for both work and pleasure. My past travels have taken me to Argentina, India, Italy, Thailand, and Canada. I speak Spanish and always enjoy "The Arts." For relaxation, I enjoy being outdoors and, whenever possible, I like playing volleyball.

If someone would like to assist the Education Committee, what can or should s/he do?

The committee is always looking for suggestions for seminar topics or special events and for volunteers to chair a seminar, join the committee, or simply help out in some way. Please contact me to learn more and to get involved today!

Amelia Goeppinger
International Trade Specialist

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Founded in 1980, the U.S. Commercial Service (a federal agency of the U.S. Department of Commerce) assists American companies, particularly small and medium-sized, to sell internationally through its network of 110 offices across the United States and 156 offices around the globe.

Need a job?
Looking to hire?

The MGTA Job Board can help!

Find your next import/export trade job or employee through the MGTA Job Board.

Click [here](#) for details.



Country of the month: Vietnam

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Official Name: Socialist Republic of Viet Nam

Capital City: Ha Noi

Land Area: 33,000 sq. kilometers

Language: Vietnamese

Population: 85.26 million (57% of the population is below the age of 30)

Religion: Predominantly Buddhist

Political System: One-party state

National Government: Appointed by the Communist Party of Viet Nam

GDP Real Growth Rate: 8.48% (2007)

GDP by Sector: Agriculture (19.4%), Industry & Construction (42.3%), and Services (38.3%)

GDP per Capita: \$835 (2007 est.)

Labor Force: 45.73 million (2007 est.)

Principal Exports: Crude oil, textiles and garments, footwear, fishery products, electronic products

Main Imports: machinery equipment and parts, refined petroleum, steel, textile industry materials, cloth



Vietnam offers a strong combination of rapid growth, social stability, and an excellent demographic profile that is fueling industrial production and consumer demand. The country is undergoing a remarkable transition from a planned economy to a market economy. As an emerging market, Vietnam offers an increasing number of opportunities for U.S. exporters and investors. Over the past decade, the continual rise in per capita income, the large amount of domestic savings, and the flourishing number of small businesses are creating a strong domestic demand for imports and a high number of consumers in Vietnam.

Vietnam has implemented a number of important regulatory changes over the past year, improving its business environment. The country has signed Free Trade agreements with ASEAN countries and the USA and an agreement of cooperation with the EU, demonstrating the attitude of strengthening their commitment to expand trade. Vietnam has increased the scope of assets that can be used as collateral, which in turn has made it easier for business to get credit. The country has strengthened investor protection through a new enterprise law.

Vietnam is well endowed with natural resources, entrepreneurs, and an advantageous geographic location. Many foreign investors now see Vietnam as a cost-effective hedge to China. Vietnam is the 14th most populous nation in the world and has experienced economic growth of more than seven percent per year for each of the last five years. The United States exported \$1.1 billion worth of goods to Vietnam in 2007.

The United States and Vietnam signed a Trade and Investment Framework Agreement (TIFA) in June of last year. TIFA created a platform to further expand and deepen bilateral trade and investment ties between the two countries. It also creates the opportunity to explore new initiatives to increase trade in industrial and agricultural products and services and encourage further investment between the two countries.

To find out more about doing business with Vietnam, please visit the [U.S. Commercial Service](#).

References:

Doing Business Project @ <http://www.doingbusiness.org>

Vietnam @ <http://www.export.gov>

World Trader is looking for your experiences traveling to foreign countries. Please send your travel experiences to office@mgta.org.

How much fun can an MGTA event be?

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MARY JO STANGL, MINNESOTA TRADE OFFICE
MGTA EDUCATION COMMITTEE

How much fun can an MGTA education program be? One participant (who just happened to be MGTA's president) said, "I have goose-bumps, this is so great!" And we were glad she did. After all, it was she who planted the idea seed for this tour at an education committee meeting last fall—she thought it would be interesting to tour a library that provides information about conducting business internationally.

International Resources: Minnesota's Global Connections

MGTA Tour & Networking Event :: June 5, 2008

So it began: a wild evening in Saint Paul. Thunder and lightning set the stage and rain provided a backdrop for the whirlwind tour of the international resources available in town. Provisioned with egg rolls and tea and guided by staff of the Minnesota Trade Office, participants peeked into the internationally-focused online databases and print materials available at the library of Minnesota's Department of Employment and Economic Development. Then it was on to the next stop for a taste of sushi and the business resources available at the historic James J. Hill Library.

Saving the best for last, a behind-the-scenes tour of the Minnesota History Center took participants to the wonderful underground, where historical artifacts are archived and stored. Here we discovered many international connections and learned that Minnesota's international traders are continuing to build on the foundations laid by visionaries of the past. James J. Hill, for example, built railroads to the West plus steamships on the Pacific, making trade with China possible from the Upper Midwest.

Networking at the end of the program (the fabulous food was a bonus!) created opportunities for participants to learn more about the resources everyone had to offer.

Thanks so much to this event's sponsors (Bremer Bank, FedEx, Target, UPS, and Zepol) and to members of MGTA, who made the event possible and enabled everyone to go home with a door prize. A special thanks to UPS, whose generous contribution allowed us to open the Mn150 Exhibit.



Sherri Gebhart-Fuller of the Minnesota Historical Society describing an artifact to tour participants.

China Earthquake Relief Fund

In Minnesota, our local Chinese organization, Chinese American Association of Minnesota (CAAM), has set up a relief fund for this disaster. The fund is specifically directed for school reconstruction. If you are interested in contributing to this fund, please visit the [Minneapolis Foundation website](#).

Welcome, new members!

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The following individuals have joined MGTA since May 29, 2008.
Welcome!

- **Cheryl Amborn**, *Transportation Manager*, Cummins Power Generation
- **Sean Bagan**, *International Operations Manager*, Polaris Industries, Inc.
- **Sherry Bentz**, Cargill, Inc
- **Timothy Callinan**, *Vice President*, M & I Bank
- **Stephanie Carleton**, Cargill
- **Mark Collins**, *Ocean Export Manager*, Superior Freight Services, Inc.
- **Paul Ell**, *Parts General Manager*, Crown Iron Works Co.
- **Patricia Fernandez**, *International Logistics*, Cargill
- **Heidi Gauderman**, *Customer Support Supervisor*, Rosemount, Inc.
- **Mary Germsheid**, *Import/Export Analyst*, SPX Corporation
- **Jeff Gleason**, *Vice President & Commercial Payments Manager*, Bremer Bank N.A.
- **Becky Greco**, *Sr Global Logistics Coordinator*, SuperValu
- **Robert Heiss**, *Shipping and Receiving Coordinator*, Thomson Reuters
- **Vicki Hiemstra**, *Global Sales and Marketing*, C.H. Robinson Worldwide, Inc.
- **Anita Hsu**, *Import Manager*, Superior Freight Services, Inc.
- **Jim Kellogg**, *Vice President*, M & I Marshall & Ilsley Bank
- **Jim Kenney**, *Materials Manager*, Crown Iron Works Co.
- **Wade Lind**, *Technical Services Supervisor*, Medtronic
- **Mauricio Lopez**, Cargill, Inc.
- **Heather Ninow**, *C-TPAT Supply Chain & Logistics Manager*, North Land Organic Foods
- **Lisa Olson**, *Int'l Sales Admin/Supervisor*, Banner Engineering Corp.
- **Trish Pike**, *International Transportation Analyst*, Cummins Power Generation
- **Sean Reber**, *Director Global Sourcing*, Super Valu
- **Jason Rutz**, *International Transportation Analyst*, Cummins Power Generation
- **Doug Songy**, *Import Traffic Manager*, William L. Griffin & Company
- **Steve Thomas**, *Director Global Logistics*, SuperValu
- **Craig Tomera**, *Production Agronomist*, Northland Organic Food Corp.
- **Ginny Tourville**, *Shipping Electronics Material Handler*, Medtronic
- **John Varpness**, Cargill Inc.
- **Jessie Verding**, *Key Accounts Manager*, Red Wing Shoe Company
- **Andy Walter**, *Import/Export Analyst*, SPX Corporation
- **Theresa Worthington**, Cargill

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](#).

August 18, 2008
10:30am–8:00pm

MGTA 6th Annual Golf Tournament
Rush Creek Golf Club, Maple Grove, MN

There's still space for golfers, but don't wait too long because it's filling up! [Click here to register](#).

If you're interested in sponsoring, please [click here](#). There are several choices, including hole sponsorship, T-shirt sponsorship, and a combination of the two. We also appreciate door prize donations. Thank you for your support!

If you are not interested in golfing but don't want to miss out on the fun and networking, join us for the dinner banquet immediately following the tournament! The cost for dinner-only reservations is \$35.

[>> More information & registration](#)

September 16, 2008
8:00–10:00am

10+2: Are You Ready?
Doubletree Park Place Hotel

Kevin Gavin, VP Supply Chain Management for IES, Ltd., will share how ISFI can help you optimize business processes in the most direct, effective manner possible through customization, optimization, collaboration, management, and expansion.

[>> More information & registration](#)

Tentative calendar for 2008-2009 program year:

October 14, 2008	AES	8:00–11:30am
November 11, 2008	HTS	8:00–4:00pm
December 9, 2008	Import Docs, Import Management Systems	8:00–4:00pm
January 13, 2009	Export Docs, Export Management Systems	8:00–4:00pm
February 10, 2009	Other Gov't Agencies	8:00–11:30am
March 10, 2009	Country of Origin, Free Trade Agreements	8:00–11:30am
April 14, 2009	Valuation	8:00–11:30am
May 12, 2009	Country Day/International Day	8:00–11:30am

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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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