

REGISTRATION

Company _____

Address _____

City/State/Zip _____

Phone _____

Reproduce for additional attendees

Name _____

Email _____

Name _____

Email _____

Name _____

Email _____

SEMINAR FEES & CONDITIONS:

\$350.00 per person if reserved by 9/13/10

\$380.00 for registrations received after 9/13/10

METHOD OF PAYMENT:

Send Invoice (WCA/ICE & BCMA Members Only)

Check Enclosed (Payable to WCA)

Credit Card (Contact WCA to provide Credit Card Information, 262.827.2880)

RETURN RESERVATIONS TO:

Wisconsin Credit Association

PO Box 510157

New Berlin WI 53151-0157

Or Fax to: 262.827.2899

Questions: Dianna @ 262.827.2880 X225

CANCELLATION POLICY: Full refund provided for attendee cancellations received by 9/3/10. No credit or refund for no shows or cancellations after 9/3/10. The International Chamber of Commerce reserves the right to cancel the seminar for full refund with at least 7 days prior notice.

CPE VALUE: 6 Units have been awarded by the American Society of Credit & Collection Professionals (ASCCP).

CONFIRMATION will be sent to all registered

Wisconsin Credit Association WCA

The Midwest Business Operating Unit of the
Business Credit Management Association
15755 W Rogers Dr #200 or PO Box 510157
New Berlin WI 53151-0157



WISCONSIN CREDIT ASSOCIATION

& Co-Sponsors

**International Chamber of
Commerce (ICC) & United
States Council for
International Business
(USCIB)**

Present a full-day seminar on

“INCOTERMS® 2010 RULES”

Featuring

**FRANK
REYNOLDS**

U.S. Representative to the ICC Incoterms
Revision Committee

SEPTEMBER 23, 2010
Midway Hotel Brookfield WI
1005 S Moorland Road – Brookfield WI
**Space is limited and based on a
first come, first-served basis!**

TIMELY TOPICS AT THE RIGHT TIME
Offered by your partner in Business Credit Management

Wisconsin Credit Association

15755 W Rogers Dr Suite 200

New Berlin WI 53151-0157

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www.wcacredit.org

ABOUT “INCOTERMS® 2010 RULES” & THE SEMINAR

Incoterms 2010 rules will come into force on January 1, 2011. This is the eighth Incoterms revision since their inception in 1936.

During its 2 ½ year revision process, international business and legal experts considered more than two thousand recommendations from many of the 130+ countries with which the ICC has a relationship. The result is a vastly improved version, tailored specifically to the needs of users throughout the world.

American users have a particular stake in the Incoterms 2010 rules. In 2004, the shipment and delivery terms formerly found in parts 2.319 through 2.324 of the Uniform Commercial Code were deleted. Free of the “FOB confusion” found in the old UCC terms, Incoterms rules make a logical replacement. Incoterms 2010 rules are far more amendable to U.S. domestic use than any previous version.

The changes are both sweeping and practical. This revision considers the post 9/11 cargo security regulations and new Institute Cargo Insurance Clauses. Delivery, so critically important for revenue recognition compliance, is also addressed in far greater detail.

This full-day seminar provides the information and materials you need to use these improved Incoterms rules to your advantage!

ABOUT THE ICC:

Founded in 1919 and serving members and affiliates in 130 countries, the International Chamber of Commerce is the world’s business organization. Because its member companies and associations are themselves engaged in international business, the ICC has unrivaled authority in making rules that govern the conduct of business across borders. In addition to Incoterms® rules, the ICC provides model contracts for a host of international transactions. It also offers both mediation and arbitration dispute resolution services. The ICC has been providing universally accepted rules for banking practice since 1933.

AGENDA:

- Overview
 - Why Incoterms® rules?
 - The revision process
 - Useful definitions
 - Sellers and buyers
 - Role in sales/purchasing contracts
 - What Incoterms® rules do
 - What Incoterms® rules don’t do
 - Common misconceptions
 - Service providers
 - Hoops & hurdles in trade
 - Incoterms® rule-by-rule analysis
 - American perspective on title
 - American perspective on accounting
 - American perspective on export clearance
 - Relation to international payment terms
 - Domestic use of Incoterms® rules
 - Incoterms® 2010 – UCC terms matchup
- Incoterms® is a registered trademark of the International Chamber of Commerce, registered in several countries. Incoterms® for Americans® is a registered Trademark of International Projects, Inc and is used with International Chamber of Commerce permission.*

WHO SHOULD ATTEND:

- √ Exporters & Importers
- √ Sales & Purchasing Managers
- √ Forwarders & Customs brokers
- √ Credit & Compliance Professionals
- √ Carriers
- √ Insurers
- √ Trade Consultants
- √ International Bankers
- √ Attorneys

SEMINAR LOCATION:

Midway Hotel Brookfield
1005 S Moorland Road
Brookfield WI 262.786.9540

WCA has a block of rooms reserved at discounted rates for the evening of September 22, 2010 at the Midway Hotel \$94+-. Reserve directly with the hotel no later than August 22, 2010 and mention WCA to receive the discounted block rate.

ABOUT THE INSTRUCTOR:

FRANK REYNOLDS is uniquely qualified to explain Incoterms® 2010 rules to Americans. He brought nearly 50 years of hands-on practical trade expertise to the 2000 and 2010 Incoterms® revisions where he represented the United States. He is a member of the United States Council for International Business Banking Committee, and has been instructing trade-related topics for over 25 years.

Frank is a thirteen-term member of the U.S. Department of Commerce District Export Council (DEC) and holds a customs broker license from the Dept of Homeland Security. His company, International Projects Inc is a 32-year old full-service international trading and consulting firm. It received the U.S. Department of Commerce “E Award for Excellence in Export Service” in 1982.

Frank has written twelve books on international trade related topics, including the *A to Z of International Trade* dictionary for the ICC. His *Incoterms® for Americans®*, now in its third revision, is a major reference for U.S. traders and is included with this seminar’s registration. Frank has also co-authored five books and written hundreds of trade-related columns for the *Journal of Commerce*, *The Exporter*, *Managing Exports* and the ICC’s *Documentary Credit Insight*.

SEMINAR FEES Includes a copy of the official *Incoterms® 2010* book and the companion book, *Incoterms® for Americans®*, as well as comprehensive seminar notes:

\$350.00 per person for registrations received by September 13.

\$380.00 per person thereafter as special arrangements must be made to accommodate late registrants.

SEMINAR HOURS:

Registration & Continental Breakfast	8:00 AM
Instruction Begins	8:30 AM
Lunch Break <i>on your own</i>	11:45 M
Instruction Resumes	1:00 PM
Concludes	4:00 PM

There will be complimentary morning and afternoon refreshment breaks.