

## 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   | Keynote Session #1<br>Introductory Remarks - Tee Rowe, President/CEO,<br>America's SBDC<br>Keynote: Gabe Esparza - The Critical Role of Exports for<br>U.S. Prosperity: The View from the U.S. SBA   | 8:30am - 9:30am   | Keynote #3<br>Tiffany Smith - Reevaluating Trade Policy Priorities to Meet<br>Today's Challenges   |
|                                 | Pre-Conference Session<br>CGBP Train-the-Trainer (Day 1)<br>Instructor: Jim Foley, Director, Turner Center for<br>Entrepreneurship & International Programs, Foster<br>College of Business Administration, IL SBDC/ITC at<br>Bradley University |                                 | Pre-Conference Session<br>CGBP Train-the-Trainer (Day 2)<br>Instructor: Jim Foley, Director, Turner Center for<br>Entrepreneurship & International Programs, Foster<br>College of Business Administration, IL SBDC/ITC at<br>Bradley University |   | Conducting an Export Compliance Gap Analysis<br>Nate Ward & David Delgado, Cleveland State University<br>SBDC Export Assistance Network  |   | CGBP Exam Insights<br>Elizabeth Smith, Anthony Cambas, Peter Plakas, NASBITE CGBP<br>Governance Council  |
|                                 |   |                                 | Pre-Conference Session<br>8:00 AM - 5:15 PM<br>Export Compliance Training Seminar (1-day)<br>Hosted by: US Census Bureau & ASBDC Logistic By M-<br>Palm   | Conference Sessions<br>9:15am - 10:15am<br>(5 options)  | Intro to Cargo Insurance<br>Ed Klump and John Farrell, EPIC Insurance Brokers  | Conference Sessions<br>9:45am - 10:45am<br>(4 options)  | Want to export but don't know where to begin? Helpful tools:<br>Market Ranking, Research Database, Online Presence<br>Rufiya Blank, Kompas North America Inc.  |
|                                 |   | 6:00pm - 7:30pm                 | Opening Reception   |   | Deep Dives and Quick Wins - International Market<br>Research in a Day or an Hour<br>John L. Addressi,<br>Johnson County Community College KSBDC<br>Laurie Pieper, GO Topeka  |   | globalEDGE: Your Source For Global Business Knowledge<br>Ahmet Kirca and Hannah Psenicka, MSU CIBER  |
|                                 |   |                                 |   |   | Managing the Supply Chain:<br>Reducing Landed Costs of Imports & Exports – Top 5<br>Strategies<br>Thomas Cook, Blue Tiger International  |   | Leveraging the CIBE Network for Export Success<br>Christine Everett, Indiana University CIBER<br>Ahmet Kirca, Michigan State University CIBER<br>Marina Augoustidis, University of Maryland CIBER  |
|                                 |   |                                 |   |   | Implications of a New SBA Definition of an Export and a<br>Banker's Perspective on Working Capital<br>Dan Pische, U.S. Small Business Administration   |   | Programs vs. Needs in Export Assistance<br>Maurice Kogon, Kogon Trade Consulting   |
|                                 |   |                                 |   |   | Best Practices for SME's to Start Expanding into<br>International Business<br>Marshall Girtman, Special Mine Services, Inc.  |   | Applying Experiential Learning to Career Development in Global<br>Trade<br>Panel Host: Joyce Steffan, The Ohio State University<br>Nate Ward, Cleveland State University<br>Mariah Carna, Youngstown State University<br>Robertta Winch, The Ohio State University<br>Don Hackney, Ohio University |
|                                 |   |                                 |   | Conference Sessions<br>10:30am - 11:30am<br>(5 options) | Maximizing Your Return on Investment at a Trade Show<br>Nicole Anne Sherwood, Kallman Worldwide, Inc.  | Conference Sessions<br>11:00am - 12:00pm<br>(3 options) | The State of Digital 2023<br>John Loyack, IBT Online   |
|                                 |   |                                 |   |   | Overcoming Emotional and Mental Barriers for Export<br>and Internationalization<br>David Madie & Elizabeth Binning, GrowthWheel<br>International Inc.  |   |  |
|                                 |   |                                 |   |   | ExporTech – Accelerating sales growth in global markets<br>for small and medium sized manufacturers (SMMs)<br>Brian Lagas, National Institute of Standards & Technology<br>Manufacturing Extension Partnership (NIST MEP)                      |   |  |
|                                 |   |                                 |   |   | History of the CGBP: The Origin Story<br>Jim Foley, Illinois SBDC ITC at Bradley University  |   |  |
|                                 |   |                                 |   | 11:45am - 1:45pm  | Luncheon, Annual Meeting and Keynote #2<br>The Export Ecosystem: Are the existing tools and<br>resources sufficient to support the needs of SMEs?<br>Panelists: Daniel Crocker, William Cummins, and<br>Shawn Jarosz<br>Moderator: Doug Palmer | 12:15pm - 2:00pm  | Luncheon, Awards Ceremony, and Keynote #4<br>Eugene Laney - 2023 Trade Policy Update: Is Global Trade<br>Shifting?   |
|                                 |   |                                 |   |   | Using NASBITE International's Student Case Competition<br>to Enhance Your International Business Program<br>Laurie Wolff, Southern Illinois University Edwardsville  |   | I Am All Ears: Extending Global Business Learning through<br>Podcasts<br>Eileen Daspro, University of San Diego  |
|                                 |   |                                 |   |   | Cultural Intelligence for Global Businesses<br>Cesar Vasquez Flores, BizCultural Inc   | Conference Sessions<br>2:15pm - 3:15pm                  | Implementing Full Tuition Exchange Study Abroad Programs<br>Jim Foley, Foster College of Business, Bradley University  |

|  |  |  |  |   |  |   |  |
|--|--|--|--|---|--|---|--|
|  |  |  |  | Conference Sessions<br>2:00pm - 3:00pm<br>(5 options) | eDigital Trade Transaction Workspace Academy<br>Simona Race and Dhairya Pujara, TradeZiris   | (4 options)   | The Hidden Competitive Advantage of Community Colleges<br>Craig Ursuy, Santa Ana College   |
|  |  |  |  |   | Integrating the CGBP Student Pathway Program into Your Institution<br>Joyce Steffan, Fisher College of Business The Ohio State University  |   | Tips on Taking (or Retaking!) the CGBP Exam<br>Aaron Scott Miller, Chris Van Orden, Dulce Zahniser, VA SBDC at George Mason University                   |
|  |  |  |  |   | The SBA STEP Program: Best Practices in Working with Higher Ed and SBDCs<br>Stephen Sullivan, SBA Office of International Trade; Brian Castleberry, MD Dept of Commerce; and Debbie Lanford, FL SBDC |   | Leveraging Free Trade Agreements (FTAs) for US Businesses in International Trade<br>Dulce A. Zahniser, Virginia Small Business Development Center (SBDC) |
|  |  |  |  | Conference Sessions<br>3:15pm - 4:15pm<br>(5 options) | Global Market Priority Research - Lessons Learned<br>Nate Ward, Cleveland State University   | Conference Sessions<br>3:30pm - 4:30pm<br>(4 options or Education Partners session below) | We Broke The Law: One Company's Story of Export Violations and How It Shaped A Real Export Compliance Program<br>Julie Detmering, Equilibar, LLC.        |
|  |  |  |  |   | Driving Student Engagement via Internal International Business Case Competitions<br>Victor Chernetsky, Michigan State University   |   | new Policy Opens Trade with India for Pork Producers in the US<br>Morgan Aitchison & Christine Schrage   |
|  |  |  |  |   | Cross Border Global Business Projects<br>Chris Schrage, University of Northern Iowa  |   | Export Shortcuts - Guiding the Exporter through Proven Documents that Save Time & Expedite the Export Process<br>Martin Brill, Penn State SBDC           |
|  |  |  |  |   | Protecting Your Competitive Advantage Overseas: Free Intellectual Property Protection and Enforcement Resources For U.S. Exporters<br>Peter Mehravari, United States Patent and Trademark Office     | 3:30pm - 5:00pm   | Roundtable Session - Education Partners  |
|  |  |  |  |   | Understanding VAT - Reclaiming and Maintaining Global Compliance<br>Dean Swift, VAT IT   |   |  |
|  |  |  |  | 4:30pm - 5:30pm                                       | Roundtable Session - Training Partners   | 6:00pm - 7:30pm   | Closing Reception  |