

FOIA MARKER

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Subgroup/Office of Origin: Public Liaison

Series/Staff Member: Alexis Herman/Ruby Moy

Subseries:

OA/ID Number: 6275

FolderID:

Folder Title:

Women in Trade Business Development Mission-Tentative Schedule

Stack:

S

Row:

30

Section:

1

Shelf:

6

Position:

3

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. resume	[Personally Identifiable Information] [partial] (1 page)	08/10/1995	b(6)

COLLECTION:

Clinton Presidential Records
Public Liaison
Alexis Herman
OA/Box Number: 6275

FOLDER TITLE:

Women in Trade Business Development Mission-Tenative Schedule

2012-0741-F
rs2654

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
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b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Trade Business Development
Mission

draft

—

TENTATIVE SCHEDULE
WOMEN IN TRADE BUSINESS DEVELOPMENT MISSION

Sunday September 24

am Arrive In Amsterdam And Transfer To Hotel
Amsterdam Hilton
Apollo Lawn, 138 Amsterdam
Tel: 31-20-678-0780 Fax: 31-20-662-6688

5:00 pm - 6:00 pm Casual Ice Breaker Reception
Amsterdam Hilton

Monday September 25

8:00 am - 11:00 am Country Briefing Seminar and Breakfast
Sponsored by Coopers & Lybrand
Amsterdam World Trade Club

11:15 am - 5:00 pm One-On-One Business Appointments

pm Amsterdam Canal Cruise
Sponsored By The Amsterdam Promotion
Foundation

pm ↓ Dinner *Receipts*
Sponsored By The Amsterdam/Haarlem Chamber Of
Commerce

Tuesday September 26

9:00 am - 4:00 pm One-On-One Business Appointments

pm Reception
Hosted By Ambassador Dornbush At His Residence
In The Hague

Wednesday September 27

am Depart For Airport

12:25 pm Flight To London Via British Midland No. 106

1:35 pm Arrive In London and Transfer to Hotel

Grosvenor House Hotel
Park Lane, London W1A
Tel: 44-171-499-6363 Fax: 44-171-493-3341

5:30 pm - 6:30 pm Welcome Reception At Hotel

Adams

-2-

Thursday September 28

10:00 am - 12:00 Noon

Embassy Briefing

12:00 Noon - 1:00 pm

Buffet Sandwich Lunch At Embassy

1:30 pm - 5:00 pm

One-On-One Business Appointments
To Be Held At The Embassy

6:00 pm - 7:30 pm

Reception
Hosted By Deputy Chief of Mission Timothy E.
Deal At The Ambassador's Residence

Friday September 29

9:00 am - 4:00 pm

One-On-One Business Appointments
To Be Held At The Embassy

12:00 Noon

Buffet Sandwich Lunch At The Embassy

7:00 pm

Mission Wrap-Up Session/Debriefing And Dinner

Saturday September 30

am

Mission Members Depart for US Or Follow Own
Program

EASYLINK 6422023M001 4AUG95 08:52/08:52 EST
FROM: 62015195
SATO TRAVEL-DEPT OF COMMERCE
TO: 2024021999

SALES PERSON: 35
CUSTOMER REF: 545100

ITINERARY
OYVIDC

DATE: 04 AUG 95
PAGE: 01

TO: SATO TRAVEL DEPARTMENT OF COMMERCE
14TH AND E ST., NW SUITE B322
WASHINGTON, DC 20230

FOR: HERMAN/ALEXIS

REF: 0,040,13500

24 SEP 95 - SUNDAY

AIR NORTHWEST AIRLINES FLT:1407 COACH
LV WASHINGTON DULLES 400P
AR DETROIT METRO 532P
HERMAN/ALEXIS SEAT- 5D
AIR NORTHWEST AIRLINES FLT:58 COACH
LV DETROIT METRO 605P

EQP: DC-9 STRETCH
NON-STOP

DINNER
EQP: DC-10

25 SEP 95 - MONDAY

AR AMSTERDAM 640A
HERMAN/ALEXIS SEAT-20H

NON-STOP

26 SEP 95 - TUESDAY

AIR BRITISH MIDLAND FLT:106 STANDARD
LV AMSTERDAM 1225P
AR LONDON HEATHROW 135P

SNACK
EQP: BOEING 737 500
NON-STOP

30 SEP 95 - SATURDAY

AIR UNITED AIRLINES FLT:915 COACH
LV LONDON HEATHROW TERM:3 180P
AR WASHINGTON DULLES 355P
HERMAN/ALEXIS SEAT-41X
AIR UNITED AIRLINES FLT:915 ECONOMY
LV LONDON HEATHROW TERM:3 180P
AR WASHINGTON DULLES 355P

LUNCH
EQP: 741
NON-STOP

LUNCH
EQP: 741
NON-STOP

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ALL FREQUENT FLYER BENEFITS EARNED THROUGH OFFICIAL
TRAVEL ARE PROPERTY OF THE US GOVERNMENT.

"Women in Trade"
Business Development Mission
to
Amsterdam and London
September 24-29, 1993

Participants (as of Aug. 14 @ 4:30 PM)

Advanced Rubber Concepts, Inc.
P.O. Box 489 Highway 77 South
Pauls Valley, OK 73075
Tel: 800-654-3662 Fax: (405) 238-3029
Sheila A. Smith, President *sm ah*

Rubber Keypads

? **APB Associates**
#80 State Creek Road
HCR Rt. 2, Box 252
La Honda, CA 94020
Tel: 415-949-0339 Fax: Same
Ann E. von Thaden, President

Custom Gift Boxes

May **Diana's California Cookies**
P.O. Box 3373
Laguna Hills, CA. 92654
Tel: 714-830-7273 Fax: 714-768-7711
Diana Todera, President

**Cookies & Cookie Bars,
Private Branded**

? **Fostermation, Inc.**
200 Valleyview Drive
P.O. Box 1290
Meadville, PA 16335
Tel: 814-336-6211 Fax: 814-333-1297
Catherine R. Foster, President

Metal Components From Wire

*WA
GB* **D & H Electronic Systems, Inc.**
P. O. Box 377
11521 Lebanon Road
Mt. Lulier, TN 37122-0377
Tel: 615-754-5692 Fax: 615-758-3890
Glenda J. Binkley, President

**Security Systems
Institutional, Commercial,
Industrial, Alarm Systems**

? **Integrated Environmental Solutions, Inc.**
105-C East Evans Street
West Chester, PA 19380
Tel: 610-692-9200 Fax: 610-692-8489
L. Sherred Steel, Vice President

**Environmental Consulting
Services**

Johnson Security Bureau, Inc.
1020 Grand Concourse
Bronx, NY 10451
Tel: 718-681-6957 Fax: 718-681-4330
Dorothy C. Johnson, President

State-Of-The-Art Security
for Office Buildings,
Airports, Medical Facilities
& Residential Developments.

Masha Manufacturing
3014 Central S.E.
Albuquerque, New Mexico 87106
Tel: 505-256-9600
Sabiha Quraishi, Vice President

Sterling Silver Jewelry

PDQ Personnel Services, Inc.
5900 Wilshire Blvd., Suite 400
Los Angeles, CA 90036
Tel: 213-938-3933 Fax: 213-938-2715
Patty DeDominic, CEO
Immediate Past President, National Association
of Women Business Owners (NAWBO)

Personnel Recruitment Firm

Sherikon, Inc.
14500 Avion Parkway, Suite 200
Chantilly, VA 22021
Tel: 703-803-7000 Fax: 703-803-3730
Lee Ann Standish, Vice President

Health Care-
Management Services

STI - Standard Technology, Inc.
6116 Executive Boulevard, Seventh Floor
Rockville, MD 20852
Tel: 301-770-2800 Fax: 301-770-8560
Kathryn C. Turner, Chairperson & CEO
Member, President's Export Council

Information Systems
Telecommunications
Management Consulting

Video Electronic Systems, Inc.
1500 Massachusetts Ave., NW
Suite # 34
Washington, D.C. 20005
Tel: 202-833-3450 Fax: 202-331-7822
Dr. Mary Walker, Vice President
President of the National Federation
of Black Women Business Owners (NFBWBO)

Notebook & Personal Computers

T.L.I. International Corp.

680 N. Lake Shore Drive

Suite 1220

Chicago, IL 60611

Tel: 312-944-7800 Fax: 312-944-7674

Lyric Hughes, President

Founder, Organization of Women

in International Trade (OWIT)

Translations & Interpretation

Cultural Sensitivity Training

Public Relations

SENT 5: Aerfax Teletypewriter 10/20/95 5-9-95 10:20AM 10/21/95 10:21:00 01 010 1

"Women in Trade"
Business Development Mission
to
Amsterdam and London
September 24-29, 1995

Participants (as of August 14)

Advanced Rubber Concepts, Inc.

Rubber Keypads

P.O. Box 489 Highway 77 South

Pauls Valley, OK 73075

Tel: 300-684-3662 Fax: 405-238-3029

Sheila A. Smith, President

Corporate profile: Global company that employs less than 49 employees. Old-to-market. Annual sales of \$10.5 million from the design, engineering, marketing and distribution of conductive rubber keypads and elastomer connectors. Facilities in Oklahoma, Taiwan, Malaysia and the United Kingdom. Offices in Chicago and Scotland. Recently named one of five "Preferred Suppliers" to Motorola Corporation's European Cellular Subscriber Division. Mission objectives include establishing immediate sales; exposure to new business prospects and locating a sales representative/distributor.

APB Associates

Custom Gift Boxes

#80 State Creek Road

HCR Rt. 2, Box 252

La Honda, CA 94020

Tel: 415 949 0339 Fax: Same

Ann E. von Thaden, President

Corporate profile: Small company that employs less than 49 employees. Annual sales are less than \$1 million. New-to-export and new-to-market. Mission objective is to locate a sales representative or distributor.

Diana's California Cookies

**Cookies & Cookie Bars,
Private Branded**

P.O. Box 3373

Laguna Hills, CA. 92654

Tel: 714-830-7273 Fax: 714-768-7711

Diana Todera, President

Corporate profile: Small company that employs under 249 employees. New-to-market and new-to-export. Functions within the framework of a large, joint venture wholesale bakery operation for production and manufacturing. Bakes, packages and private labels for many, major U.S. brands. Through a licensing agreement, some "in-house" products enjoy a co-label. Cookies

are made from original, health conscious recipes. Trademarked in the United States and Japan. A trademark application is pending registration in the European Union. Mission objectives include gaining exposure to new business prospects, establishing immediate sales, and locating a sales representative, distributor or joint venture partner.

Fosternation, Inc.

200 Valleyview Drive

P.O. Box 1290

Meadville, PA 16335

Tel: 814-336-6211 Fax: 814-333-1297

Catherine R. Foster, President

Corporate profile: Small company established in 1971. Employs less than 49 employees and has annual sales under \$5 million. New-to-market. Mission objectives are to locate a sales representative/distributor, product testing/market research, and to locate immediate sales.

Metal Components From Wire

D & H Electronic Systems, Inc.

P. O. Box 377

11521 Lebanon Road

Mt. Juliet, TN 37122-0377

Tel: 615-754-5692 Fax: 615-758-3890

Glenda J. Binkley, President

Corporate profile: Small company established in 1982. Employs less than 49 employees and has annual sales under \$5 million. New-to-export and new-to-market. Mission objectives include gaining exposure to new business prospects and market research.

Security Systems

Institutional, Commercial,

Industrial, Alarm Systems

Johnson Security Bureau, Inc.

1020 Grand Concourse

Bronx, NY 10451

Tel: 718-681-6957 Fax: 718-681-4330

Dorothy C. Johnson, President

Corporate profile: Small family-owned and operated corporation. Established in 1962. Total staff exceeds 150 employees. Annual sales are less than \$5 million. New-to-export and new-to-market. In 1993, the company became the first recipient of the "Family-Owned Business of the Year Award" that was awarded by the New York City Mayor and the Department of Business Services. Largest employer of women and minorities in the South Bronx. Mission objectives include gaining exposure to new business prospects, locating immediate sales, and finding a joint venture partner.

State-Of-The-Art Security

for Office Buildings,

Airports, Medical Facilities

& Residential Developments.

Masha Manufacturing

3614 Central S.E.

Albuquerque, NM 87106

Tel: 505-256-9600 Fax: 505-256-9600

Sabiha Quraishi, Vice President

Corporate profile: Small company that was established in 1989. Employs under 49 employees and has under \$1 million in annual sales. New-to-market and new-to-export. Mission objectives include locating a sales representative/distributor, licensee or joint venture partner; gaining exposure to new business prospects; product testing/market research; and locating immediate sales.

Sterling Silver Jewelry

PDC Personnel Services, Inc.

5900 Wilshire Blvd., Suite 400

Los Angeles, CA 90036

Tel: 213-938-3933 Fax: 213-938-2715

Patty DeDominic, Chief Executive Officer and Founder

Immediate Past President, National Association
of Women Business Owners (NAWBO)

Corporate profile: Founded in 1979 with two people. Total staff now exceeds 500 employees. Annual sales under \$50 million. New-to-export. Currently is the largest, woman-owned personnel service in greater Los Angeles. Possesses a data base of over 20,000 pre-screened applicants, and a network of over 30,000 business client contacts. Places nearly 3,000 employees every year. Served as a pilot mentor in the U.S. Small Business Administration's Women's Networking Entrepreneurial Program. Mission objectives include gaining exposure to new business prospects, locating a joint venture partner for business referrals, and locating immediate sales.

Personnel Recruitment Firm

Sherikon, Inc.

14500 Avion Parkway, Suite 200

Chantilly, VA 22021

Tel: 703-803-7000 Fax: 703-803-3730

Lee Ann Standish, Vice President, International Operations

Corporate profile: Incorporated in 1984 with only two employees. Has grown into a global firm with over 500 employees. This privately owned professional services company is new-to-export and has annual sales under \$55 million. Mission objectives are to locate a joint venture partner and a sales representative/distributor.

Health Care-

Management Services

STI - Standard Technology, Inc.
6116 Executive Boulevard, 7th Floor
Rockville, MD 20852
Tel: 301-770-2800 Fax: 301-770-8560

Information Systems
Telecommunications
Management Consulting

Kathryn C. Turner, Chairperson & CEO
Member, President's Export Council
Alfred J. Walker, Executive Vice President

Corporate profile: Established in 1986 with annual revenues of \$25,000. Annual revenues currently exceed \$17 million. Employs under 249 employees and is new-to-export. Headquartered in Maryland and has offices in Northern Virginia and Florida. Ranked 63rd in Inc. Magazine's 1991 list of America's 500 fastest growing private companies. STI was the only small business to receive the NASA Agency Honor Award in 1992. Mission objectives include gaining exposure to new business prospects, locating a joint venture partner, and locating immediate sales.

Video Electronic Systems, Inc.
1500 Massachusetts Ave., NW
Suite # 34

Notebook & Personal Computers

Washington, D.C. 20005
Tel: 202-333-3450 Fax: 202-331-7822
Dr. Mary Walker, Vice President
President of the National Federation
of Black Women Business Owners (NFBWBO)
Joan R. Phoenix, Founder and President

Corporate profile: Small company with less than 49 employees and annual sales under \$5 million. New-to-export. High technology manufacturer of computers, data/video briefing systems and peripherals. Provides maintenance services, design and implementation of Local Area Networks and Wide Area Networks. Mission objective is to meet with potential customers.

T.L.I. International Corp.
680 N. Lake Shore Drive
Suite 1220
Chicago, IL 60611
Tel: 312-944-7800 Fax: 312-944-7674
Lyric Hughes, President

Translations & Interpretation
Cultural Sensitivity Training
Public Relations

Founder, Organization of Women
in International Trade (OWIT)

Corporate profile: Small company that was founded in 1977. Employs less than 49 employees. Old-to-market. Offices in Chicago, New York, Tokyo and Beijing. Best known as the company that brought the Super Bowl to China in 1986. Unique in its ability to perform public relations and market

research in the Asia/Pacific market through its offices in Tokyo and Beijing. In 1989, T.L.I. became the only foreign company to form a joint venture with The People's Daily, China's national newspaper. The agreement enables U.S. companies to conduct market research, public relations and advertising locally and nationally, through the newspaper's network of bureaus. T.L.I.'s office in Tokyo provides U.S. companies with direct access to Japan's media and markets. Mission objective includes gaining exposure to new business prospects, locating a joint venture partner and locating a sales representative/distributor.

Integrated Environmental Solutions, Inc.

105-C East Evans Street

West Chester, PA 19380

Tel: 610-692-4200 Fax: 692-8489

L. Sherrerd Steele, Vice President

Corporate profile: Small company that employs less than 49 employees and has annual sales under \$1 million. New-to-export. Mission objectives are to locate immediate sales and gain exposure to new business prospects.

**Environmental Consulting
Services**

ADVANCED RUBBER CONCEPTS, INC.

SHEILA A. SMITH

From the time she was an eight-year-old practicing for a competitive swimming career, Sheila Smith has been making waves and achieving success. At age 12, she was the youngest participant in the Governor's five-mile swim in New York. She swam in the Pan American Games trials and held the Illinois 30-yard butterfly record.

In graduate school she became the first female Urban Intern at the University of Illinois-Chicago. After earning her Master's degree from the University of Illinois-Chicago in 1971, she entered the work force as a secretary, but soon became the first female associate hired in the Investment Banking Division of duPont Glaxo Morgan.

Now, after more than 20 years of dividing her time between a career in business - the last 13 as president of her own manufacturing company - and being a wife and mother, Sheila Smith is taking her skills into the realm of public service.

PROFESSIONAL BACKGROUND

Entrepreneur/Business Owner

Sheila Smith is president and chief operating officer of Advanced Rubber Concepts, Inc. (ARC), formerly Glotte Sales, Ltd. ARC is a profitable small business with annual sales of \$10.5 million from the design, engineering, marketing and distribution of conductive rubber keypads and elastomer connectors. The company has plants in Poudre Valley, Oklahoma, and Taiwan, and offices in Chicago and Stirling, Scotland.

Ms. Smith purchased Glotte in 1981 from AIRA, which had decided to close the company. Under her leadership, Glotte (now ARC) has become a profitable, high-performing and customer-centered business.

At Glotte, Ms. Smith developed a management team selected from the work force and earned a prominent position in the international small business community for her effective development of bilateral trade relations with British, Japanese and Taiwanese firms. ARC maintains excellent relationships with companies such as AT&T, Boeing, General Electric and Texas Instruments. The company was also recently named one of five Preferred Suppliers to Motorola's European Cellular Subscriber Division.

In 1993, Ms. Smith sold part of the Glotte operation to Chicago Miniature Company, with whom she continues to work as a consultant.

In addition to her position at ARC, she is also president of ARC Industries, a joint venture with Good Rubber Corporation of Taiwan, and she is vice president of The TQS Group, Inc., a management consulting and training firm headquartered in Chicago.

Financial/Economic Consultant

Before buying Glatts, Ms. Smith founded FMS, Ltd., a firm that provided organization, financial and management assistance to small businesses. FMS represented clients in the purchase of a division of McGraw Edison Company and Coachmen Industries.

In the early 1980's she was one of the few independent female executives in the United States specializing in the area of mergers and acquisitions. She represented a French investor group which located a high-tech plant on Chicago's West Side, creating more than 50 jobs for inner-city residents.

In the early 1970's, Ms. Smith was associated with the investment banking firms of Lehman Brothers, duPont Glens Forge and Medrow & Company.

Civic/Business Leader

Shella Smith has been an active leader in civic, community and charitable affairs.

In 1992, she was the Democratic candidate for Congress from the 8th District of Illinois. She led the Democratic ticket in the district, receiving more than 40 percent of the vote and reducing the 23-year incumbent's vote share from 81 to 34 percent.

In March, 1994, Ms. Smith narrowly lost the Democratic primary for Illinois Lieutenant Governor as the running mate of Attorney General Roland Burris. The platform for her candidacy was published in August, 1994, as her first book: *Enterprise Illinois: A Common Sense Agenda for Illinois State Government*.

She has been a member of the Minority Business Development Task Force of Chicago United, and was appointed by the late Mayor Harold Washington to his Business Development Task Force for the City of Chicago. She has also served as a board member of the Hekken Institute, and is currently a member of the Board of Trustees of Barat College, her alma mater.

PERSONAL

Shella Smith received her MA in Political/Public Administration from the University of Illinois-Chicago in 1971, and her BA in Political Science from Barat in Lake Forest in 1970. She has also done post-graduate work in accounting at DePaul University in Chicago.

Her personal interests include swimming, biking and golf. She has swum in and won numerous Master's swimming events, and, in 1991, she completed her first triathlon.

Ms. Smith is married to Edwin Crego, managing director of The TQS Group, Inc. Their daughter, Lisa, is a 1992 graduate of Sweet Briar College in Lynchburg, Virginia, and a paramedic in Galena, Illinois.

Withdrawal/Redaction Sheet

Clinton Library

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Public Liaison
Alexis Herman
OA/Box Number: 6275

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2012-0741-F

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- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

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APB ASSOCIATES

PERSONAL DATA

GENERAL INFORMATION:

- Maiden name: Ann Brinton Entrezin
- Born: [REDACTED] (b)(6)
- Divorced, two sons.

RESIDING:

- 1941-1949: Minas del Tofo, Chile, S.A.
- 1949-1958: Bethlehem, PA
- 1959-1969: East Coast, New York Metropolitan Area
- 1970- : West Coast, San Francisco Peninsula

EDUCATION:

- Calvert Course System, Towson, MD. Correspondence primary education program for Americans living abroad.
- George School, Newtown, PA. Graduated 1955, Language/History program.
- Connecticut College, New London, CT. Graduated 1959, BA Spanish Literature/History; minor in Classics.

VOLUNTEER EXPERIENCE:

Prior to 1970:

- Co-developer community re-entry program for women, Greystone Mental Hospital, Morristown, NJ.
- Junior League Community Involvement: Bethlehem, PA; New London, CT; New York City, NY; Short Hills/Oranges, NJ (wrote "Profile" series).
- Member community research and archive team, Historical Development Program, Bethlehem, PA.

After 1970:

- Menlo Park, CA Chamber of Commerce. Board of Directors (four years); Vice-President Community Affairs (two terms); Chairman Community Action Committee (two terms); representative to San Mateo Co. Housing and Transportation Commissions; elected participant county and state blue ribbon committees.
- Designed and introduced (1973) medical information format now used by U.S. Olympic Committee.
- National publicity program for John Naber and other Northern California Olympic swimmers.

APB

WORK EXPERIENCE

1983- : Independent Concept and Product Development under dba APB Associates.

SPECIALIZATIONS:

- conceptual and cooperative product packaging
- introductory business plan packaging
- direct mail and collateral material production/coordination

PARTIAL CLIENT LIST:

NAI CORPORATION, San Francisco. Introduced real estate partnership to Eastern financial markets.

COCONUT PROPERTIES, Maui, HI. Secured financing, designed and supervised promotional material; initiated national direct mail program for Coconut Inn (a rehab conversion at Napili, Maui).

BRITISH/AMERICAN GROUP, New York. Promo/Publicity advisor to producers of "Windy City", a Broadway-bound musical.

LATTA'S, Newport, OR. Marketing and Advertising coordinator. Preliminary turnaround market planning focused to a national expansion for the food specialty company.

CITY OF MENLO PARK, CA. Constitution Bicentennial Commission, Executive Director. Program conception, development and implementation. Project fundraising.

1981-1983: Contract LETTERLAND, a display and sign company.

1980-1982: Contract COUNTRY ALMANAC, Woodside, CA. Editorial advertising development.

1977-1980: Created and accessorized vignettes for "dead space" areas in S.F. Bay Area Decorator Showhouses.

1976-1979: Owned old fashioned toy store, THE WHITE RABBIT, Menlo Park, CA.

1976-1981: Retail toy booth selected to participate on Holiday Benefit Circuit across U.S.

1972-1976: Partner, WOMAN'S ENTERPRISES, Menlo Park, CA. Cottage industries' representatives. Organized, promoted and managed retail benefit shows.

1972-1974: Freelance sports writer (background for reporters).

1960-1961: Asst. fashion editor, FAMILY CIRCLE, New York City, NY.

1959-1960: Research/Charting Asst., Economics Dept., FIRST NATIONAL CITY BANK, New York City, NY.



DIANA'S CALIFORNIA COOKIES

Diana Todaro

Diana Todaro - Founder, President and CEO of Diana's California Cookies.

Graduate of Montclair State University with a B.A. in Family and Consumer Science, an honors student in the DIS study program at the University of Copenhagen, Denmark (where she lived with a Danish family) and currently a Master's Degree candidate in International Business at California State University, Long Beach.

Ms. Todaro is a single mother with one son, John Philip, who is an honor roll student and outstanding three sport athlete at Laguna Hills High School. She was often baseball team mom and continues to enjoy watching her son compete, rarely missing a game!

Ms. Todaro is Chairperson of the Family and Consumer Science Advisory Committee for Orange Coast College and holds a teaching credential in both California and New Jersey. She also assists with the ROP (Regional Occupational Programs) in Orange County high schools. She has been a featured speaker at Saddleback College, Orange Coast College, California State University, Long Beach, the University of Copenhagen and International MBA school, FUHU, in Denmark and KABC Talk Radio, Los Angeles.

Prior to founding "California Cookies" Ms. Todaro owned and operated an independent travel consultant company handling corporate promotion and incentive programs around the world and also managed the resort marketing division for a major California real estate firm.

Ms. Todaro attended the White House Conference on Ireland, hosted by President Clinton in May, 1995 and continues to maintain close ties to the European and International communities with membership and/or participation in the World Affairs Council, Danish-American and French-American Chambers of Commerce and Irish-American Unity Conference. She is a contributing writer for the *Irish News* and *European Chronicle* and attended the United Nations Social Summit in Copenhagen, March, 1995 as a press representative.

Ms. Todaro was the first woman to play in the Orange County Special Olympics fundraising golf tournament in 1984 and has been a committee member and sponsor since 1985. Some of the other charities which benefit from Diana's California Cookies are the American Heart Association, Orange County Philharmonic Society (which sponsors school music programs), Los Angeles Mission, St. Vincent De Paul Society, Boys' Town and the Children's Inn at NIH in Bethesda.

"Diana's California Cookies", formulated from original healthful recipes with son, John, in mind, is trademarked in California, the U.S. and Japan. A trademark application is pending registration in the European Union.

FOSTERMATION, INC.

For the past twenty-five years Catherine Foster has been working for Fostermation, Inc., a company she and her husband, Morgan, started in 1971.

Cathy's first duties were as secretary and accountant.

As the company grew she became the Vice President and began working more closely with customers while continuing to oversee the Company's finances.

In January, 1990, upon the death of her husband, she became President and CEO of the Company.



D & H ELECTRONIC SYSTEMS, INC.

GLEND A J. BINKLEY

Binkley is owner and president of D&H Electronic Systems, Inc., located in the greater Nashville - Music City USA area. Her business and professional career has included management positions in corporate manufacturing, educational, and technical industry arenas. Two successful start up companies are benchmarks of this entrepreneur's business experience.

She is active in community affairs and local charities and is involved in professional and industry organizations. Binkley has served on Boards of Directors and acted in advisory capacities to businesses and governmental agencies. She has earned recognition as an established businesswoman, skilled leader and accomplished speaker.

Binkley recently represented TN-USA small businesses as a delegate to the White House Conference on Small Business in Washington, D.C.

CAREER HIGHLIGHTS

- Owner of D&H Electronic Systems, Inc. a supplier of asset management, communication and life safety systems. Established in 1982.
- Owner of G. Binkley and Associates, a Public Relations and Promotions Firm.
- Advisor-Consultant to Small Businesses for Management Development
- Training consultant to State of Tennessee and private businesses.
- Public Education Nashville Citizens Involved in Leadership (PENCIL) - Business Coordinator
- Keynote speaker for Alabama's educator's conference - Adopt-A-School Program.
- Educator, Teacher

EDUCATION

- Bachelors of Science Degree (B.S.) - Memphis State University - Memphis, TN USA
- Master of Education (M.Ed.) - Memphis State University - Memphis, TN USA

LEADERSHIP

- Board of Directors - Regional Solid Waste Authority, Vice-Chair
- Board of Directors - Cumberland Mental Health Group, Finance Chair
- Summit Medical Center (Formerly Donelson Hospital) Women's Advisory Council
- Wilson Bank and Trust Community Advisory Council
- Board of Directors - Theatre of Mt. Juliet - Founder
- Administrative Board Chair, St. Paul UMC (past)
- Chamber of Commerce - Business Expo Publicity Chair (past)

PROFESSIONAL AFFILIATIONS

- National Burglar and Fire Alarm Association
- National Systems Contractors Association
- National Fire Protection Association
- Associated Builders & Contractors
- National Association of Women Business Owners
- National Federation of Independent Business
- National Small Business United

JOHNSON SECURITY BUREAU INC

PRINCIPAL'S BACKGROUNDS

DOROTHY C. JOHNSON, received her B.A. from Fayetteville State Teacher's College and her M.A. in Education and M.A. in Guidance from Teacher's College, Columbia University. She served in the New York City Board of Education from 1952-1975 when she retired as a guidance counselor due to the poor health of her husband, Wilbert T. Johnson, with whom she co-founded Johnson Security Bureau in 1962.

Having served as President of Johnson since 1975, Mrs. Johnson is a charter member of the Coalition of 100 Black Women, The National Association of Negro Business and Professional Women, and numerous other civic organizations. As a recipient of numerous recognitions of her achievements in the community, Dorothy C. Johnson is also one of twelve lay members on the Board of the New York City Presbytery. Dorothy C. Johnson is the owner of 40% of the equity of Johnson Security Bureau, Inc.

CHARLES RONALD JOHNSON, received his A.B. from Dartmouth College, and his J.D. from Boalt Hall, University of California School of Law. Upon returning to New York City, he served as an Assistant District Attorney in the Office of Bronx County District Attorney, Mario Merola. He thereafter served as Counsel to the New York State Senate Minority for Criminal Justice and Judiciary Issues.

Mr. Johnson served in the New York State Assembly for three terms, and during his final term was appointed Vice-President of the New York State Urban Development Corporation, where he structured a business participation program that serves as the model for such programs nationally. An attorney by profession, he has served as Counsel to, and Chief Operating Officer of Johnson Security Bureau, Inc. for the past thirteen years.

Mr. Johnson is Chairman of the Board of the American Cancer Society, Bronx Division, serves as a mentor in The Children's Arts Carnival, is a Lifetime Member of the NAACP, and participates on numerous other Boards and civic organizations. Charles is married to Tina Wynn, and is the father of Jessica, a Senior attending Northwestern University School of Engineering, and Charles Jr., a Junior attending Morehouse College.

Both Jessica and Charles Jr., are actively contributing to the growth of Johnson Security Bureau, Inc., and have utilized their backgrounds in science to upgrade the technological emphasis of the family business.3

MASHA MANUFACTURING

Att: Lorie way

MASHA MANUFACTURING
3014 Central S.E.
Albuquerque NM 87106

SABIHA QURAISHI
Vice President
Tel (505) - 258-9600
Fax (505) - 258-9600

Biographical Information

Sabiha Quraishi is Vice President of Masha mfg. for 6 yrs since its inception. After completing her Bachelor's degree in Botany & Chemistry (double graduation) she went on to do her Masters degree in Biochemistry from Bombay University. Simultaneously, she completed a diploma in Computer Science.

After marrying into a business family involved in southwestern jewelry, merchandising & manufacturing she gained her experience.

Company profile

Masha Mfg. is involved in manufacturing jewelry in sterling silver, gold & bronze with the latest techniques which ensure good quality & speedy production.



Patty DeDominic is the founder and chair of the board of PDQ Personnel Services, Inc., the largest woman-owned personnel service in the greater Los Angeles area.

Background

Her innovative and dynamic leadership has resulted in outstanding growth, both for the business itself and in the size and breadth of the satisfied clients her organization and its employees serve.

Because she is an aggressive champion of employment development in business, industry and government, as well as an outspoken advocate of and mentor for women in business, DeDominic is frequently tapped to serve on local, regional and national committees addressing the needs of these interest groups.

She recently completed her second two year term as Vice Chair for the Los Angeles Private Industry Council which develops and implements local job training and employment systems.

DeDominic was a pilot mentor in the U.S. Small Business Administration's Women's Networking Entrepreneurial Program which is now active throughout the U.S.

DeDominic frequently speaks and writes on business, human resources and industrial relations issues. She was a featured speaker at the INC. magazine conference "Growing the Company West"; AT&T's Conference "Profit & Purpose"; IBM's "CEO Experience: Pathways to Growth".

Her continuing education endeavors include classes in business and management at UCLA and USC; Leadership Development and Philosophy at the Aspen Institute for Humanistic Studies and Leadership L.A. through the Los Angeles Business Council.

DeDominic has published Human Resources articles in the Wall Street Journal and the Los Angeles Business Journal and is a frequent contributor to Women in Management, The Entrepreneurial Institute and other organizations' newsletters.

Patty DeDominic Chief Executive Officer

Unsurpassed dedication to the advancement of quality in personnel services as well as active involvement in the betterment of industry and community, have earned her an enviable record of achievements.

Awards

U.S. winner "Veuve Clicquot Business Woman of the Year"

"Special Recognition Citation" from the National Association of Private Industry Councils

Los Angeles Business Council's "Woman of the Year"

National Association of Woman Business Owners' Entrepreneur of the Year"

U.S. Small Business Administration's "Women in Business Advocate"

Congressional Record permanent recognition for outstanding achievements in business

Affiliations

Currently serving on the following Committees and Boards:

- NAWBO* National President 94/95 term
- Greater Los Angeles Chamber of Commerce
- Public Procurement Advisory Committee of the State of California
- California Youth Employment Opportunity Program
- St. Vincent's Medical Center Foundation
- Los Angeles Women's Foundation
- American Red Cross
- Arbitrator, Los Angeles County Bar Association

Association Memberships

- National Association of Women Business Owners
- Committee of 200
- Personnel & Industrial Relations (PIRA)

KATHRYN C. TURNER

Biographical Summary

Kathryn C. Turner, the founder and principal owner of Standard Technology, Inc. (STI), has led the company's growth from \$25,000 to over \$17 million in annual revenues since its start in 1986. STI is a high-technology, engineering, and systems integration firm, headquartered in Rockville, MD, with offices in Northern VA, and Jacksonville, FL. STI was ranked 63rd on Inc. Magazine's 1991 list of America's 500 fastest growing private companies and was the only small business to receive the NASA Agency Honor Award in 1992.

In late 1994, Ms. Turner received a Presidential appointment to serve on the President's Export Council, after serving a one-year term on the Eximbank Advisory Committee. In November 1993, she was appointed to the Commission on the Future of Worker-Management Relations, a joint commission of the Departments of Labor and Commerce, established by President Clinton. In 1992, she was the first woman appointed by the Secretary of Defense to the Defense Policy Advisory Committee on Trade (DPACT).

Ms. Turner was also recently elected to join the Boards of Directors for Phillips Petroleum Company, Carpenter Technology Corporation, Northern Virginia Urban League, and Boy Scouts of America.

She has participated in several business groups, including the Air Force Women-Owned Business Council, NASA's Minority Business Resource Advisory Council, the National Association of Minority Business, the Latin American Minority Association, and Inc.'s Council of Growing Companies.

She is a 1994 Recipient of the Northern Virginia Urban League's Shining Star Award and the 1994 Recipient of the National Association of Black Telecommunications Professionals, Inc.'s Granville T. Woods Award.

Ms. Turner is a graduate of Howard University, with a degree in Chemistry and graduate work at George Washington University.

STI

2024827888- 202 450 6278.716

ALFRED J. WALKER

Biographical Summary

Alfred J. Walker is Executive Vice President and co-owner of Standard Technology, Inc. (STI), a high-technology, engineering, systems integration and manufacturing firm, headquartered in Rockville, MD, with offices in Northern VA. For the last five years, Mr. Walker has had primary responsibility for the manufacturing division. This manufacturing division was involved with providing precision machined parts, as well as injection molded plastic parts for defense and commercial application. In addition, he has a pivotal role in organizational structuring and growth in the services division.

Mr. Walker began his career with IBM, first in purchasing and then in sales. Because of his success at IBM, Xerox Corporation (Office Products Division) hired him as a sales executive, after which he was promoted to branch manager. Mr. Walker was promoted to headquarter's staff as a Product Manager responsible for managing and developing programs for training of an entire field sales force of approximately 325 individuals in office applications, to include the equipment selections, evaluation of performance criteria, and specific organization overviews of the key document types. This position led to a District Sales Manager's role with responsibility for one-third of the Southern Region. Products included local area networks (Ethernet, Star Professional work stations, PCs, and 860 Word Processors). Mr. Walker devised and implemented solutions based on technical analysis of customer application requirements, e.g., letters, documents requiring graphics, electronic printing, and other customer needs.

Prior to joining STI in 1987, Mr. Walker was Senior Vice President of Marketing and Operations at Dynamic Concepts, Inc., where he was responsible for the Corps of Engineers and Department of Commerce software development contracts, including quality control, management, and administration.

As National Account Manager for U.S. Sprint (United Telephone), Mr. Walker was responsible for the analysis of requirements for telecommunications needs to streamline and reduce overall costs for long distance services. Further, he was responsible for the implementation of state-of-the-art, software defined, virtual, private voice networks. Mr. Walker has provided advise and expertise to key accounts throughout the country on requirements for the construction of secure soundproof rooms for video teleconferencing, including encryption devices, earth stations, and data compression requirements.

Mr. Walker is a Board Member for the Minority Business Technology Transfer Consortium, a member of the Greater Dallas Chamber of Commerce, and is the Small Business representative for Technologies Enabling Agile Manufacturing (TEAM), whose mission is technology transfer of public sector assets to private companies for commercialization.

Mr. Walker has a B.S. in Psychology from Jacksonville University and has attended Marketing and Management Schools for both IBM and Xerox Corporations.

VIDEO ELECTRONIC SYSTEMS, INC.

RESUMEMARY R. WALKER, Ph.D.

DR. MARY WALKER IS THE VICE PRESIDENT OF VIDEO ELECTRONIC SYSTEMS, INC., (VES), A HIGH TECHNOLOGY MANUFACTURER OF COMPUTERS, DATA/VIDEO BRIEFING SYSTEMS, AND PERIPHERALS.

DR. WALKER'S DUTIES INCLUDES MARKETING, MANAGEMENT AND TECHNICAL ASSISTANCE. DR. WALKER WORK VERY CLOSELY WITH FEDERAL, STATE AND LOCAL GOVERNMENTS, SMALL AND LARGE CORPORATIONS MARKETING THE GOODS AND SERVICES OF VES.

DR. WALKER'S EDUCATIONAL BACKGROUND INCLUDES MICHIGAN STATE UNIVERSITY, LANSING MICHIGAN, WHERE SHE RECEIVED A B.S. DEGREE IN SOCIOLOGY, ATLANTA UNIVERSITY, WHERE SHE RECEIVED HER MASTERS IN BUSINESS ADMINISTRATION, RUTGERS UNIVERSITY, WHERE SHE RECEIVED HER MASTERS IN PUBLIC ADMINISTRATION, NEW JERSEY COLLEGE OF MEDICINE AND DENTISTRY, SCHOOL OF MORTUARY SCIENCE, WHERE SHE RECEIVED HER DEGREE IN MORTUARY SCIENCE, AND RUTGERS UNIVERSITY, WHERE SHE RECEIVED HER Ph.D. IN ECONOMICS.

AFTER UNDERGRADUATE SCHOOL DR. WALKER ACCEPTED A TEACHING POSITION FOR TWO (2) YEARS WITH CARVER HIGH SCHOOL, IN MARTINSVILLE, VIRGINIA WHERE SHE TAUGHT ENGLISH.

DR. WALKER LATER ACCEPTED A POSITION AS ASSISTANT DEAN OF ADMISSIONS AT THE COLLEGE OF WILLIAM AND MARY. IN THIS POSITION HER DUTIES INCLUDED RECRUITING AND INCREASING THE ENROLLMENT OF MINORITIES IN THE STATE FUNDED EDUCATIONAL INSTITUTION.

DR. WALKER JOINED THE COMMUNITY SERVICES ADMINISTRATION, (CSA), AS REGIONAL ENERGY COORDINATOR FOR REGION IX (SAN FRANCISCO) AND WAS RESPONSIBLE FOR THE ADMINISTRATION OF MANAGEMENT AND TECHNICAL ASSISTANCE TO COMMUNITY ACTION PROGRAM DIRECTORS AND COMMUNITY DEVELOPMENT CORPORATION DIRECTORS; AND ALL STATE AND LOCAL NON-PROFIT ORGANIZATIONS INVOLVED WITH THE ENERGY CONSERVATION PROGRAM.

DR. WALKER LATER JOINED THE U.S. DEPARTMENT OF ENERGY FOR THE PURPOSE OF CONVENING A NATIONAL CONFERENCE ENTITLED "MINORITY FOCUS ON SOLAR ENERGY", WHICH WAS HELD IN WASHINGTON, DC. UPON COMPLETION OF THIS EFFORT, HER DUTIES REQUIRED HER TO VISIT VARIOUS COUNTRIES IN AFRICA AND PROVIDE TECHNICAL ASSISTANCE TO NATIVE GOVERNMENT OFFICIALS ON RENEWABLE ENERGY.

VIDEO ELECTRONIC SYSTEMS, INC. ---

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RESUME
DR. WALKER

DR. WALKER ALSO SERVES AS THE PRESIDENT OF THE NATIONAL FEDERATION OF BLACK WOMEN BUSINESS OWNERS (NFBWBO) A NON-PROFIT ORGANIZATION OF BLACK WOMEN BUSINESS OWNERS SPECIALIZING IN CONSTRUCTION, MANUFACTURING, PROFESSIONAL SERVICES, AND NON-PROFESSIONAL SERVICES. THESE WOMEN HAD LEARNED THAT IN SPITE OF THEIR PROVEN MANAGEMENT SKILLS, EDUCATION, TRAINING, AND EXPERIENCE IN THEIR CHOSEN FIELDS, THEY WERE BEING SYSTEMATICALLY DENIED EQUAL ACCESS TO BONDING, ACCESS TO CAPITAL AND CREDIT AND ACCESS TO MARKETS IN FEDERAL AND PRIVATE SECTORS.

NFBWBO IS HEADQUARTERED IN WASHINGTON, DC. IT FOCUS ON POLICIES THAT AFFECT PURCHASING AND CONTRACTING OPPORTUNITIES FOR WOMEN-OWNED BUSINESSES. LOCAL CHAPTERS OF NFBWBO HAVE BEEN ESTABLISHED TO PROVIDE WOMEN-OWNED BUSINESSES WITH LOCAL ADVOCACY AND ASSISTANCE.

DR. WALKER SERVES ON MANY CORPORATE ADVISORY BOARDS. SHE IS A MEMBER OF MANY ORGANIZATIONS AND WORKS VERY CLOSELY WITH THIS ADMINISTRATION ADVOCATING FOR WOMEN-OWNED BUSINESSES.

VIDEO ELECTRONIC SYSTEMS, INC.

RESUME

JOAN R. PHOENIX

Education: BS Degree in Business Management - California State Polytechnic University, Pomona, CA.

AA Associates in Arts - Monterey Peninsula College, Monterey, CA.

Continuing Education Courses at University of Southern California - (MS System Information Management)

Military Education: U. S. Army - Retired Officer (Major)

- Automatic Office Course
- Commanders Course
- Personnel Officer Basic & Advanced Courses
- Maneuver Control System Course
- Mobile Subscribers Communications Course
- Maneuver Control System Master Operator

EXPERIENCE

President and CEO of Video & Electronic Systems, Inc., a high technology manufacturer of computers, data/video briefing systems, and peripherals (Phoenix Pro). The firm provides maintenance services, design and implementation of Local Area Networks (LANs) and Wide Area Networks (WANs).

Retired from U. S. Army with rank of Major, after twenty years of military service. Held responsible positions as Assistant Chief of Staff, Systems Information Management, U. S. Army, Germany; Chief, Tactical Automation Branch, U. S. Army, Germany; Commander, 30th Postal Company, U. S. Army, Germany; Chief VII Corp Data Base Operations, U. S. Army, Germany; and held various positions involving telecommunications and computer equipment and systems - including installation, training, repair

TLI INTERNATIONAL CORP.
PAGE 1 OF 2



LYRIC MERRIE HUGHES

President

Ms. Hughes was born in Denver, Colorado in 1953. She was educated in the United States, Iran, Switzerland and Japan, where she attended high school as a Rotary Exchange Student. She attended Northwestern University and then the University of Chicago as a scholarship student. She studied Japanese and Near Eastern languages, cultures and civilizations at the Oriental Institute, graduating in 1976.

The youngest person in Illinois to receive a research grant from the American Cancer Society, Ms. Hughes also served as an intern to former Illinois Governor Richard Ogilvie. She was president of New Voters at Northwestern, where she convinced George Dunne and the Cook County Board to allow voting on the Evanston campus. She also established the Legal Aid Office, an organization which to this day offers free legal assistance to Northwestern students. Ms. Hughes served as Student Advocate during her junior year. As an undergraduate, she worked part-time as a professional figure skating instructor.

Ms. Hughes founded T.L.I. International Corporation (formerly Trans-Lingual Communications, Inc.) in 1977, in order to assist corporations with cultural and linguistic problems in Japan.

In 1979, Ms. Hughes made her first visit to China as a member of a delegation from the States of Illinois and Arkansas. She was the first American woman to visit Hainan Island (in southernmost China off the Gulf of Tonkin) since the Chinese Revolution in 1949. She was also the first person not of Chinese descent to represent a Chinese publication in the United States. She has lectured in China on American advertising and marketing, and was featured in the best-selling book on American entrepreneurship, "100 days in America".

In 1985, Ms. Hughes arranged the broadcast of the first Super Bowl in the People's Republic of China, resulting in an estimated audience of 300 million people. She served as executive producer of the Chinese-language version of the game, and directed Chinese-language commercials for the U.S. sponsors. In a joint venture with CCTV, she hosted the first sports interview program in China. In 1991, Ms. Hughes served as executive producer of the first Super Bowl broadcast in the former Soviet Union.

TLI INTERNATIONAL CORP.



PAGE 2 OF 2

On a day-to-day basis, Ms. Hughes works as a consultant to major U.S. firms with operations in Asia. She has written a number of articles on the topic of advertising in the People's Republic of China, and lectures on the subject of marketing in Japan and China at various business schools such as Northwestern and DePaul Universities, on a regular basis. She has been featured on the in-flight business programs on marketing in the Far East on TWA and American Airlines.

TLI hosted the first conference on advertising and public relations in the P.R.C., *ChinaAd*, which received national attention. As a result of the conference, Ms. Hughes produced a videotape on advertising and marketing in the P.R.C. A videotape co-produced entirely in Japanese with Golden Dome Productions for the City of South Bend/Mishawaka (St. Joseph County, Indiana) received two *Addy* awards from the American Advertising Federation. In 1989, she produced television commercials for Motorola and Wilson Sporting Goods in Chinese. These were the first two commercials for the P.R.C. to be entered in competition at the International Festival of Television Commercials in Cannes.

Ms. Hughes is active in a variety of community organizations. She founded Women in International Trade in 1980, which has since grown into a nation wide organization. In 1987-88 she was president of the International Trade Club of Chicago, the first woman to head the 60-year old trade organization. In 1987 she was appointed by Governor James Thompson to the Illinois Export Council, where she served with council leader Lt. Governor George Ryan. She was vice president and program chair of the Japan America Society, and currently serves on The Board of Directors.

In 1991, she was appointed to the Illinois Literacy Council by Governor Jim Edgar. She frequently speaks to education and civic groups concerning the need for a greater understanding of the languages and cultures of other peoples, and the necessity of this knowledge in international business. She has testified before the Illinois Senate regarding the importance of international studies. Ms. Hughes was appointed as chairman of the board of Education for Global Involvement in 1995, and has served on the advisory boards of The Illinois World Trade Center and International Business Development of Northwestern University. She also serves as a member of the Board of The Chicago Horticultural Society.

Ms. Hughes has studied Chinese, French, German, Italian, Greek, Russian and Farsi, but has specialized in Japanese. She is the author of several textbooks and a software program which teaches foreign language and culture.

Ms. Hughes is married and has three children. She lives in Chicago and travels frequently to the Far East and Europe.

BREAKDOWN OF THE BUSINESS'S PARTICIPATING

- * Diversity
 - 4 African Americans
 - 1 Indian
 - 1 Asian
 - 1 Irish
- * Participating states
 - CA (5); PA (2); NY; IL; WI; OK; TN; NM; VA; MD (2); DC (2)
- * Breakdown of types of companies
 - rubber keypads
 - custom gift boxes
 - cookies and cookie bars
 - metal components from wire
 - security systems, institutional, commercial, industrial, alarm systems
 - security for office buildings, airports, medical facilities & residential dev.
 - sterling silver jewelry
 - personnel recruitment firm
 - health care-management services
 - information systems telecommunications management consulting
 - notebook & personal computers
 - translations & Interpretations cultural sensitivity training public relations
 - environmental consulting services
 - consulting firm
 - telecommunications firm
 - engineering firm
 - furniture import business
 - metal

"Women in Trade"
Business Development Mission
to
Amsterdam and London
September 24-29, 1995

Participants (as of Aug. 31 @ 6:30 PM)

Advanced Rubber Concepts, Inc.

Rubber Keypads

P.O. Box 489 Highway 77 South

Pauls Valley, OK 73075

Tel: 800-654-3662 Fax: 405-238-3029

Sheila A. Smith, President

Member, National Association

of Women Business Owners

Stuart Polwart, U.K. Rep.

Corporate profile: Global company that employs less than 49 employees. Old-to-market. Annual sales of \$10.5 million from the design, engineering, marketing and distribution of conductive rubber keypads and elastomer connectors. Facilities in Oklahoma, Taiwan, Malaysia and the United Kingdom. Offices in Chicago and Scotland. Recently named one of five "Preferred Suppliers" to Motorola Corporation's European Cellular Subscriber Division. Mission objectives include establishing immediate sales, exposure to new business prospects and locating a sales representative/distributor.

Aegir Systems

**Computer Engineering &
Consulting**

2051 N. Solar Drive, Suite 200

Oxnard, CA 93030

Tel: 805-485-4888 Fax: 805-485-4235

Ella D. Williams, President

Member, National Association

of Women Business Owners

Corporate profile: Small company that was incorporated in 1981. Employs under 99 employees and has approximately \$5 million in annual sales. New-to-export. Most recent awards include the 1994 SBA Administrator's Award of Excellence, 1993 AT&T Entrepreneur of the Year, and 1993 Northrop Corporation Small Business Supplier of the Year. Mission objectives include gaining exposure to new business prospect, and locating a sales representative/distributor and joint venture partner.

APB Associates
#80 Slate Creek Road
HCR 2, Box 252
La Honda, CA 94020
Tel: 415-949-0339 Fax: Same
Ann E. von Thaden, President
Member, National Association
of Women Business Owners

Custom Gift Boxes

Corporate profile: Small company that employs less than 49 employees.
Annual sales are less than \$1 million. New-to-export and new-to-market.
Mission objective is to locate a sales representative/distributor.

Creative Juices
625 2nd Street
Suite 408
San Francisco, CA 94107
Tel: 415-979-0866 Fax: 415-543-1023
Lori Mills Foster, President
Toni Sterling, Co-Owner

Non-Alcoholic Wines

Corporate profile: Small company that employs less than 49 employees.
Under \$1 million in annual sales. A portion of the proceeds is donated to
the restoration of the State and National Parks. New-to-export. Mission
objectives include locating a sales representative/distributor, licensee,
and immediate sales.

Dary Rees Company
20725 NE 16th Avenue, #24
North Miami Beach, FL 33179
Tel: 305-655-1975 Fax: 305-655-2064
Dary Rees, President

Tableware

Corporate profile: Small company with a total staff of 75 and less than
\$5 million in annual sales. Founded in 1987. Sales have tripled each
year. New-to-market. Product is carried by 3,000 retailers nationwide.
Designs also sold in Germany, Canada, France, Korea, Hong Kong, Japan,
South America, Brazil, Venezuela, Puerto Rico, Mexico and Israel. Mission
objectives include locating a sales representative/distributor, joint
venture partner and/or immediate sales; gaining exposure to new business
prospects; and product testing/market research.

Diana's California Cookies

P.O. Box 3373

Laguna Hills, CA 92654

Tel: 714-830-7273 Fax: 714-768-7711

Diana Todaro, President

Corporate profile: Small company that employs under 249 employees. New-to-market and new-to export. Functions within the framework of a large, joint venture wholesale bakery operation for production and manufacturing. Bakes, packages and private labels for many, major U.S. brands. Through a licensing agreement, some "in-house" products enjoy a co-label. Cookies are made from original, health conscious recipes. Trademarked in the United States and Japan. A trademark application is pending registration in the European Union. Mission objectives include gaining exposure to new business prospects, establishing immediate sales, and locating a sales representative, distributor or joint venture partner.

Cookies & Cookie Bars,

Private Branded

Domain, Inc.

51 Morgan Drive

Norwood, MA 02062

Tel: 617-769-9130 Fax: 617-769-3580

Judy George, President

Marcia Gorfinkle, Assistant

Corporate profile: Small company that employs less than 249 employees. \$40 million in annual sales. Established in 1986 with \$3.5 million in start-up funds. Based in Boston with eighteen stores currently in operation. Plan to open three new stores in Fall 1995. New-to-market. Finalist for Inc. magazine's "1995 Entrepreneur of the Year Award". Recipient of the "1993 Style and Design Award" for The Fashion Group International of Boston. Mission objectives are to locate a joint venture partner and manufacturing resources.

Furniture

D & H Electronic Systems, Inc.

P. O. Box 377

11521 Lebanon Road

Mt. Juliet, TN 37122-0377

Tel: 615-754-5692 Fax: 615-758-3890

Glenda J. Binkley, President

Member, National Association

of Women Business Owners

Corporate profile: Small company established in 1982. Employs less than 49 employees and has annual sales under \$5 million. New-to export and new-to-market. Mission objectives include gaining exposure to new business prospects and market research.

Security Systems

Institutional, Commercial,

Industrial, Alarm System

Engineered Demolition Inc.**Demolition Company**

3231 Slag Court North

Minneapolis, MN 55427

Tel: 612-591-0614 Fax: 612-591-1267

Anna Chong, President

Member, National Association

of Women Business Owners

Corporate profile: Small company that employs less than 49 employees and has under \$5 million in annual sales. New-to-market. Mission objectives include product testing/market research, locating a joint venture partner and a sales representative/distributor.

Fostermation, Inc.**Metal Components From Wire**

200 Valleyview Drive

P.O. Box 1290

Meadville, PA 16335

Tel: 814-336-6211 Fax: 814-333-1297

Catherine R. Foster, President

Corporate profile: Small company established in 1971. Employs less than 49 employees and has annual sales under \$5 million. New-to-market. Mission objectives are to locate a sales representative/distributor, product testing/market research, and to locate immediate sales.

Integrated Environmental Solutions, Inc.**Environmental Consulting
Services**

105-C East Evans Street

West Chester, PA 19380

Tel: 610-692-4200 Fax: 610-692-8489

L. Sherrard Steele, Vice President

Corporate profile: Small company that employs less than 49 employees and has annual sales under \$1 million. New-to-export. Mission objectives are to locate immediate sales and gain exposure to new business prospects.

Johnson Security Bureau, Inc.
1020 Grand Concourse
Bronx, NY 10451
Tel: 718-681-6957 Fax: 718-681-4330

Dorothy C. Johnson, President
Member, National Association
of Women Business Owners

Charles Johnson, Chief Operating Officer

Corporate profile: Small family-owned and operated corporation.
Established in 1962. Total staff exceeds 150 employees. Annual sales are less than \$5 million. New-to-export and new-to-market. In 1993, the company became the first recipient of the "Family Owned Business of the Year Award" that was awarded by the New York City Mayor and the Department of Business Services. Largest employer of women and minorities in the South Bronx. Mission objectives include gaining exposure to new business prospects; locating immediate sales, and finding a joint venture partner.

Masha Manufacturing
3014 Central SE
Albuquerque, NM 87106
Tel: 505-256-9600 Fax: 505-256-9600

Mashallah Quraishi, President
Sabiha Quraishi, Vice President

Corporate profile: Small company that was established in 1989. Employs under 49 employees and has under \$1 million in annual sales. New-to-market and new-to-export. Mission objectives include locating a sales representative/distributor, licensee or joint venture partner; gaining exposure to new business prospects; product testing/market research; and locating immediate sales.

State-Of-The-Art Security
for Office Buildings,
Airports, Medical Facilities
& Residential Developments.

Southwestern Sterling Silver
Jewelry

PDQ Personnel Services, Inc.**Personnel Recruitment Firm**

5900 Wilshire Boulevard, Suite 400

Los Angeles, CA 90036

Tel: 213-938-3933 Fax: 213-938-2715

Patty DeDominic, Chief Executive Officer and Founder

Immediate Past President, National Association

of Women Business Owners (NAWBO)

Gene Sensir, Consultant

Corporate profile: Founded in 1979 with two people. Total staff now exceeds 500 employees. Annual sales under \$50 million. New-to-export. Currently is the largest, woman-owned personnel service in greater Los Angeles. Possesses a data base of over 20,000 pre-screened applicants, and a network of over 30,000 business client contacts. Places nearly 3,000 employees every year. Served as a pilot mentor in the U.S. Small Business Administration's Women's Networking Entrepreneurial Program. Mission objectives include gaining exposure to new business prospects, locating a joint venture partner for business referrals, and locating immediate sales.

Sherikon, Inc.**Health Care-**

14500 Avion Parkway, Suite 200

Management Services

Chantilly, VA 22021

Tel: 703-803-7000 Fax: 703-803-3730

Lee Ann Standish, Vice President

Corporate profile: Incorporated in 1984 with only two employees. Has grown into a global firm with over 500 employees. This privately owned professional services company is new-to-export and has annual sales under \$50 million. Mission objectives are to locate a joint venture partner and a sales representative/distributor.

STI - Standard Technology, Inc.
6115 Executive Boulevard, 7th Floor
Rockville, MD 20852
Tel: 301-770-2800 Fax: 301-770-8560

Information Systems
Telecommunications
Management Consulting

Kathryn C. Turner, Chairperson & CEO
Member, President's Export Council
Member, National Association

of Women's Business Owners

Alfred J. Walker, Executive Vice President

Corporate profile: Established in 1986 with annual revenues of \$25,000. Annual revenues currently exceed \$17 million. Employs under 249 employees and is new-to-export. Headquartered in Maryland and has offices in Northern Virginia and Florida. Ranked 63rd in Inc. Magazine's 1991 list of America's 500 fastest growing private companies. STI was the only small business to receive the NASA Agency Honor Award in 1992. Mission objectives include gaining exposure to new business prospects, locating a joint venture partner, and locating immediate sales.

T.L.I. International Corp.
680 N. Lake Shore Drive
Suite 1220
Chicago, IL 60611
Tel: 312-944-7800 Fax: 312-944-7674

Translations & Interpretation
Cultural Sensitivity Training
Public Relations

Lyric Hughes, President
Founder, Organization of Women
in International Trade (OWIT)

James Liebling

Corporate profile: Small company that was founded in 1977. Employs less than 49 employees. Old-to-market. Offices in Chicago, New York, Tokyo and Beijing. Best known as the company that brought the Super Bowl to China in 1986. Unique in its ability to perform public relations and market research in the Asia/Pacific market through its offices in Tokyo and Beijing. In 1989, T.L.I. became the only foreign company to form a joint venture with The People's Daily, China's national newspaper. The agreement enables U.S. companies to conduct market research, public relations and advertising locally and nationally, through the newspaper's network of bureaus. T.L.I.'s office in Tokyo provides U.S. companies with direct access to Japan's media and markets. Mission objective includes gaining exposure to new business prospects, locating a joint venture partner and locating a sales representative/distributor.

Video & Electronic Systems, Inc.
1500 Massachusetts Avenue, NW
Suite #34

Washington, DC 20005

Tel: 202-833-3450 Fax: 202-331-7822

Joan French-Phoenix, President

Dr. Mary Walker, Vice President

President of the National Federation

of Black Women Business Owners (NFBWBO)

Corporate profile: Small company with less than 49 employees and annual sales under \$5 million. New-to-export. High technology manufacturer of computers, data/video briefing systems and peripherals. Provides maintenance services, design and implementation of Local Area Networks and Wide Area Networks. Mission objective is to meet with potential customers.

B:\PROFILES.WIT

THE FOLLOWING SCHEDULE FOR MS. ALEXIS HERMAN WAS PREPARED BY DAVID C. BOWIE USING INFORMATION PROVIDED BY THE AMERICAN EMBASSIES IN LONDON AND THE HAGUE AND BY MS. HERMAN'S OFFICE.

THIS SCHEDULE HAS BEEN ACCEPTED IN PRINCIPLE BY MS. HERMAN.

AMEMBASSY LONDON, AMEMBASSY THE HAGUE AND AMCONSUL AMSTERDAM SHOULD USE THIS AS A PLANNING DOCUMENT UNLESS OTHERWISE NOTIFIED.

PLEASE NOTE THAT THE TIMES FOR ANY SPECIFIC MEETING ARE LEFT UP TO THE POST WHEN THE MEETING IS ACTUALLY SCHEDULED. THE ONES SHOWN ON THIS SCHEDULE ARE FOR ILLUSTRATION ONLY.

ALSO, I HAVE LEFT IT UP TO EACH POST AS TO WHEN THEY WISH TO SCHEDULE PRESS AVAILABILITY FOR MS. HERMAN AND/OR MISSION MEMBERS IN GENERAL.

POST SHOULD PREPARE A BIO FOR EACH PERSON THAT MS. HERMAN WILL MEET PLUS A BRIEF DESCRIPTION OF THEIR ORGANIZATION. POST ALSO SHOULD CONSIDER PROVIDING ANY TALKING POINTS THAT WOULD ASSIST MS. HERMAN IN HER MEETINGS. THIS WOULD NOT APPLY TO THE MEETINGS IN LONDON WITH LEE JACKSON AND SALLY MCNULTY, AS THEY ARE PERSONAL FRIENDS OF MS. HERMAN.

DAVID C. BOWIE
8/31/95

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PROPOSED SCHEDULE
FOR
ALEXIS HERMAN

WOMEN IN TRADE BUSINESS DEVELOPMENT MISSION

PREPARED BY
DAVID G. BOWIE
8/31/95

Sunday September 24

am Mission Members Arrive In Amsterdam And
Transfer To Hotel
Amsterdam Hilton
Apollo Lawn, 138 Amsterdam
Tel: 31-20-678-0780 Fax: 31-20-662-6688

4:00 pm Alexis Herman Departs Dulles Airport on United
Airlines Flight 946 for Amsterdam

5:00 pm - 6:00 pm Casual Ice Breaker Reception for Mission
Members
Amsterdam Hilton

Monday September 25

6:30 am Alexis Herman Arrives Amsterdam via Flight 946

7:00 am Alexis Herman Transfers to Amsterdam Hilton

8:00 am - 11:00 am Country Briefing Seminar and Breakfast
Sponsored by Coopers & Lybrand
Amsterdam World Trade Club

10:50 am Alexis Herman Arrives at the Amsterdam World
Trade Club

10:50 am - 11:10 am Alexis Herman makes a 10 minute address
thanking Coopers & Lybrand, etc. for the
Briefing, and Meets the Mission Members

11:10 am - 5:00 pm

Alexis Herman has lunch on her way to visit the NYENRODE UNIVERSITY, the leading business school in the Netherlands, where graduates receive an MBA. The Dean is Ms. N. Kroes, former Minister of Transport and honorary "UVON" member. UVON is the Dutch Association of Women Entrepreneurs. In addition to Ms. Kroes, Dutch participants could be the President of the World Association of Women Entrepreneurs (WCEM) Ms. Joke C.M. Van Den Boer-Slingerland and Ms. Willemien Frijlink, President of the UVON.

These meetings will be followed by

An informal meeting in small committee with, e.g., Ms. Sylvia Toth, former Business Woman of the Year and owner of Holland's largest temporary employment agency. Other participants from the Dutch side could be a few women entrepreneurs.

11:15 am - 5:00 pm

One-On-One Business Appointments for Mission Members To Be Held In The Amsterdam World Trade Club. Meeting Rooms Sponsored By A Member of The Dutch Women's Organization.

5:30 pm - 6:00 pm

~~Alexis Herman Hosts A Brief Informal Reception At The Hotel To Meet Mission Members.~~

pm

Alexis Herman and Mission Members Go On An Amsterdam Canal Cruise
Sponsored By The Amsterdam Promotion Foundation

pm

Alexis Herman and the Mission Members Attend Dinner
Sponsored By The Amsterdam/Haarlem Chamber of Commerce

pm

Alexis Herman Returns to Hotel

Tuesday September 26

9:00 am - 4:00 pm

One-On-One Business Appointments for Mission Members

9:30 am

Alexis Herman Checks Out Of Hotel

10:00 am - 4:00 pm

Alexis Herman has a meeting at the Federation of Netherlands Industry (VNO-NCW), Holland's major employer's association. Participants from VNO-NCW could be Presidents Mr. Blanker and/or Mr. Rinnooy Kan, as well as the UVON President or Vice President. The objective of the meeting is to demonstrate the mutual benefit of the VNO-NCW/UVON cooperation.

A small luncheon with a few business women from different companies (large, small, service and product oriented). The Embassy would invite a "Captain" of industry as a guest speaker. In Holland, women occupy less than 2 percent of all positions on Boards of Management in business. Possible speakers could be the President of KPN, Philips, ABN, etc. Additional guests would be the 7 regional UVON Presidents.

Ms. Herman would then have a meeting with the Ministry of Economic Affairs. Counterparts could be the General Secretary charged with Export Promotion and Foreign investment, and the General Secretary charged with emancipation. The purpose of this meeting would be to get a clear confirmed statement from the Government concerning their policy with regard to women in business and what the Government will do to translate this policy into reality.

4:00 pm

Ms. Herman Transfers To Ambassador's Residence To Freshen-Up For The Reception

TBD

Ms. Herman Meets With Ambassador Dornbush About 30 Minutes Before The Reception

pm

Reception in Honor of Alexis Herman and the Mission. Ms. Herman participates in the receiving line.
Hosted By Ambassador Dornbush At His Residence In The Hague

pm

Possible Press Availability

pm

Mission Members Return To Amsterdam By Bus

pm

Alexis Herman Stays In The Hague At The Ambassador's Residence

Wednesday September 27

am

Alexis Herman and Mission Members Depart For Airport. Ms. Herman Departs From The Hague

12:25 pm

Flight To London Via British Midland No. 106

1:35 pm

Arrive In London And Transfer to Hotel

Grosvenor House Hotel
Park Lane, London W1A
Tel: 44-171-499-6363 Fax: 44-171-493-3341

Note: Alexis Herman Will Be Staying At Ambassador's Residence.

3:30 pm - 4:30 pm	Alexis Herman Meets With DCM Timothy Deal, Minister Counselor For Commercial Affairs Ford, Minister Counselor For Public Affairs Michael O'Brien, And Commercial Counselor Bobette Orr (if in place by then). Also Present Will Be Ms. Herman's Staffer-Barbara Woolley, Gary Enright, And Embassy Control Officer For Ms. Herman.
5:30 pm - 6:30 pm	Welcome Reception At Hotel for Alexis Herman and Mission Members attended By Minister Counselor For Commercial Affairs Ford and staff.
 Thursday September 28 	
8:00 am - 9:00 pm	Mission Members Set Up Brochures, Etc. In Individual Appointment Areas At The IMC
9:00 am - 9:30 am	Breakfast At The Embassy
9:30 am - 11:45 am	Embassy Country Briefing For Mission Members
10:00 am - 10:30 am	Alexis Herman attends a portion of the briefing.
10:30 am - 12:00 Noon	Ms. Herman meets with Director General of the American Chamber of Commerce in the U.K.
12:00 Noon - 1:45 pm	Ms. Herman meets with Lee Jackson, Clinton Nominee for the EBRD, possibly for lunch (?). Tel: 0171-722-5584 (home) and 0171-338-6459 (w)
11:45 am - 12:45 pm	Buffet Sandwich Lunch At Embassy For Mission Members
12:45 pm - 3:00 pm	One-On-One Business Appointments For Mission Members To Be Held At The Embassy
2:00 pm - 4:30 pm	Alexis Herman meets with Sally McMulty Clinton-Gore Chair for Europe. Tel: 0171-624-8741
4:30 pm - 5:30 pm	Alexis Herman returns to Hotel or Ambassador's Residence to prepare for the Reception
5:30 pm - 6:00 pm	Alexis Herman meets with the Press at the Residence
6:00 pm - 7:30 pm	Reception in Honor of Alexis Herman and th Mission. Ms. Herman participates in th receiving line. Hosted By Deputy Chief Of Mission Timothy Deal At The Ambassador's Residence

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Alexis Herman uses the Reception as the time to meet selected members of the American Business Community.

Small dinner for Alexis Herman and selected guests hosted by American Express

Friday September 29

9:00 am - 4:00 pm

One-On-One Business Appointments for Mission Members
To Be Held At The Embassy

10:00 am - 12:00 Noon

Alexis Herman meets with Mrs. Arlene Wouters, President of the British Association of Women Entrepreneurs

12:00 Noon

Buffet Sandwich Lunch At The Embassy. Alexis Herman attends lunch to talk to Mission members about the Mission so far.

1:45 pm - 3:00 pm

Alexis Herman meets with Sarah Brown, Under Secretary and Head of the Companies Division at the Department of Trade and Industry.
and/or

Alexis Herman meets with Woman Cabinet member

3:00 pm

Alexis Herman departs for Heathrow for flight to Luxembourg.

4:00 pm - 5:00 pm

Mission Members Hold Wrap Up Session In The IMC

6:15 pm

Alexis Herman Departs London on British Airways Flight 418 for Luxembourg arriving 6:15 pm

pm

Alexis Herman attends dinner hosted by Ambassador Constantinou

pm

Evening Free for Mission Members

Saturday September 30

am & pm

Alexis Herman follows schedule provided by AmEmbassy Luxembourg

Sunday October 1

7:25 am

Alexis Herman departs Luxembourg on Luxair Flight 6301 for Frankfurt and connection w United Airlines Flight 917 to Dulles Airpc arriving at 2:30 pm

[illegible]