

## 2023 NASBITE International Conference - Program Schedule

| Monday, March 27                |  | Tuesday, March 28               |  | Wednesday, March 29                                     |  | Thursday, March 30                                      |   |
|---------------------------------|--|---------------------------------|--|---|--|---|---|
| Eastern Time<br>8:00am - 4:00pm | Registration   | Eastern Time<br>8:00am - 4:00pm | Registration   | Eastern Time<br>7:00am - 5:00pm                         | Registration/Tabletop Displays   | Eastern Time<br>7:00am - 5:00pm                         | Registration/Tabletop Displays  |
| 9:00am - 4:00pm                 | Pre-Conference Session<br>CGBP Exam Prep Boot Camp (Day 1)   | 9:00am - 4:00pm                 | Pre-Conference Session<br>CGBP Exam Prep Boot Camp (Day 2)   | 8:00am - 9:00am   | <b>Keynote #1</b><br>Gabe Esparza - The Critical Role of Exports for U.S. Prosperity: The View from the U.S. SBA   | 8:30am - 9:30am   | <b>Keynote #3</b><br>Tiffany Smith - Reevaluating Trade Policy Priorities to Meet Today's Challenges  |
|                                 | Pre-Conference Session<br>CGBP Train-the-Trainer (Day 1)<br>Instructor: Jim Foley, Director, Turner Center for Entrepreneurship & International Programs, Foster College of Business Administration, IL SBDC/ITC at Bradley University |                                 | Pre-Conference Session<br>CGBP Train-the-Trainer (Day 2)<br>Instructor: Jim Foley, Director, Turner Center for Entrepreneurship & International Programs, Foster College of Business Administration, IL SBDC/ITC at Bradley University |   | <b>Conducting an Export Compliance Gap Analysis</b><br>Nate Ward & David Delgado, Cleveland State University<br>SBDC Export Assistance Network   |   | <b>CGBP Exam Insights</b><br>Elizabeth Smith, Anthony Cambas, Peter Plakas, NASBITE CGBP Governance Council   |
|                                 |  |                                 | Pre-Conference Session<br><b>Export Compliance Training Seminar (1-day)</b><br>Hosted by: US Census Bureau & ASBDC Logistic By M-Palm  | Conference Sessions<br>9:15am - 10:15am<br>(5 options)  | <b>Intro to Cargo Insurance</b><br>Ed Klumpp and John Farrell, EPIC Insurance Brokers  | Conference Sessions<br>9:45am - 10:45am<br>(4 options)  | <b>Want to export but don't know where to begin? Helpful tools: Market Ranking, Research Database, Online Presence</b><br>Rufiya Blank, Kompass North America Inc.  |
|                                 |  | Opening Reception               | <b>Deep Dives and Quick Wins - International Market Research in a Day or an Hour</b><br>John L. Adessi,<br>Johnson County Community College KSBDC<br>Laurie Piener, GO Toneka  |   | <b>globalEDGE: Your Source For Global Business Knowledge</b><br>Ahmet Kirca and Hannah Pzsenica, MSU CIBER   |   |   |
|                                 |  |                                 |  |   | <b>Managing the Supply Chain: Reducing Landed Costs of Imports &amp; Exports – Top 5 Strategies</b><br>Thomas Cook, Blue Tiger International   |   | <b>Leveraging the CIBE Network for Export Success</b><br>Christine Everett, Indiana University CIBER<br>Ahmet Kirca, Michigan State University CIBER<br>Marina Augustidis, University of Maryland CIBER   |
|                                 |  |                                 |  |   | <b>The New SBA Definition of an Export and its Implications</b><br>Dan Pische, U.S. Small Business Administration<br>Drew Felling, Commerce Bank   |   | <b>Programs vs. Needs in Export Assistance</b><br>Maurice Kogon, Kogon Trade Consulting   |
|                                 |  |                                 |  | Conference Sessions<br>10:30am - 11:30am<br>(5 options) | <b>Best Practices for SME's to Start Expanding into International Business</b><br>Marshall Girtman, Special Mine Services, Inc.  | Conference Sessions<br>11:00am - 12:00pm<br>(3 options) | <b>Applying Experiential Learning to Career Development in Global Trade</b><br>Panel Host: Joyce Steffan, The Ohio State University<br>Nate Ward, Cleveland State University<br>Mariah Carna, Youngstown State University<br>Roberta Winch, The Ohio State University<br>Don Hackney, Ohio University |
|                                 |  |                                 |  |   | <b>Maximizing Your Return on Investment at a Trade Show</b><br>Nicole Anne Sherwood, Kallman Worldwide, Inc.   |   | <b>The State of Digital 2023</b><br>John Loyack, IBT Online   |
|                                 |  |                                 |  |   | <b>Overcoming Emotional and Mental Barriers for Export and Internationalization</b><br>David Madie & Elizabeth Binning, GrowthWheel International Inc.   |   |   |
|                                 |  |                                 |  |   | <b>ExporTech – Accelerating sales growth in global markets for small and medium sized manufacturers (SMMs)</b><br>Brian Lagas, National Institute of Standards & Technology<br>Manufacturing Extension Partnership (NIST MEP)  |   |   |
|                                 |  |                                 |  | 11:45am - 1:45pm  | <b>History of the CGBP: The Origin Story</b><br>Jim Foley, Illinois SBDC ITC at Bradley University<br><b>Luncheon, Annual Meeting and Keynote #2</b><br><b>The Export Ecosystem: Are the existing tools and resources sufficient to support the needs of SMEs?</b><br>Panelists: Daniel Crocker, William Cummins, and Shawn Jarosz<br>Moderator: Doug Palmer | 12:15pm - 2:00pm  | <b>Luncheon, Awards Ceremony, and Keynote #4</b><br>Eugene Laney - 2023 Trade Policy Update: Is Global Trade Shifting?  |
|                                 |  |                                 |  |   | <b>Using NASBITE International's Student Case Competition to Enhance Your International Business Program</b><br>Laurie Wolff, Southern Illinois University Edwardsville  |   | <b>I Am All Ears: Extending Global Business Learning through Podcasts</b><br>Eileen Daspro, University of San Diego   |
|                                 |  |                                 |  | Conference Sessions<br>2:00pm - 3:00pm<br>(2 options)   | <b>Cultural Intelligence for Global Businesses</b><br>Cesar Vasquez Flores, BizCultural Inc  | Conference Sessions<br>2:15pm - 3:15pm<br>(4 options)   | <b>Implementing Full Tuition Exchange Study Abroad Programs</b><br>Jim Foley, Foster College of Business, Bradley University  |
|                                 |  |                                 |  |   | <b>eDigital Trade Transaction Workspace Academy</b><br>Simona Racek, Just Down The Street  |   | <b>The Hidden Competitive Advantage of Community Colleges</b><br>Craig Ursuv, Santa Ana College   |

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|  |  |  |  |   | <p><b>Integrating the CGBP Student Pathway Program into Your Institution</b><br/>Joyce Steffan, Fisher College of Business The Ohio State University</p>  |   | <p><b>Tips on Taking (or Retaking!) the CGBP Exam</b><br/>Aaron Scott Miller, Chris Van Orden, Dulce Zahniser, VA SBDC at George Mason University</p>                   |
|  |  |  |  |   | <p><b>The SBA STEP Program: Best Practices in Working with Higher Ed and SBDCs</b><br/>Stephen Sullivan, SBA Office of International Trade</p>  |   | <p><b>Leveraging Free Trade Agreements (FTAs) for US Businesses in International Trade</b><br/>Dulce A. Zahniser, Virginia Small Business Development Center (SBDC)</p> |
|  |  |  |  | <p><b>Conference Sessions<br/>3:15pm - 4:15pm<br/>(5 options)</b></p> | <p><b>Global Market Priority Research - Lessons Learned</b><br/>Nate Ward, Cleveland State University</p>   | <p><b>Conference Sessions<br/>3:30pm - 4:30pm<br/>(4 options or Education Partners session below)</b></p> | <p><b>We Broke The Law: One Company's Story of Export Violations and How It Shaped A Real Export Compliance Program</b><br/>Julie Detmering, Equilibar, LLC.</p>        |
|  |  |  |  |   | <p><b>Driving Student Engagement via Internal International Business Case Competitions</b><br/>Victor Chernetsky, Michigan State University</p>   |   | <p><b>New Policy Opens Trade with India for Pork Producers in the US</b><br/>Morgan Aitchison &amp; Christine Schrage</p>   |
|  |  |  |  |   | <p><b>Cross Border Global Business Projects</b><br/>Chris Schrage, University of Northern Iowa</p>  |   | <p><b>Export Shortcuts - Guiding the Exporter through Proven Documents that Save Time &amp; Expedite the Export Process</b><br/>Martin Brill, Penn State SBDC</p>       |
|  |  |  |  |   | <p><b>Protecting Your Competitive Advantage Overseas: Free Intellectual Property Protection and Enforcement Resources For U.S. Exporters</b><br/>Peter Mehravari, United States Patent and Trademark Office</p> | <p><b>3:30pm - 5:30pm</b></p>   | <p><b>Roundtable Session - Education Partners</b></p>   |
|  |  |  |  |   | <p><b>Understanding VAT - Reclaiming and Maintaining Global Compliance</b><br/>Dean Swift, VAT IT</p>   |   |   |
|  |  |  |  | <p><b>4:30pm - 5:30pm</b></p>   | <p><b>Roundtable Session - Training Partners</b></p>  | <p><b>4:30pm - 5:15pm</b></p>   | <p><b>Distinguished Fellows Meeting</b></p>   |
|  |  |  |  |   |   | <p><b>6:00pm - 7:30pm</b></p>   | <p><b>Closing Reception</b></p>   |