



# World tradewinds

A publication of The Monterey Bay International Trade Association (MBITA)  
A BAYTRADE Partner

Issue No. 107

March-April 2000

One Dollar



## Local Business Leader Becomes MBITA Corporate Sponsor

MBITA welcomes Peter Blackstock, owner of Victory Toyota and Lexus Monterey Peninsula as a corporate sponsor. Mr. Blackstock is a longtime supporter of community organizations with a focus on schools, education, health care and local and national government, including free trade initiatives.



### MBITA UPDATE

The new year has been busy yet rewarding for MBITA as it enters the 21st Century. Two new alliances have been made with the leaders in Global eCommerce, the instructor-led, online Global eCommerce seminars have begun with selected businesses on a one-to-one/desktop-to-desktop basis; MBITA has become a distributor for the powerful Mexican Business Directory.

MBITA helped successfully co-sponsor the 12th annual M.I.S. International Business Conference in Monterey and MBITA's home page (<http://www.mbita.org>) has a new look for the new century. MBITA and staff remain at your service.

Robert "Tony" Livoti  
Executive Director

Peter Blackstock is the original founder of Americans for Free Trade International Trade political action committee (AFIT PAC), a nationally recognized political action committee representing the international automobile industry in the United States. AFIT PAC works to support the interests of free trade through the financial support of free trade candidates running for U.S. Congress. Mr. Blackstock was installed as the 1999-2000 Chairman on February 5, 1999 at the annual meeting held during the National Auto Dealers Association (NADA) convention in San Francisco.

The California Motor Car Dealers Association (CMCDA) installed Peter Blackstock as their 1999-2000 President on



April 24, 1999 during the 1999 CMCDA State Convention. Mr. Blackstock also serves as President of the CMCDA Political Action Committee.

Mr. Blackstock has worked for 2 years on behalf of the Northern California Motor Car Dealers Association on the merger between the Southern California and Northern California Motor Car Dealers Associations. In 1991, the CMCDA was formed, and today represents over 1400 new car dealers in California. Combined, these businesses are a major contributor to the economic welfare of the state. Peter Blackstock states, "California dealers play an important role as charitable contributors, civic leaders, and active participants in the political process."

Mr. Blackstock's ideas on free international trade as an opportunity to globally expand the business-to-business market base are progressive, recognizing new technologies such as the internet and eCommerce as a way to grow the domestic automotive market. "American automotive parts manufacturers can market their products more cost-

effectively and competitively by making them available online," Mr. Blackstock states. They will benefit by bringing down the cost while getting around traditional distribution and retail systems," Mr. Blackstock says.

Mr. Blackstock launched his automotive career with the Ford Motor Company in 1968. In 1975, he started his retail career at a Ford & Honda dealership in Redding, CA. He currently owns and operates Victory-Toyota and Lexus Monterey Peninsula, two highly successful dealerships in Seaside, CA.

His corporate sponsorship of MBITA is a real testimonial of Mr. Blackstock's interests, not only for the automobile industry, but for small to mid-sized businesses around the country with aspirations to expand to the global marketplace.

MBITA welcomes Mr. Blackstock and his dealerships into the MBITA corporate sponsorship program and salutes his tireless efforts to expand the global economy to businesses of all sizes.





## MBITA WORKS with Global eCommerce 'Movers & Shakers'

### *ProNetLink.com Signs Sales & Development Contract with MBITA*

As part of MBITA's mission to provide the most advanced Global eCommerce technologies to its partners, members and clients, two key business relationships have been formulated. The first is New York-based ProNetLink.com where a sales and development agreement has been formulated with MBITA (<http://www.mbita.org>).

ProNetLink.com (<http://www.pronetlink.com>) is a comprehensive business-to-business E-Commerce portal designed specifically for the international trade community. ProNetLink.com is the first Global Trade Internetwork\* and Commerce Service Provider (CSP) that allows companies from all over the world to conduct the process of global trade live on-line.

Pronetlink.com has three distinct features unique to the entire World-Wide-Web related to international trade related web sites. They are,



- 1) **LEADERS IN GLOBAL TRADE** combines the power of streaming audio and video, hyperlinks and direct email. This allows Pronetlink.com enables SME's to market their companies to interested parties across the globe – directly, dynamically and effortlessly – 24 hours a day, 7 days a week, 365 day a year.
- 2) Pronetlink.com's DMP (Data Mining Page) or personal newspaper brings you only the information relevant to your business. ProNetLink.com provides users customized information with updated news, trade leads and trade services around the clock. Simply define your business and informational needs and ProNetLink.com will establish a custom site for each individual user. The site can also store the transactional history and informational needs of the user in a secure area.
- 3) Pronetlink.com also features PNL-TV, the Internet's first international trade news broadcast network. PNL-TV broadcasts a live newscast Monday through Friday at 11:00am EST featuring

current global trade issues, interviews with government and international business leaders and reports from correspondents from around the world.



The agreement between ProNetLink.com and MBITA marks the first domestic sales and development contract for ProNetLink.com, having focused its previous efforts on establishing a brand identity and sales presence in major trading markets around the world. Under the terms of the agreement, MBITA will actively promote ProNetLink.com to member organizations and all California international business centers through a series of marketing initiatives.

"California represents the 7th largest import/export market in the world," commented Glenn Zagoren, chairman of ProNetLink.com. "Our agreement with MBITA will allow us to enter a vital domestic market with the added credibility of an established and respected professional association. Additionally, at the start of our domestic marketing campaign, we feel that an alliance with MBITA gives us an excellent opportunity to expand the profile and outreach of the ProNetLink.com brand," Zagoren continued.



"We have been following the progress of ProNetLink.com since their Global Trade Conference at the United Nations last September and felt the time was right to move forward on a sales & development agreement with the company", noted Tony Livoti, director of MBITA. "The future of global trade is the Internet and by partnering with ProNetLink.com and combining the tremendous training and research capabilities of BAYTRADE's TradePort (<http://tradeport.org>), allows us to provide the most advanced technology applications to SMEs throughout California. These two web-sites will be the cornerstone of our instructor-led, online Global eCommerce seminar series", concludes, Tony Livoti.

Headquartered in New York City, ProNetLink.com maintains sales offices in Israel, Russia, India and Asia. Additional offices are scheduled to open on a regular basis. ProNetLink.com is publicly traded on the NASDAQ exchange OTC Bulletin Board: PNLK (PNLK.OB).



## MBITA WORKS with Global eCommerce 'Movers & Shakers'

***Hotbiz.com: A "One-Stop Solution" for Small Business to Operate Online***

Founded by CEO/President Parul Chheda, an Indian Electronic Engineer with a post-graduate degree in entrepreneurship, Hotbiz.com is headquartered in San Jose, CA, and has an Indian operation in Bombay. Hotbiz.com is a subscription based online business center providing small businesses with e-business solutions.

The market for e-business is exploding as companies are beginning to understand the benefits of using the Internet to transact business. According to the US Small Business Administration, there are more than 23 million small businesses in the US. These statistics make it obvious that small businesses need to establish their presence online. Most of these companies cannot afford expensive, complex customized systems. They want to leverage the Internet without having to be web experts or going through generic portals or different vendors for different tools.

Hotbiz.com provides businesses with a choice from several packages to set up their e-shop or e-office and manage them anytime anywhere. The Hotbiz.com marketplace provides them with opportunities to grow their business. Hotbiz.com provides the tools that can create eCommerce sites and intranets for small businesses with a point click interface. By subscribing to Hotbiz.com services, small businesses can plug into the Hotbiz.com e-community and conduct and manage their business online. Hotbiz.com's Bazaar, Auction, Reverse Auction are B-2-B and B-2-C are enabling tools for businesses to transact among each other and reach out to wider audiences.

Hotbiz.com's strength is their cache of tools, technologies and service delivery capabilities. Through these resources they can deliver high-

performance, high-value online software tools quickly and cost-effectively. The ready supply of engineers available to their Bombay Software Development Center allows them to take full advantage of the 24-hour day, minimize their time to market and manage multiple, large-scale projects.

Key advantages of Hotbiz.com are:

1. Platform Independent System
2. Web-browser based
3. Access: Anytime, Anywhere
4. Seamlessly integrated applications
5. 100% owned Indian Subsidiary
6. One stop for small businesses today
7. Patents Pending



In 1995, Hotbiz.com's CEO Parul Chheda launched Arnitec Software in India. Under her leadership, Arnitec conducted several prominent domestic and international eCommerce projects and developed a wealth of proprietary technologies. Clients include Intel Asia, Abu Dhabi Chambers of Commerce and Industry (UAE), Play Inc. (USA), Zworld Inc. (USA), Mytailor.com, Inc. (USA/Hong Kong), and Larsen & Toubro (one of the largest conglomerates in India).

In 1998, Parul established Hotbiz.com to capitalize on these technologies and pursue an increasing demand in the marketplace. While delivering customized solutions, Parul gained a lot of experience on small and medium-sized businesses and their needs.

"Parul's entrepreneurial drive has enabled her to set up a successful, international venture that has remarkable potential," states Tony Livoti, Director of MBITA. "Hotbiz.com together with ProNetLink.com and Tradeport.org provide SME's the most advanced tools available today to conduct international business online. MBITA looks forward to an exciting year with the Global eCommerce movers and shakers," concludes Tony Livoti.



# MBITA instructor-led online trainings

## Curriculum



1. How to use the Internet, CD ROMS, Fee-based online databases and logistical software applications to effectively market and logistically transact your product or service to the global marketplace

2. How to use the new info-technologies for negotiating and contractual procedures

3. How and where to get online shipping and logistics resources

4. How to use online international banking resources

For more information visit our web site at: <http://www.mbita.org>



### Board of Directors

**President**  
John Griffin  
Smith Barney

**Vice-President**  
Shay Adams  
Slautterback Corporation

**Treasurer**  
Joseph Scott  
CPA

**Board Member**  
Donna Oliveira  
GO Farms!

**Board Member**  
Al Oliveira  
GO Farms!

### Staff

**Executive Director/Trade Manager**  
Tony Livoti

**Assistant Trade Manager**  
Patrick Madarang

**Membership/Event Manager**  
Cristina Polese

**World Tradewind Publisher-MBITA Editor-Cristina Polese**  
✉ 725 Front Street  
Santa Cruz, CA 95060  
ph.: (831) 469-0148  
fax: (831) 469-0917  
[info@mbita.org](mailto:info@mbita.org)

For membership information go to  
<http://www.mbita.org>

### UPCOMING EVENTS

**March 28**

**Proprietary Technology in the  
Global Marketplace**  
noon lunch to 1:30pm  
Santa Cruz

**April 11**

**Global eCommerce 2000**  
MBITA's instructor-led, online Global  
eCommerce Seminar Series  
New Horizons Computer Center  
1414 Soquel Ave., Santa Cruz, CA  
(online application at <http://www.mbita.org>)

For details go to "events" at  
<http://www.mbita.org>

**CRISTINA POLESEL**  
World TradeWinds eZine Editor

Monterey Bay International Trade Association (MBITA)

725 Front Street  
Santa Cruz, CA 95060