

**SMALL BUSINESS CONTRACTING  
STRUCTURE / ALIGNMENT / SYNERGY**

Presented by

**NCMA San Fernando Valley Chapter**

**ABOUT THE PROGRAM:**



**Program Goals:** This program will give business owners and contracting and business professionals practical information regarding how to identify key costs and risks in international trade.

**Program Outcome:** Every attendee will be given resources and methods to enhance their ability to determine risks in their international trade clients as well as how to develop recommendations to manage those risks.



**“Managing Costs and Risks in International Trade”**

This program presented by Ray Bowman and his team of presenters provides small businesses contracting and purchasing professionals with basic knowledge necessary to assist small businesses in connection with the planning and execution of international business transactions, particularly the international sale of goods. The program will address the major subject areas involved in such transactions, including landed cost analysis, contracts, regulatory compliance, payment terms, logistics, and overall risk management. The program format will include power-point presentations, case studies and examples, followed by Q&A.

**Lead Presenter:**

**Ray Bowman, Director for the Ventura and Santa Barbara Small Business Development Center & Business Associates will present.**

**Bio:** Ray Bowman has been involved in the operational aspects of international trade and logistics for over 25 years. Currently, Mr. Bowman is the Director for the Ventura and Santa Barbara Small Business Development Center, which provides business consultation services to over 500 businesses per year at no cost. Mr. Bowman has held key management positions with some of the world’s largest freight and logistics companies and has been involved in consulting and teaching for over 14 years. Mr. Bowman also serves as Program Chair for the District Export Council of Southern California by Appointment of the U.S. Secretary of Commerce. Mr. Bowman conducts training courses for businesses through the Centers for International Trade Development (CITD), Small Business Development Centers (SBDC), The Alameda Corridor Jobs Training Coalition, Fashion Business Inc. and the U.S. Department of Commerce. Mr. Bowman also teaches courses in international logistics, trade finance, and import export for Santa Barbara City College and California Lutheran University. Ray Bowman is also the author of a book called Quick Start Guide, International Trade. Mr. Bowman is also a Certified Global Business Professional CGBP. Mr Bowman has also published a number of journal articles as

well as been a key note speaker on the subject of international trade and logistics.

**PROGRAM OUTLINE:**

- Cost Analysis and Product-to-Market Pricing
- Risk Mitigation
- Intellectual Property Rights
- Sale of Goods: Payment and Delivery Terms
- Contract Issues
- Regulatory Issues
- Negotiations
- Dispute Resolution and Enforcement Issues
- Business Opportunities
- Q & A

**Los Angeles County Metropolitan Transportation Authority**

**“Fostering Small Business Participation”**

**Lead Presenter:**

**Frederick Origel  
Director, Contract Administration**

**Bio:** Fred Origel is a Director of Contract Administration for the Los Angeles County Metropolitan Transportation Authority (Metro). He is the Contracting Officer for the Crenshaw/LAX Transit Corridor Project which has a project budget of \$2 Billion. The project is an 8.5 mile Light Rail Transit Project that will serve the cities of Los Angeles, Inglewood, Hawthorne and El Segundo. The project provides connections with the Los Angeles International Airport (LAX) as well as links to Metro Green Line, the Exposition Line and county wide bus network. Prior to joining Metro, Fred served 10 years in the U.S. Air Force in the acquisition field supporting various space programs. His final assignment with the Air Force was Assistant Director of Technology Contracts for the Strategic Defense Initiative Organization.

**Location:** The Radisson Hotel Chatsworth

**Date:** Friday, September 19, 2014

**Time:** 8:30 a.m. – 4:30 p.m.

**Check in Time:** 7:45 a.m. – 8:30 p.m.

Please contact **REGISTRAR** for more information.

Earn 7 CPEs/.7 CEUs

▶▶▶ **REGISTRAR PHONE NUMBER AND EMAIL**

**Jeanne Scott; 805-428-3456  
scottj@avinc.com**



Presented by the  
**SAN FERNANDO VALLEY CHAPTER**

Date: **Friday, September 19, 2014**  
 Time: **8:30 a.m. - 4:30 p.m.**      Check-in: **7:45 a.m. – 8:30 a.m.**

**Register Now!** **Location**

**E-mail: [scottj@avinc.com](mailto:scottj@avinc.com)**  
**Subject: Small Business Contracting:**  
**Structure / Alignment / Synergy**

**The Radisson Hotel Chatsworth**  
 9777 Topanga Canyon Blvd., Chatsworth, CA. 91311  
**Telephone: 818-709-7054**  
 Time: 8:30AM-4:30PM  
 Check-in: 7:45AM-8:30AM  
 Continental Breakfast and Lunch Included

**Mail: NCMA, Attention: Jeanne Scott, 430 Camino Dos Palos, Thousand Oaks, CA 91360**

**Registration Hotlink:**  
[http://resources.ncmahq.org/chapters/sanfernando\\_valley/default.aspx](http://resources.ncmahq.org/chapters/sanfernando_valley/default.aspx)

**Participant Information - *Print Clearly***  Update my contact information

Name: _____	NCMA Member #: _____
Title: _____	
Organization: _____	
Address: (W/H) _____	Suite/Apt.#: _____
City: _____	State, Zip: _____
Phone Work: (     )     -     X. _____	Fax: (     )     -     _____
E-mail: _____	<b>← Required for confirmation</b>
Emergency Contact: _____	EC Phone: _____

Check here if you require special assistance or have special meal requirements

**Registration Fees (*includes seminar materials and meals*)**

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| <p><b>Advance</b> (Prior to Sept 13, 2014)</p> <p><input type="checkbox"/> Member Price: \$ 250.00</p> <p><input type="checkbox"/> Non-Member Price / Small Business: \$ 275.00</p> <p><input type="checkbox"/> New Member Price: \$ 375.00 * (Separate \$150 membership payable to NCMA/NES registration-separate payments only)</p> <p><input type="checkbox"/> Group Discount (3 or more) \$ 225.00 per attendee</p> | <p><b>Regular</b> (After September 13, 2014)</p> <p><input type="checkbox"/> Member Price: \$ 275.00</p> <p><input type="checkbox"/> Non-Member / Small Business Price: \$ 300.00</p> <p><input type="checkbox"/> New Member Price: \$ 375.00* (\$150 membership payable to NCMA/NES registration-separate payments only)</p> <p><input type="checkbox"/> Student Price: \$ 75.00 payable to NCMA (Full-Time Students)</p> <p><input type="checkbox"/> Student Scholarship-Approved (Contact Registrar for Information)</p> |
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**REGISTRATION INCLUDES BREAKFAST, LUNCH AND AFTERNOON SNACKS.**  
 \*Regular 1-year membership is \$150; the \$25 initiation fee is waived if payment completed with this registration.

**Payment Method**

Check Enclosed: <input type="checkbox"/> Payable to NCMA	Check No.: _____
Credit Card: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover	
Total Charge Amount: \$ _____	
Card Number: _____	Exp. Date: _____
Name on Card: _____	Signature: _____

Full Payment must be made at the time of registration. NCMA accepts Visa, MasterCard, Discover, and personal/company checks. Registration Deadline: **Saturday, September 13, 2013** (5:00 PM PST) for Early Registration Pricing and **September 18, 2014** (5:00 PM PST) for Regular Pricing. Refunds will not be issued for no-shows. For additional inquiries, contact the **REGISTRAR, [scottj@avinc.com](mailto:scottj@avinc.com)/805-428-3456**. Payments by personal/company check must be received prior to event. Space is limited; please plan accordingly. Each individual must complete a separate registration form along with payment. Substitutions are welcome! Registrants who are unable to attend the training must e-mail their substitution request to the attention of NCMA Registrar [ncma.sfv@gmail.com](mailto:ncma.sfv@gmail.com), on or before September 13, 2014 (5:00 PM PST).

## “Interest Based Negotiation”

### A mutual gains approach to ethical dispute resolution

*“He who has learned to disagree without being disagreeable has discovered the most valuable secret of a diplomat.” Robert Estabrook*

***Based on the problem solving methodology taught by the Program on Negotiation at Harvard Law School, interest based negotiation provides skills and techniques that you can use in formal negotiations, to deal with daily dispute resolution and problem solving issues, cross-cultural or domestic.***

#### **Bio: Matt McConville**

Matt McConville, PMP, MBA, principal of The Captree Company, [www.captreecompany.com](http://www.captreecompany.com), has extensive experience in government, commercial and international contracts and subcontracts management, including negotiating complex contracts, teaming, and other business agreements in diverse international environments. He has assisted companies in establishing and improving contracts departments. Matt helps companies in negotiation preparation and has taught an interest based negotiation process in the corporation and at the university continuing education level. He has led the development of company strategy, and has provided proposal strategy and leadership. Matt has been a speaker on contracts, negotiation, and teaming for several professional organizations.

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#### **Bio: David Pollock**

David Pollock, President of The Carleton Group Consultants, guides company in the areas of Strategic Planning, Financial Forecasting, Business Growth & Opportunity Assessment, Marketing & Sales, and Human Resources. David has over 30 years of combined big brand (Easton Bell Sports, Wilson Sporting Goods, Riddell Sports, British Aerospace) and small businesses experience. David enjoys sharing with his clients his personal approach which is best described as *“A combination of expectations of established billion dollar companies and the must-get-it-done urgency of start-ups”*. David enjoys splitting his time and energies among the following . . .

- *Certified Counselor – Small Business Administration (SBA)*
- *Certified Associate – California Manufacturing Technology Consultants (CMTC)*
- *Certified DISC Behavioral Analyst & Counselor*
- *Board Member – Santa Ynez Valley Hospitality Association*
- *Mentor – California Lutheran University, MBA Curriculum*
- *Mentor – Santa Barbara City College, Entrepreneurship Curriculum*
- *Frequent Guest Speaker on Business Topics Related to Business Planning, Financing, Marketing & Sales*
- *Partner – For Friends Inn Bed & Breakfast, Santa Ynez, CA*

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## “More with SCORE”

Whether you are in the early planning stages of starting a business or your business has been operating for a number of years, SCORE can help answer your questions and give guidance toward success. Come interface with SCORE to learn how your business can evolve and reach its maximum potential. SCORE’s advisors will be ready to provide you with the answers you need for greater growth.

#### **Bio: Sylvia Crew**

Sylvia Crew has been in the banking and credit union industry for over 20 years as a Chief Financial Officer (CFO) as well as having her own business Crew and Associates providing accounting and financial management services to small to medium size banks and credit unions. She has her degree from Pepperdine University in Business Management.