



**C-TPAT & Supply
Chain Security**

**Custom Compliance
Reviews**

**C-TPAT, Security &
Compliance Training**

**Self Filing
Customs Entries**

**Contingency Based
Rate Audits**

**Trade Partnership
Programs**

member of the



Portfolio of Global Services

Comprehensive Global Supply Chain Reviews

Trade Innovations specializes in two core competencies; import compliance and supply chain security. It is our philosophy that these two skill sets are inextricably linked and that a proficiency of both results in a much more compliant and vibrant supply chain. The Principals and Associates experience in the particulars of international trade gives us a distinct advantage over competitors who may be more theoretical in their approach. Recognizing that cost effectiveness is a critical component of any global trade solution, the principals of TII bring their years of first hand experience in optimizing one of the nation's top supply chains to this practice. We provide our clients with a conclusive and detailed report of our findings, along with recommended courses of action and innovative solutions. We differentiate ourselves from the competition as a result of the fact that the TII team has many years of "hands-on" importing and customs brokerage experience.

As part of our comprehensive global supply chain review, we look for opportunities to accomplish six (6) key objectives:

- **Improve level of compliance with Customs and OGA law and regulations**
- **Increase supply chain velocity**
- **Reduce expenses and associated costs**
- **Enrich supply chain security**
- **Enhance supply chain visibility**
- **Develop and implement innovative practical programs and solutions that enable companies to exponentially increase direct import penetration**



TRADE INNOVATIONS

Trusted Trade Through Security and Compliance

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Customs Compliance Programs

The Principals and Associates at Trade Innovations have extensive experience in the intricacies of compliance to customs laws, rules, and regulations. We specialize in designing import administration programs for small and medium sized importers and in providing comprehensive reviews of international trade operations as a precursor to a CBP Focused Assessment (FA) and to improve your level of customs compliance. The review focuses on ensuring an importer is meeting or exceeding the standards and burden of reasonable care by having adequate internal controls to effectively manage their importations into the United States. Trade Innovations reviews and examines every aspect of the import process; beginning with the vendor and sampling process and ending with liquidation and post-entry matters.

Supply Chain Security and Loss Prevention Programs

Trade Innovations is acutely qualified to consult regarding all aspects of your Customs-Trade Partnership Against Terrorism (C-TPAT) program. Both Principals were instrumental in assisting the legacy US Customs Service to formulate the incentive based public-private partnership concept that became the basis for the C-TPAT. In the months following the creation of C-TPAT, Trade Innovations Principals trained the initial deployment of Customs Supply Chain Security Specialists on commercial supply chain operations. Mike Laden of Trade Innovations continues to influence the formation of the global standard for supply chain security through the prestigious Private Sector Consultative Group of the World Customs Organization.

The Principals of Trade Innovations also have extensive practical experience in creating, implementing, and managing the C-TPAT program of a top three importer in the United States. The supply chain they managed spanned over 84 countries and included relationships with more than 15,000 suppliers. This importer was one of the original seven Charter C-TPAT Members and helped launch the program in April of 2002.

Since its formation, Trade Innovations has developed practical reality

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based supply chain security programs for small, medium, and large importers. It is our philosophy that effective C-TPAT programs are grounded in good customs compliance and supply chain practices. It is our goal to provide our clients with best-in class, innovative solutions that provide the basis for achieving the maximum amount of incentives offered by Customs. These comprehensive supply chain solutions ensure an effective and efficient means to move cargo anywhere in the world.

Our services begin with assisting importers in evaluating and profiling their supply chains in order to achieve C-TPAT certification. We have also assisted numerous clients with reviewing their programs prior to a C-TPAT validation to ensure compliance with updated program requirements. The validation review includes a dry run of the philosophy Customs emphasizes during their validation visits in order to prepare the client for maximum benefits from the program. Finally, we have developed strategic partnerships around the world that allow us to evaluate and design security programs anywhere in the world. Leveraging these partnerships, we are capable of providing On-Site Security Evaluations anywhere in the world with the oversight of Trade Innovations professionals.

In addition, as a member of the Trusted Trade Alliance, Trade Innovations is affiliated with four world-class customs compliance and supply chain security consulting companies. With "on the ground support" in Asia, Europe, and Latin America, Trade Innovations has the practical experience to ensure the successful implementation of C-TPAT and the integration of that program with affiliated supply chain security programs such as the Authorized Economic Operator (AEO). Our global supply chain security services are unparalleled and the Trade Innovations team is committed to the success of our clients in moving their product securely and seamlessly around the globe.

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Direct Entry Filing

Trade Innovations is proud to be part of the rapidly evolving direct relationship between CBP and the small to medium sized import community. A result of this evolution is that the majority of importers have the opportunity to save great expense while increasing their compliance and supply chain visibility by filing their own customs entries directly with CBP. Trade Innovations provides consulting services and reviews to determine the extent of these savings and to assist in implementing the necessary programs to ensure your full compliance with customs laws and regulations. Capitalizing on the TurboTax concept, we have partnered with the best in class provider of direct filing software that empowers you to take control of your imports while mitigating your customs brokerage fees.

Transportation Service Provider Evaluation

As a critical component of any importer and exporter's supply chain, your Transportation Service Provider (TSP) can be the difference between a seamless supply chain and the prospect of some very unhappy customers. As part of our evaluation services, we provide a benchmark of your relationship with your TSP based on industry best practices. The Principals and Associates at Trade Innovations have extensive experience in controlling and verifying landed costs by examining all expenses associated with your company's global supply chain. We specialize in conducting international freight audits and in identifying and recovering overcharges or miscalculations of ocean freight, airfreight, broker fees, duty, agent commissions and consolidation fees. The typical Accounts Payable audit does not focus on charges associated with the types of intricacies that are a part of international transportation. We bring our expertise in international transportation to the performance of the TSP evaluation to uncover potential issues of overpayment or unsubstantiated charges. Most importantly, we give you an unbiased and professional view of your current relationship with a roadmap for developing a true strategic partnership with your TSP.

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Optimization of Sourcing and Global Trade Agreements

International trade agreements and sourcing opportunities create enormous potential for competitive advantage for companies engaged in global trade. They also greatly increase the complexities of your global supply chain. The experts at Trade Innovations have collaborated with the premier trade data mining company in the world to help companies gain insight into their current operations and prioritize changes designed to take advantage of evolving opportunities in global trade. The Trade Innovations team will provide an in-depth analysis of your sourcing operations and provide innovative and effective recommendations which are tailor made to your needs, requirements, and vision.

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Kelby Woodard, Principal:



Mr. Woodard spent eleven (11) years with a mass retailer located in Minneapolis, Minnesota as the Director of Supply Chain Assets Protection. In this capacity, he and his team were instrumental in providing supply chain security expertise to the legacy US Customs Service in the months and years following the attacks of September 11th. The result of these consultations was the formation of the Customs-Trade Partnership Against Terrorism (C-TPAT) program. His employer was one of the seven charter members of C-TPAT and has maintained a leadership position in defining new criteria and standards as a result of his efforts. Mr. Woodard also managed the Operation Safe Commerce project and Smart Box testing and has worked on several projects focused on the use of RFID technology to secure global commerce.

Mr. Woodard was responsible for a global security team that focused on risk analysis and mitigation strategies spanning a supply chain spread throughout 84 countries. He and his team was also responsible for significantly reducing cargo theft issues within the United States and providing assets protection services to 28 distribution centers. Prior to his experience in the private sector, Mr. Woodard served with the U.S. Customs Service in Washington, DC. Mr. Woodard holds an MBA in International Business from the University of Dallas and Certificate of Global Security Management from Georgetown University.

Mr. Woodard is a renowned expert on subjects ranging from global security to cargo theft issues and advises key congressional staffers regarding these issues on a regular basis. He has given numerous presentations around the world to groups such as the World Customs Organization (WCO), Retail Industry Leaders Association (RILA), International Cargo Security Council (ICSC), ECR Europe, RFID Journal Live, and Retail Forward Europe. He has also trained countless overseas vendors on the complexities of complying with US security requirements. Mr. Woodard has authored articles on the future of supply chains within the new global security context in Loss Prevention, International Security, Supply Chain Management Review, as well as numerous other periodicals.



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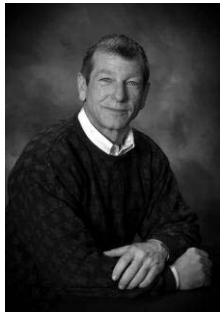
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Michael Laden, Principal:



Mr. Laden has almost 30 years of experience in the international trade industry, most recently as the President of a customs brokerage firm operating exclusively for and inside of a mass retailer. Mr. Laden has been licensed by US Customs since 1981. He served the maximum two term limit on the Commercial Operations Advisory Committee (COAC) providing advice on customs matters to the US Treasury Department and the Department of Homeland Security. He is a member of the CBP Trade Support Network (TSN) which is currently designing the next CBP computer architecture known as ACE (Automated Commercial Environment). He was the executive sponsor of a self-filing program for customs entries (>200,000 entries annually) and helped a mass retailer achieve the coveted ISA designation. Mr. Laden is also credited with developing some of the most creative and ingenious customs compliance programs, policies and procedures; allowing his employer to achieve unprecedented levels of compliance, while lowering associated landed costs.

Mr. Laden is a recognized expert in the customs compliance and the supply chain regulatory environment. He was a founding and charter member of the Business Alliance for Customs Modernization. He has served on the Board of Governors for the American Association of Exporters and Importers (AAEI) since 1988, and is a past Chairman. He is also a member of the World Customs Organization's Private Sector Consultative Group and meets regularly in Brussels, Belgium to discuss issues affecting customs compliance, security and global trade.

Mr. Laden has testified before the House Ways and Means Committee and the House Subcommittee on Appropriations concerning Customs Commercial Operations and Enforcement Policies. He also appeared as a witness before the Senate Finance Committee on matters related to container security and operations in a post September 11th environment. Mr. Laden has also been a featured speaker on Customs and Border Protection and related matters before many national organizations. He travels extensively and has taught the fundamentals of importing to thousands of foreign suppliers and manufacturers worldwide.



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Karin Smith, Associate



Karin has more than 16 years of experience in international trade. Prior to becoming a consultant for Trade Innovations in June of 2005, she was the Customs Supervisor for Target Customs Brokers, Inc. (TCBI), a wholly owned subsidiary of Target Corporation, located in Minneapolis, MN. There, she was a major contributor in designing, developing and implementing an "in-house" Customs department that files entries directly with Customs, via Remote Location Filing (RLF) on behalf of Target Corporation and its divisions. In doing so, pre-clearance, accuracy, and compliance rates were all increased, while bringing substantial savings to the corporation. She established, published, and maintained the TCBI Customs Entry Process and Procedure Manual, as well as conducted training sessions to staff.

Prior to Target, she spent three years as the Customs Manager for Fingerhut Corporation, in Minneapolis, MN. During this time, she successfully managed and completed Fingerhut's Customs CAT audit, in 2001, while continuing to oversee the corporation's in-house customs department which handled 5000 entries annually.

In addition, Karin has 10 years of experience working with various International Freight Forwarders and Customs Brokers. She was the licensed Customs Broker for both a Minneapolis and Milwaukee branch office, an Air Import Manager for the forwarding division of Swiss Air, as well as an ocean import/export coordinator for a forwarder in Chicago. She has a BS degree in International Relations from the University of Wisconsin, earned her broker's license in 1993 in Chicago, and has been an active participant in AAEI as well as local trade groups.



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Nicole Austin, Associate

Ms. Austin has over fifteen years experience working within both the U.S. Customs Service Office of Inspection and Control and Immigration and Customs Enforcement (I.C.E.) Office of Investigations, most recently as a Senior Special Agent assigned to Chicago O'Hare International Airport. As an employee of the U.S. Customs Service, Ms. Austin had the opportunity to work in all phases of the importing process to include entry control, classification and value, inspections, and fines, penalties and forfeitures. As a member of the service port audit team she conducted broker's audits, bonded warehouse security surveys and inspections. She was also involved with improving broker relations, compliance, and education within the service port.

Ms. Austin prepared port of entry threat assessments for the Pembina, North Dakota Area Service Port of Entry. These reports were used to improve the abilities of the ports of entry within the service port to enhance cargo security, increase processing rates and more effectively target suspect importations.

As a Senior Special Agent with Immigration and Customs Enforcement (I.C.E.) assigned to Chicago's O'Hare International Airport, Ms. Austin conducted complex criminal investigations in the areas of importer fraud, financial crimes, terrorism, secured cargo theft, commercial import/exportations contrary to law, intellectual property rights violations, and narcotics. These investigations successfully resulted in the arrest, indictment, and conviction of individuals and the seizure of prohibited merchandise and narcotics. During the 2004 U.S. Presidential Campaign, Ms. Austin served as a member of the Secret Service Jump Team assigned to Senator John Kerry's personal protective detail.

Ms. Austin is a graduate of Jamestown College with a Bachelor of Arts degree in Nursing. She has attended the United States Customs Inspector Academy, U.S. Customs Criminal Investigator Training, U.S. Customs Enforcement School, Strategic Problem Solving Training, Passenger Interview Vehicle Inspection Training and the USDA Graduate School New Leader training program.



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Meagan Bryant, Associate

In addition to working as an Associate with Trade Innovations, Ms. Bryant is currently a Captain in the U.S. Army Reserves where she has served as an accomplished Apache helicopter pilot. She was deployed in March 2004 to Balad, Iraq and returned a year later. Ms. Bryant was in charge of the Tactical Operations Center in Balad and coordinated the operations of fourteen planes carrying more than five million pounds of cargo and 23,000 passengers throughout Iraq, Kuwait and Europe. Prior to deployment, Ms. Bryant served as an Operations Officer where she was in charge of training and operations for nine locations. In this capacity she was responsible for the management of 26,000 flying hours and 28 airplanes operating throughout the US and Central America as well as coordinating the training of over 300 soldiers. Ms. Bryant has also served in Camp Doha, Kuwait as an Operations Officer where she was in charge of fourteen helicopters and coordinated classified information for use in completing missions within the theater.

Prior to being called to Active Duty, Ms Bryant was an Asset Protection Team Leader for Target Corporation. In this capacity she focused on identifying shortages through store operations and led a team responsible for external and internal investigations at the store level. She has also worked as a recruiter identifying and preparing former military personnel for leadership positions at over 300 corporations.

Ms. Bryant is a graduate of Tarleton State University, a branch of Texas A&M University, with a B.S. in Criminal Justice and a double minor in Military Science and Psychology.

Trade Innovations also has additional resources at our disposal that may be utilized upon approval of the client.

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