



# **2006 NAITA** TRADE EDUCATION TOUR

Navigating Export Finance & Getting Paid

August 22-25  
Florence, Decatur,  
Guntersville, Anniston

September 12  
Huntsville

## NAITA Sustaining Members

ADTRAN  
Bradley Arant Rose & White  
Expeditors International  
FedEx  
Intergraph Corporation  
Kuehne & Nagel  
Madison County Commission  
Panalpina, Inc.  
Port of Huntsville  
Siemens VDO Automotive

## NAITA: Building a Globally Competitive Community

NAITA is a business-driven organization that promotes international trade, provides a networking forum and education on trade issues, and prepares business for global success. NAITA is a catalyst for trade development and growth opportunities in North Alabama and the surrounding region. Established in 1983, NAITA has approximately 400 members. Membership, comprised of professionals from business, government, services, and academia, is open to all persons interested in or actively participating in international trade. NAITA membership categories, benefits, and application forms are available at [www.naita.org](http://www.naita.org). Please contact NAITA at [naita@naita.org](mailto:naita@naita.org) or 256.532.3505 for further information.

Sponsored & Hosted By:



**WACHOVIA**

## Registration Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address \_\_\_\_\_ Fax: \_\_\_\_\_  
City: \_\_\_\_\_ Email: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Website: \_\_\_\_\_

① Please register me to attend the following sessions at \$10 per session (FREE for NAITA Members):

### August 22

Wachovia Bank  
Florence/Muscle Shoals  
Colbert County Office  
2015 East Avalon Avenue  
Muscle Shoals, AL  
11:30 a.m. Registration  
12:00-1:30 p.m. Lunch/Program

### August 23

Wachovia Bank  
Decatur  
254 Moulton Street East  
Decatur, AL  
11:30 a.m. Registration  
12:00-1:30 p.m. Lunch/Program

### August 24

Wachovia Bank  
Guntersville  
600 Gunter Avenue  
Guntersville, AL  
11:30 a.m. Registration  
12:00-1:30 p.m. Lunch/Program

### August 25

Wachovia Bank  
Anniston  
1000 Quintard Avenue  
Anniston, AL  
7:30 a.m. Registration  
8:00-9:30 a.m. Breakfast/Program

② Please register me to attend the  
NAITA Export Finance Seminar:  
***Navigating Export Finance & Getting Paid***  
at \$50 (\$35 for NAITA Members):

### September 12

Huntsville  
1/2 day seminar at BizTech  
515 Sparkman Drive, Huntsville, AL  
8:00 a.m. Registration & Continental Breakfast, 8:30 a.m. – 12:00 p.m. Program

Please return this form with a check (no credit cards), payable to NAITA, P.O. Box 2457, Huntsville, AL 35804, or fax form to 256.532.3704. Duplicate form for additional attendees. Call 256.532.3505 if you need further information.

**Cancellation Policy:** Cancellations Must be Received by August 21 (for August 22-25) and by Sept. 8 (for Sept. 12). Registered individuals who are unable to attend may send a substitute/representative. No-Shows Will Be Billed.



## 2006 NAITA Trade Education Tour

### Navigating Export Finance & Getting Paid

#### Export Finance & Payment Option Briefings

As companies grow and expand their reach beyond U.S. borders, they are faced with issues affecting their business which differ from those experienced in the domestic market. In order to navigate the challenges unique to operating in the international market, many companies choose to partner with a financial institution that can help guide them through these sometimes choppy waters. With over 200 years of international banking experience, Wachovia provides solutions for small business, corporations, financial institutions, government agencies, and individuals conducting business in almost any corner of the globe. A full array of solutions is available to meet your global payment and cash management requirements.

Attend one of the briefings held in your community in August for an overview of export finance and payment options, then participate in the more in-depth seminar on September 12 to learn to effectively minimize payment risks for products sold overseas while maintaining competitive pricing terms to your international customer. The role of banks in the export process will be defined, allowing participants to gain a better understanding of how to fully use a bank's international department. Identifying and managing foreign commercial and political risks and making informed credit decisions will enable a company to maintain financial stability.

**Each briefing session will highlight currency risk management and payment options, including letters of credit and documentary collections.**

The seminar, *Navigating Export Finance & Getting Paid*, on September 12 will focus on these issues in greater depth, including a discussion of the significant impact that exchange rates can have on a company's earnings, cash flows, and profitability. Effective management of foreign currency risk stabilizes a company's performance and is a source of competitive advantage. From international wire transfers to hedging instruments such as forwards and options, we will explore a comprehensive range of product alternatives that provide companies both easy and cost-effective solutions for managing the risks associated with transacting business in foreign currencies.

A discussion of payment options available to exporters will emphasize Letters of Credit and Documentary Collections. Included will be an overview of definitions, terminology, and process and transaction structure that are important to exporters.

An International Product Consultant supporting the Corporate and Wholesale Treasury Services sales teams at Wachovia Bank will also cover how he assists customers with international payment solutions both in U.S. dollars and in foreign currencies.

Wachovia's Global Economist Dr. Jay Bryson will discuss prospects for GDP growth, inflation, interest rates and exchange rates in the major world economies through 2007. Dr. Bryson joined Wachovia in 1998 to provide analysis on financial markets and macroeconomic developments in foreign economies. Before joining Wachovia, he was an economist in the Division of International Finance at the Federal Reserve Board in Washington D.C. From 1989 to 1992, Dr. Bryson was an assistant professor of economics at the University of Alabama. He also has lectured on international economics and macroeconomics at the School for Advanced International Studies at Johns Hopkins University and at Georgetown University.

Dr. Bryson has published in a number of academic and popular economic journals, and his comments on the economy regularly appear in the *Wall Street Journal*, the *New York Times*, and *USA Today*. He also makes frequent appearances on CNBC and Bloomberg TV.

### SPEAKERS

**Anne W. Burkett**  
Director, Planning & Economic Development  
Madison County Commission and  
NAITA Executive Director

**Nelda Segars**  
Senior Trade Specialist, Birmingham Export  
Assistance Center, U.S. Commercial Service  
Birmingham

**Amy M. Henry**  
Vice President, Global Rates - Currency Risk  
Management, Corporate and Investment Banking  
Wachovia Bank, NA - Charlotte

**John D. Richards**  
Vice President, Global Trade Services,  
Wachovia Bank, NA - Atlanta

### ADDITIONAL SPEAKERS ON SEPTEMBER 12

**Dr. Jay Bryson**, Global Economist  
Wachovia Corporation - Charlotte

**Tim Farrell**, Vice President, Treasury  
Services, International Product Consultant,  
Wachovia Bank, NA - New York

**Randall T. Warren**, Vice President, Currency Risk  
Management, Wachovia Bank, NA - Charlotte

## SEMINAR SPONSORS

Alabama Development Office – International Trade Division    U.S. Chamber of Commerce–TradeRoots  
Alabama International Trade Center (AITC)    Madison County Commission International Trade  
BizTech    Development Center  
Chamber of Commerce of Huntsville/Madison County    U.S. Commercial Service (USCS)  
Export Alabama Alliance    Birmingham Export Assistance Center  
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*The Alabama International Trade Center at the University of Alabama is an institutional member of the Alabama Small Business Development Consortium. Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact Karla Jordan, AITC, Box 870396, Tuscaloosa, AL 35487; phone 1-800-747-2482.*



U.S. Commercial Service  
Birmingham Export Assistance Center  
950 22nd Street North, Suite 707  
Birmingham, AL 35203



**NAITA**

North Alabama International Trade Association