



Doing Business with JBLM

June 12, 2012

Exporting/Importing Assistance Every Step of the Way

Ninety-five percent of your potential customers live outside of the United States.



Washington State Resources:

- **Washington Export Resource Center:** <http://www.waexports.com> located at Highline Community College, Des Moines, WA the Center is a great “first stop” if you have never exported anything.
- **Washington Department of Commerce:** [Choose Washington for Business](#) Choose Washington is Commerce’s site for those interested in International Trade. Here you can find a basic guide to exporting, contact a foreign trade representative, and learn how to mitigate payment risk with foreign buyers. You can also learn about the Export Voucher Program, also known as State Trade and Export Promotion (STEP), a cooperative effort with the U.S. Small Business Administration (SBA) to help firms offset the cost of attending overseas trade shows and missions. Learn more by clicking: [Export Voucher Program Guidelines](#)
- **Washington State University Export Assistance Program** [WSU Export Assistance Program](#) The Program aims to assist firms new to international trade. It hopes to develop in Washington State a “culture of exporting” that will lead to more economic growth.
- **Export Finance Assistance Center** www.efac.org provides export financing counseling assistance to small and medium sized businesses in Washington State.



Federal Resources:

- **The Import/Export Bank of the United States** (Ex-Im Bank)
Import/Export Bank of the United States is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets.
- **The U.S. Export Assistance** Program
www.export.gov Provides extensive information on foreign markets. In addition, it has trade representatives in many U.S. embassies and consulates around the world.



Other Resources:

- **World Trade Center Tacoma** www.wtcta.org is a membership based organization connected to World Trade Centers around the globe with knowledgeable staff able to assist you with your exporting needs.
- **Trade Development Alliance of Greater Seattle** www.seattletradealliance.com/ focuses on the greater Puget Sound region in furthering international trade opportunities for U.S. businesses and hosting visiting foreign delegations. It is membership based as well.
- **Center for Economic Vitality** www.cevforbusiness.com located at Western Washington University, Bellingham, it provides research assistance to businesses across Washington.



Importing:

- **World Trade Center Tacoma** www.wtcta.org provides a comprehensive guide on how to prepare to import products into the United State and what legalities are involved. Click on the following link to learn more [How to Import](#)
- **Other Resources:** Importing can seem complicated, and the procedures to follow vary greatly from one product to another. Before you start importing anything, be sure you understand the rules and regulations and how they impact your business.



Recruiting/Training Employees

When ya can't do it alone
anymore!



Who is an employee?

- An employee is someone subject to your control. Control exists when the employer determines the employee's work schedule, hours, and job responsibilities. There are different types of employees:
 - Adults
 - Employees under age 18
 - Employees working in Washington for an out-of-state business with no Washington location
 - People that work in or around your home
 - If you'll be hiring employees, you must indicate this on your Business License Application.



Who is an independent contractor?

- Independent contractors aren't considered employees. They:
- Engage in their own independent occupation or business.
- Are registered or licensed with the appropriate state and federal agencies.
- Usually advertise their services and have a significant investment in their business.
- Keep business records and file taxes as a business.
- You can expect an independent contractor to provide everything necessary to complete their job. If you're hiring independent contractors, **don't list them** as employees on your Business License Application.
- <http://bls.dor.wa.gov/hire.aspx>



Employee Recruitment

- **Workforce Central – Business Connection** offers free core services such as employee recruitment and prescreening of skilled applicants. Their other fee based services include:
 - Computerized job matching and referral of quality applicants,
 - Electronic job posting and resume banks,
 - Customized training packages to upgrade worker skills,
 - Competitive intelligence information on wages, occupations, and business trends, and
 - Access to tax incentives.
- [visit their website](#)



Workforce training

Customized Training Program (WASHINGTON STATE)

- Training is provided by community, technical or private career colleges and can include formal training in:
 - Basic education and skills
 - English language for non-native speakers
 - Technical skills and job-related instruction, plus
 - Skills assessment and evaluation and
 - Training equipment, materials, facilities and supplies.
- www.sbctc.ctc.edu/college/_e-wkforcecustomizedtraining.aspx



Essential Resources

- SBDC
- Chambers
- SCORE, ADOs, Service Related Orgs
- Government Services: City, County, State
- Political: Congressional staff, Local reps
 - VOW to Hire Heroes Act
- Washington Economic Development Commission:
<http://www.wedc.wa.gov/index.html>



Strategic Planning

- Vision with a GOAL
- Know the Client & Competition
- Know Your Strengths & Compliment
- Bumps in the Road
- Results = Efforts
- Spread the Wealth

Need More Information?

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