



## **2012 NASBITE International Conference Agenda**

(subject to change)

(March 21, 2012)

**8:00 a.m.-9:30 a.m. Keynote Speaker**

*Culture Ballroom*

**9:45 a.m.-11:00 a.m. Concurrent Sessions: I**

### **I-A: CGBP Exam Overview**

*Design 1*

This session will provide an overview of the Certified Global Business Professional (CGBP) certification program. We will discuss the history of the CGBP, how it was developed, its content, and how it has been adopted in colleges and universities. Even if you are familiar with the CGBP, this presentation may give you ideas of how to build support for the CGBP in your institution.

#### **Session Presenter(s):**

**Jim Foley**, Director, Turner Center for Entrepreneurship, Bradley University, Peoria, IL

### **I-B: Trade Compliance Education & Training--Enhancing Your Presentation Skills- How to Better Communicate Verbally & Visually**

*Design 2*

Clear concise trade compliance education & training are critical to communication & knowledge retention. The challenge is dealing with relatively dry subject matter in a more stimulating way while avoiding pitfalls that detract from audience appreciation & understanding. For increased interaction & better return on investment this session addresses how we learn including styles & principles for teaching adults then provides examples an a case study with means/ways that will result in more pointed, polished and professional presentations.

#### **Session Presenter(s):**

**John P. Priecko**, President and Managing Partner, Trade Compliance Solutions, Manassas Park, VA

### **I-C: MSU CIBER Exporting Initiatives**

*Gallery 1*

MSU-CIBER's new approaches to increasing the Nation's Exports will be presented. Examples of collaborations with State institutions as well as NGOs and overview of several new projects including the Michigan Export Growth Program along with the new roll-out of globalEDGE: Your Source for Global Business Knowledge will be covered.

#### **Session Presenter(s):**

**Jade Sims**, Outreach Specialist for Business and International Trade, Michigan State University CIBER, East Lansing, MI



## **I-D: Doing Business in China under the Foreign Corrupt Practices Act**

*Gallery 2*

China has always presented unique and difficult challenges for United States (U.S.) businesses operating in the region. Over the past few years with the emergence of China as a power player in international business, the ramifications of conducting business ethically and legally have changed for Chinese as well as Western firms. Specifically, the legal requirements of the Foreign Corrupt Practices Act (FCPA) that legislated U.S. business ethics and the Chinese government's recent efforts to curb corruption and corporate malfeasance have resulted in a tenuous landscape. Only through careful monitoring and extensive training can U.S. entities minimize their risks within this environment.

### **Session Presenter(s):**

**J.T. Norris**, Assistant Professor of Accounting, University of the Incarnate Word, San Antonio, TX

**Michael P. Forrest**, Associate Professor, University of the Incarnate Word, San Antonio, TX

## **I-E: Today's Challenges re Grant Funding for International Trade Education: Where's the Money**

*Gallery 3*

### **Session Presenter(s):**

**George Hiller**, Director, Southwest Virginia Higher Education Center, Abingdon, VA

**George Puia**

**Jan Smith**

## **I-F: Study Abroad Programs and The European Union Common Agricultural Policy**

*Studio*

Many American universities sponsor summer international programs, which offer college credit, and are led by American faculty members. Dr. Sunderman will discuss study abroad programs and Dr. Kreitz will discuss the European Union Common Agricultural Policy. The slides for both topics are designed for use by faculty members who are interested in European Study Abroad and are not experts on the EU.

### **Session Presenter(s):**

**Ludwig Kreitz**, Associate Dean of International Relations, EM Strasbourg Business School, Strasbourg, France

**Norman Sunderman**, Professor of Accounting, Angelo State University, San Angelo, TX

**11:15 a.m.-12:30 p.m. Concurrent Sessions: II**

## **II-A: CGBP - Supply Chain Management**

*Design 1*

This workshop focuses on the third CGBP subject area which has as its training goal "Evaluate all supply chain options which result in the best overall solutions to support the international business plan while complying with all rules, regulations, and security issues from sourcing to final distribution." Session topics include overview of logistics, Incoterms, international documentation, and trade compliance. Session would be suitable for individuals seeking to better understand this CGBP subject area and how to teach its topics.

### **Session Presenter(s):**

**Christine Schrage**, CGBP, Instructor of International Business, University of Northern Iowa, Cedar Falls, IA



## **II-B: Trade in Services: Everything You May Not Know You Need to Know**

*Design 2*

Did you know the U.S. regularly runs a surplus in trade in services with the rest of the world? Or, that services make up more than 70 percent of the U.S. economy? Did you know there are more than 50 services sectors across the economy, many which include small and medium-sized firms? More importantly, do you know how we know all this? Unlike trade in goods, data on cross-border transactions in services are not captured by the export control system; there is no freight to forward, and no Customs agent inspecting packages. Rather, data on services trade are collected through a variety of legally mandated surveys of U.S. businesses, both big and small. In this session, learn all you need to know to advise your clients on not only complying with the mandatory reporting regulations, but also gain insight into the wealth of data available on services trade between the U.S. and the rest of the world and how to access this freely available data so you and your clients can make plans, develop markets and expand sales globally.

### **Session Presenter(s):**

**Lucas Hitt**, Chief, Communications Division, Bureau of Economic Analysis, U.S. Department of Commerce

**Kristy Howell**, Economist, Bureau of Economic Analysis, U.S. Department of Commerce

## **II-C: SBDCGlobal.com - Connecting Small Business to the World**

*Gallery 1*

Learn about the international business opportunities that SBDCGlobal.com has to offer. SBDCGlobal.com is a free, multicultural, web-based trade platform that links the advisors and small business clients of the Small Business Development Center (SBDC) networks in the United States, Mexico, Colombia, and El Salvador with trade opportunities, business information and integrated assistance from SBDC advisors. The website provides small business clients working with an SBDC with prequalified trade leads coupled with the assistance of local SBDC advisors so that they can increase their global competitiveness, expand sales, and create jobs. SBDCGlobal.com also provides users with cutting-edge resources regarding international trade marketing, finance and logistics. Come learn how the features of SBDCGlobal.com can provide value to you.

### **Session Presenter(s):**

**Berenice Carmona**, Senior International Business Consultant, The University of Texas at San Antonio ITC

**Carla Gonzalez**, Site Specialist, SBDCGlobal.com, The University of Texas at San Antonio ITC

## **II-D: China's 12th Five Year Plan: Implications for Small Business**

*Gallery 2*

The main themes of China's 12th Five Year Plan (2011-2015) are to move away from export-led growth to domestic consumption with an emphasis on social equality, the environment, and technology. The Plan also identifies a set of Strategic Emerging Industries that are expected to play a large role in the country's development. The Plan carries important implications for Chinese consumers and enterprises, as well as for international companies, including small business in US.

### **Session Presenter(s):**

**Peter Koveos**, Kiebach Chair in International Business, Syracuse University

**Lynn Tang**, Associate Professor of International Business, The College of New Jersey, Ewing, NJ

## **II-E: CGBP Recertification Program**

*Gallery 3*

### **Session Presenter(s):**

**Colette Hart**, Director, Outreach & Business Centers, Monte Ahuja College of Business, Cleveland State University, Cleveland, OH



## II-F: Global Distribution as a Strategy

*Studio*

This presentation will focus on foreign market entry. Different distribution and materials management strategies can ultimately determine profitability.

**Session Presenter(s):**

**Shawn Levens**, Adjunct Professor, Austin Community College, Austin, TX

**12:45 p.m.-2:00 p.m.**                      **Lunch and Keynote Speaker**

*Culture Ballroom*

**2:15 p.m.-3:30 p.m.** Concurrent Sessions: III

### III-A: CGBP - Trade Finance

*Design 1*

A sale isn't a sale until the money is in the bank" so says the accounting department. International financial transactions can often be more complicated, time consuming and riskier. Get prepared and get the money in the bank.

This session will review, prepare & teach the ins & outs of the Trade Finance Domain of the CGBP credential exam. The key concepts, vocabulary, and resources for International Trade Finance will be presented to those of you needing a refresher, tools for teaching and/or preparing to sit for the CGBP exam.

**Session Presenter(s):**

**Madeline A. Grant**, Department Chair & Professor, Global Business and Entrepreneurship, Santa Ana College, Santa Ana, CA

**Gabriel Shweiri**, Assistant Professor, Global Business and Entrepreneurship, Santa Ana College, Santa Ana, CA

### III-B: Global Risk Management

*Design 2*

This presentation will explore the various forms of international trade risk (country, transactional, and buyer), and outline proven strategies and countermeasures to keep risk at acceptable levels. It will identify specific online resources that rate country and commercial risk, and explain possible remedies, including export credit insurance. It will also explain how to select the appropriate payment terms and INCOTERMS that satisfy both buyer and seller. The attendees will take away several practical tools to assess and manage trade risk, to help them to pursue global business with confidence.

**Session Presenter(s):**

**Bob Erwin**, Senior International Business Consultant, University of Georgia SBDC ITC

**Dimitris Kloussaidis**, Senior International Business Consultant, University of Georgia SBDC ITC



### **III-C: How to Create New Export Markets Through Radical Value Innovation**

*Gallery 1*

Radical value innovation (RVI) offers a new way of thinking about strategy development in international markets. The concepts and tools of radical value innovation help managers envision new markets ahead of competition by challenging the existing industry practices and mental models. RVI is about re-arranging the existing elements of the value proposition in an entirely new way. The key feature of radical value innovation is to provide an exceptional value at low cost to capture latent demand across many market segments. This presentation will illustrate the key tools and concepts of RVI and demonstrate how they can be applied to product and brand strategies in international markets.

**Session Presenter(s):**

**Mark Wocial**, International Business Consultant, Wocial & Associates, Indianapolis, IN

### **III-D: Capitalizing on Export Opportunities in Green Industries to Create Jobs and Company Growth**

*Gallery 2*

Key U.S. national priorities are to double exports in five years and grow jobs. Economic development programs and trade assistance providers have been charged with implementing strategies to accomplish these national objectives. To meet these priorities, Duquesne University established the Center for Green Industries and Sustainable Business Growth in 2011. Focused on assisting firms in green industries enter global markets, the Duquesne SBDC has developed methodologies for targeting firms in these industries, identifying key target countries for U.S. exports in these industries, identifying barriers that can impede progress and streamlining logistics to facilitate market entry. This presentation discusses the methodologies, success areas and challenges to targeting green industries for growth and job creation. The presentation also discusses the challenge of job creation and the relationship between export consulting, exports and job creation.

**Session Presenter(s):**

**Mary T. McKinney**, Director, Duquesne University SBDC, Pittsburgh, PA

**Brent G. Rondon**, Manager, Global Business Programs, Duquesne University, Pittsburgh, PA

### **III-E: How to Identify and Take Advantage of Export Opportunities to Colombia**

*Gallery 3*

Using the 4 domain areas from the NASBITE CGBP exam as a frame of reference and a general guide (namely 1. global management, 2. global marketing, 3. supply chain management and 4. trade finance) the presenters will go through a concrete example of a U.S. firm exporting a product and/or service to an importer in Colombia, South America, considering the provisions of the newly ratified US -Colombia Free Trade Agreement. The presentation will focus on the steps that a US company must take when exporting goods under the provisions of the new US -Colombia Free Trade Agreement in order to secure preferential duty rates when their products are imported into that country. Additionally, there will be coverage of what the US exporter should keep in mind in order to comply with U.S. export laws and regulations; expedite international shipping to the customer; clear Customs in Colombia and to ensure timely payment in full.

**Session Presenter(s):**

**J.M. "Mickey" Conway**, Area Manager and Business Consultant, SBDC of South Carolina at Clemson University, Clemson, SC

**Anthony Cambas**, International Trade Specialist, Illinois SBDC ITC, Southern Illinois University, Carbondale, IL



### **III-F: Practical Exporting: Overview of a Case-Based Instructional Method to Teach Hands-On International Business**

*Studio*

Students apply their learning to real-life scenarios and conclude the program with a public Export Evening and the actual launch of a product/service overseas. This nuts and bolts approach to export training produces knowledgeable graduates whose experience is highly attractive to employers. Success in international business requires practice gained through completing exercises and working through a real-world export activity. The Export Master® program takes the learners step by step with actual examples from around the world. More than 5000 students and executives in Europe have participated in the program. Using a fact-based, practical approach, students work in teams of 5-7 people to develop solutions to case studies, present the proposals and debate the pros and cons of their selected option. Each group must locate a local company, industry or service-provider with an interest in exporting, determine their goals and identify potential overseas target markets.

**Session Presenter(s):**

**Leif Holmvall**, President, Export Pro Inc., Ontario, Canada

Friday, April 20, 2012

**8:00 a.m.-9:30 a.m.**

**Keynote Speaker: Dario J. Gomez**

Associate Administrator for International Trade, US Small Business

Administration

*Culture Ballroom*

**9:45 a.m.-11:00 a.m.**

**Concurrent Sessions: IV**

### **IV-A: CGBP - Global Management and Marketing Part 1**

*Design 1*

This session focuses on the first and second CGBP subject areas. Global Management has as its training goal "Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business". Topics include export readiness, mitigating risk, business planning, global budget, and leveraging resources. Global Marketing has as its goal "Manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs; evaluate opportunities and threats on a global scale; and meet corporate needs within environmental constraints and corporate goals." Topics include foreign market identification, entry mode, partner selection, and the marketing mix. Session would be suitable for individuals seeking to better understand this CGBP subject area and how to teach its topics.

**Session Presenter(s):**

**Leroy Lowe, CITP, CGBP**, Business Faculty, Nova Scotia Community College, Truro, Nova Scotia



## **IV-B: Best Practices in International Business in a Resource-Constrained Economy: Promoting Global Growth Among SMEs**

*Design 2*

This proposal presents some models to deliver international business services that allows for flexibility in both delivery and usage. The two presenters are from two of the University of Wisconsin four-year colleges. Examples are shared on specific products and services provided through outreach organizations specifically focused on international business and trade skills. In tough economic times, tight resources and the need for businesses to compete internationally, the model that works best is through partnerships with other organizations and the sharing of resources and expertise to assist small businesses to compete globally. We believe that one of the keys to our success in educating businesses in a cost-effective manner is by sharing resources. We will be presenting a variety of examples of services provided to businesses and the impact of these services on the business community and academe.

### **Session Presenter(s):**

**Dr. Rama Yelkur**, Professor of Marketing, Director, International Business Programs & Director, Northern WI International Trade Association (NWITA)

**Amy Coon**, Associate Director GBRC, Lecturer in Department of Marketing, Board Member of Madison International Trade Association

## **IV-C: OPIC's Enterprise Development Network Featuring the EDN Search Engine**

*Gallery 1*

The presentation will outline OPIC's Enterprise Development Network (EDN) and the program's approach to facilitating the lending and investment process for small and medium enterprises (SMEs) in developing economies. It will describe and demonstrate how the EDN website serves as the focal point for the program, driven by The EDN Search Engine and the Business Service Provider and Capital Provider Matchmaking Portals. The session will include a discussion of the types of organizations that form the core of EDN - including business service providers, lenders, equity providers, government agencies and NGOs. The presentation will also illustrate how EDN helps promote programs, tools, counseling, technical assistance, and all the other important elements of small business formation and support needed in developing countries – and how that information is readily accessible through EDN to the SMEs that need it.

### **Session Presenter(s):**

**Gary W. Colyar**, Director, Enterprise Development Network, Overseas Private Investment Corporation, Washington D.C.

## **IV-D: The Get Real Initiative workshop**

*Gallery 2*

Creating outreach partnerships between academic and business communities to create experiential learning opportunities to help students develop a real understanding of how "to do international business" not just "about" international business. The presenters will describe, explain and facilitate a discussion about a program designed for use in academic settings to help teach undergraduates about international trade by engaging them actively in international project work activities rather than teaching them about international trade using more passive forms of knowledge transfer. The presenters have used this program over the last few years at two different institutions of higher learning (one private and one public) in South Carolina with award winning results.

### **Session Presenter(s):**

**J.M. "Mickey" Conway**, Area Manager and Business Consultant, SBDC of South Carolina at Clemson University, Clemson, SC

**Anthony P. Santella**, Assistant Professor of Business and Management Information Systems, Lander University College of Business and Public Affairs, Greenwood, SC



## **IV-E: BIE Directors Meeting**

*Gallery 3*

## **IV-F: Innovation through Collaboration with Education**

*Studio*

In this session, you will pick up three tools to make a difference to promising export-oriented businesses or clients, as well as positively impacting the lives of students and your communities. The proven method, the process called ICE - Innovation, Collaboration and Education. You will learn how to apply cluster and innovation theories and develop work-ready, global thinking students. Participants will experience the power of collaboration with an interactive exercise. Gain practical suggestions on how to Grow Business Globally with Hands-on Student Learning.

### **Session Presenter(s):**

**Murray E. Morgan**, Professor, International Business Management, Fanshawe College, Ontario, Canada

**11:15 a.m.-12:30 p.m.** Concurrent Sessions: V

## **V-A: CGBP - Global Management and Marketing Part 2**

*Design 1*

This session is a continuation of session IV-A and will also to focus on the first and second CGBP subject areas. Global Management has as its training goal "Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business". Topics include export readiness, mitigating risk, business planning, global budget, and leveraging resources. Global Marketing has as its goal "Manage, implement, coordinate and/or assist with marketing, including planning, sales, research and support functions to assess customer needs; evaluate opportunities and threats on a global scale; and meet corporate needs within environmental constraints and corporate goals." Topics include foreign market identification, entry mode, partner selection, and the marketing mix. Session would be suitable for individuals seeking to better understand this CGBP subject area and how to teach its topics.

### **Session Presenter(s):**

**Leroy Lowe, CITP, CGBP**, Business Faculty, Nova Scotia Community College, Truro, Nova Scotia

## **V-B: Understanding Foreign Exchange Rates and Explaining them to Others**

*Design 2*

This session will focus on the basics of the four trillion dollar foreign exchange market including the causes and consequences of appreciations and depreciations and basic exchange rate risk for trade. Anyone needing to brush up on their own understanding of exchange rates or to get strategies to explain exchange rate fluctuations to others will be helped by this session. We will include sample questions on exchange rates that would help with CGBP trade finance exam preparation. They would also help to assess student or client understanding of exchange rates. In addition to brushing up their own skills, participants will have a power point presentation they can use to explain exchange rates to others and a set of multiple choice questions they can use as desired in their own training programs

### **Session Presenter(s):**

**Laura Wolff**, Instructor, Department of Economics and Finance, Southern Illinois University at Edwardsville, Edwardsville, IL



## **V-C: Building an Export-promoting Internship Program: Effective Partnerships for Quick Results**

*Gallery 1*

The presentation describes the experience accumulated introducing student interns to export promotion programs, working primarily with the local Small Business Development Center and the local providers of export training programs in Las Vegas, Nevada. These partnerships rapidly expanded the range of internship opportunities available to students and greatly increased the value of export training to companies, taking them beyond classroom learning to produce more thorough, more individualized, and more useful export plans. The presentation will emphasize the practical steps taken to initiating the collaborations, key elements that provide benefits to those involved, and the potential for generalization. It should be of interest to faculty or directors of academic international business program as well as to staff or directors of business development organizations such as SBDCs.

### **Session Presenter(s):**

**Mel Jameson**, Professor of Finance and Director of International Initiatives, Lee School of Business, University of Nevada, Las Vegas, NV

## **V-D: Inexpensive Market Research for Small Businesses**

*Gallery 2*

It is a common knowledge that Small and Mid- sized businesses need good market research to make well informed decisions in exporting their products & services. The paradox, for most, is the belief that conventional market research is a complex and very expensive process and something only large firms have the resources for. Result is typically a limited understanding of the market mostly from secondary data or at best their distributor partners thus under-leveraging their business potential or not exporting at all. Also, more than MNCs, the small businesses are at much higher risk of sinking from few mis-steps in a new market. This presentation illustrates unconventional and creative approaches to conduct inexpensive market research for Small and Mid-sized businesses to explore new markets.

### **Session Presenter(s):**

**Suresh Sethuraghavan**, VP Global Marketing Services, CGN & Associates, Peoria, IL

## **V-E: BIE Directors Meeting**

*Gallery 3*

## **V-F: Study Abroad to China and India: Tips, Challenges, and Surprises**

*Studio*

Bradley University has conducted short-term study abroad trips for a number of years to China and in alternate years to India. This workshop looks at lessons learned and contrasts the experiences between these two critical destinations for college students. Topics include costs, itineraries, and pedagogical issues.

### **Session Presenter(s):**

**Jim Foley**, Director, Turner Center for Entrepreneurship, Bradley University, Peoria, IL

**12:45 p.m.-2:45 p.m.**

**Lunch and Award Ceremony**  
*Culture Ballroom*



**3:00 p.m.-4:30 p.m. Concurrent Sessions: VI**

### **VI-A: CGBP - Review and Test Taking Strategies**

*Design 1*

This session discusses the structure of the CGBP exam, study resources, and test taking strategies. The session is not intended to directly assist candidates seeking to take the exam but rather to help instructors better understand issues related to the exam. Session includes a handout of 50 sample CGBP questions so participants can better understand the types of questions on the CGBP exam. Participants will be better prepared to discuss with exam with students and practitioners, as well as write their own sample questions.

**Session Presenter(s):**

**Jim Foley**, Director, Turner Center for Entrepreneurship, Bradley University, Peoria, IL

**Christine Schrage**, CGBP, Instructor of International Business, University of Northern Iowa, Cedar Falls, IA

### **VI-B: US Export Control and Licensing Requirements**

*Design 2*

The presentation will address current U.S. export control and licensing requirements of items under the jurisdiction of the U.S. Department of Commerce. It will also provide an overview of current administration efforts directed towards export control reforms.

**Session Presenter(s):**

**Larry Sullivan**, Export Administration Specialist, Bureau of Industry and Security, U.S. Department of Commerce

### **VI-C: Expand International Education to China: Challenges and Opportunities**

*Gallery 1*

With the rise of China as the world economic and political power, many US colleges have recently launched programs to encourage American students to study in China. However, due to language, cultural, and geographic challenges, limited number of U.S. students take full-degree in China today. Instead, short-term summer faculty-led programs appear to be the most effective way to immerse American students in Chinese culture. This presentation will discuss the pros and cons of short-term study abroad programs in China and the implications to expand international education in other emerging markets.

**Session Presenter(s):**

**Lynn Tang**, Associate Professor of International Business, The College of New Jersey, Ewing, NJ

### **VI-E: Everything You Need to Know to Get Your CGBP Training Program Accredited, Your Trainer Certified, and Your Training Materials Approved**

*Gallery 3*

This panel discussion will cover everything you want to know to be NASBITE accredited for your CGBP training program or NASBITE certified as a CGBP trainer. We will cover what documentation is necessary, what it costs, why it is worth it, and include perspectives of people who have been through the process. Plus we will introduce a new option for CGBP training materials certification.

**Session Presenter(s):**

**Laura Wolff**, Instructor, Department of Economics and Finance, Southern Illinois University at Edwardsville, Edwardsville, IL



## **VI-F: Cultural Intelligence: From Buzz Word to Biz Mark**

*Studio*

Effective international professionals realize that the most challenging part of international success often relies on the ability to connect and inspire trust across cultures. Based on the work of Hofstede, Lewis, Livermore, and Salomon & Schell, this presentation provides the tools and techniques needed to establish what our own cultural DNA is made of to then modify that approach in order to build long-lasting relationships that support our commercial efforts internationally. Leading with cultural intelligence, developing a global mindset, and recognizing the cultural differences that will create tensions in the relationship unless embraced and recognized as vital components of a global interaction are the elements that will be discussed in this session.

**Session Presenter(s):**

**Valerie Berset-Price**, Principal, Profession Passport, Portland, OR