

NASBITE INTERNATIONAL AWARDS PROGRAM



NASBITE International is committed to advancing international trade by acknowledging professionals in the field who've demonstrated excellence in developing innovative programs and practices that improve international trade. Their successful achievements are honored through these annual awards.

ADVANCING INTERNATIONAL TRADE AWARDS

This award recognizes the dedication and service of those who are advancing international trade in each state in the United States as well as Canada and Mexico. The award winners, which may be programs or individuals, have contributed to the advancement of international trade for four or more years.

PROGRAM EXCELLENCE AWARD

This award recognizes specific programs developed by institutions and organizations to meet a particular identified need. All organizations, public and private, for-profit and not-for-profit, are eligible to apply.

INTERNATIONAL TRADE EDUCATOR OF THE YEAR AWARD

This award recognizes and celebrates innovation and excellence in international trade curriculum development, research, program development, and advocacy of international business issues.

JOHN OTIS LIFETIME ACHIEVEMENT AWARD

The NASBITE John Otis Lifetime Achievement Award is named for NASBITE International's founder John Otis. In 1986, after 20 years as a small business owner, he established the Small Business International Trade Program at Portland State University. He recognized the need to establish a network among international trade education providers and hosted the first conference from which NASBITE was born in 1988. His guiding philosophy of organizational development, based on encouraging collaboration and consensus supported by communication and commitment, served NASBITE well during its formative years. John worked tirelessly and patiently to guide the NASBITE Board of Governors in creating a sustainable organization that truly serves the needs of its members throughout North America.

The NASBITE John Otis Lifetime Achievement Award recognizes this vision and is the highest honor presented by NASBITE. This award honors a lifetime of achievement in International Trade education or training by those who have distinguished themselves through leadership or service nationally or internationally. It recognizes a body of work that has made a substantial impact on the field of international trade.

NASBITE INTERNATIONAL 2025 AWARD RECIPIENTS

2025 ADVANCING INTERNATIONAL TRADE AWARD



IOWA

University of Iowa Institute of International Business

Fernand Bila & Dimy Doresca

The Institute for International Business (IIB) is the international education and engagement arm of Tippie College of Business. Since 1999, the IIB has been committed to educating students and communities about international business and trade, entrepreneurship and innovation, and fostering a global mindset.

The IIB has made a significant contribution to advancing international trade through its programs, often working in collaboration with the U.S. government, companies, and organizations in Iowa and beyond. IIB's key accomplishments respond to its mission to connect locally and engage globally.

For nine consecutive years, the IIB has partnered with the U.S. State Department to host the Mandela Washington Fellowship. Other international engagements of the IIB include co-hosting the Kenyan Judicial Delegation with the College of Law to provide legal and leadership training, conducting the African University Leaders training program for leadership and governance training, and hosting international scholars. These engagements contribute to strengthening the University of Iowa academic ties abroad, and to the internationalization of research at the Tippie College of Business.

The IIB has facilitated experiential projects for students. The undergraduate course in International Business Consulting and the Global Innovators Internship program engage over 100 students a year. IIB's international internships also connect students with Iowa businesses seeking global markets. Additionally, the IIB manages the Global Learning Opportunity (GLO) course, providing Professional MBA students with invaluable business exposure in destinations in Latin America, Europe, Asia, and Africa.

The University of Iowa's Institute for International Business embodies the spirit of the NASBITE International Advancing International Trade Award through its exceptional dedication to global education, outreach, and collaboration. The IIB's initiatives have enriched the global competence of its students, supported Iowa businesses in expanding into international markets, fostered invaluable international partnerships, and made a tangible impact on the world.

2025 ADVANCING INTERNATIONAL TRADE AWARD



MISSOURI & KANSAS

World Trade Center – Kansas City

Melissa Miller

Since 1990, the **World Trade Center Kansas City** (WTC-KC), as the international division of the Kansas City Chamber of Commerce, has provided leadership and commitment to improving the global trade environment and resources available to support international growth and representation for businesses across the Kansas City metropolitan area (spanning the business population in both Missouri and Kansas). From e-certification, market research and



NASBITE INTERNATIONAL 2025 AWARD RECIPIENTS

World Trade Center – Kansas City Cont'd

trade training, to hosting inbound and outbound delegations, the WTC-KC brings together a strong system of business and government agencies to support trade and investment and enhance Kansas City's global connectivity.

The WTC-KC has a rich history, reputation and positioning as a leader within the trade communities in both Missouri and Kansas. The WTC-KC under the able leadership of Melissa Miller (Director) monitors needs, implements new initiatives, and supports strategy development and growth within the trade community. In the spirit of cooperation and partnership the WTC-KC actively collaborate with partners across both states to support the trade community.

As an illustration of the breadth, depth and impact of efforts/initiatives undertaken:

- **In 2024** the WTC-KC hosted a Young Leaders of the America Initiative (YLAi) Fellow through the U.S. State Department and the International Research & Exchanges Board (IREX). They will host another YLAi Fellow in 2025.
- **In 2023** the WTC-KC started the **"Talking Trade" Networking Series**. The event series connects businesses with an interest in international trade with like-minded peers, service providers, and other strategic partners.
- **In 2021** the WTC-KC was awarded a Market Development Cooperator Program (MDCP) grant from the U.S. Department of Commerce to launch the **Heartland Export Accelerator**. This 8-week program is designed to take companies through the process of actively building a customized, strategic export plan. The program brings together partner organizations from across state lines to include the U.S. Commercial Service, and the Missouri and Kansas SBDC's. To-date the program has successfully graduated four (4) cohorts – Fall 2022, Spring 2023, Fall 2023 and Spring 2024, totaling 16 companies. The fifth cohort is preparing to launch this spring.
- **Since 2020** the WTC-KC actively hosts **"Doing Business With...."** seminars with country focus's that have included Canada (2020), UK (2021), Brazil, Paraguay, South Africa, Mexico, Israel, Mexico, Taiwan (2022), Oman, Canada, Japan, Saudi Arabia, Pakistan (2023), Malaysia, Czechia, Mexico, and Manitoba (2024).
- **Since 2018** the WTC-KC has lent support to the MU International Trade Center to serve as **an Event Partner for the Mid-America Trade Summit**, a regional (9 state event) that modeled after NASBITE International's National Small Business Exporter Summit provides a unique opportunity to bring together top exporters, global trade leaders and trade assistance providers from across Mid-America.
- **In 2013** the WTC-KC created the **Kansas City International Steering Committee** bringing together internationally minded organizations from across the KC metro to promote a deeper regional collaboration and engagement. This organization is still going strong and organizes the annual **KC World Trade Day event**.

2025 ADVANCING INTERNATIONAL TRADE AWARD



VIRGINIA

Dulce Zahniser

Virginia SBDC – George Mason University

At the onset of the COVID-19 Pandemic, the Virginia SBDC International program was able to bring on **Dulce Zahniser** as a Senior International Trade Specialist with CARES Act funding. Since May 2020, Dulce has been an integral part of the SBDC International team. Her command of the technical aspects of trade is deep, practical, and all the more impressive when you consider the breadth of her expertise spans development finance and project

finance, free trade agreements, trade compliance, product classifications (HS, ITAR, EAR), logistics, customs, and foreign direct investment, among other areas of trade.

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Dulce Zahniser Cont'd

Her ability to troubleshoot thorny issues for clients in the area of export compliance has changed the trajectory of numerous companies. For example, a cybersecurity hardware company was concerned that global sales for their emerging technology would be subject to high export controls, compromising their mass market status and hindering potential sales. Dulce supported the initial export control classification and then guided the company through the successful appeal process when it was initially denied mass market classification. The company's technology was eventually sold into over 10 global markets with minimal export controls, resulting in stronger sales and marketability. In 2024 the company had a successful exit thanks in no small part to the global sales that Dulce supported. This is but one of many examples where Dulce's expertise as a public resource for Virginia companies saved firms tens of thousands of dollars that would have been spent on attorney's and consultants, many of whom probably did not have the same level of specialized knowledge she possesses.

Dulce has built and led numerous training programs on the most complex areas of trade. Thanks to her efforts, Virginia companies have been able to build their own compliance programs, leverage free trade agreements, and navigate complex logistical environments. Her contributions to the Virginia SBDCs accredited CGBP training center, the VA/DC District Export Council, USMCA counselor network, and many other organizations are immeasurable.

Dulce's work ethic and dedication to her clients and her colleagues is special. She is dogged in her pursuit of finding a solution or answer to the problem whether it's through her own research or finding the right person in an agency to talk to. She is thorough, conscientious, and passionate in her support for small businesses. Not only has Dulce elevated the SBDC International team to new heights with her capabilities, but she has advanced international trade in Virginia because no agency operating in Virginia has someone with her level of expertise. Her ability to work collaboratively across partner agencies is essential to the SBDC's work in Virginia.

2025 ADVANCING INTERNATIONAL TRADE AWARD



UNITED STATES

Sarah Beaton

IFLE – U.S. Department of Education

Until the very recent closing of the division, **Ms. Sarah Beaton** served as Director of the International and Foreign Language Education Division of the U.S. Department of Education. In this role, she was responsible for the \$85.6M portfolio of Title VI-Fulbright Hays (TVI-FH) programs, including the Centers for International Business Program (CIBE). The TVI-FH programs cover all world regions, over 200 foreign languages, and account for 81% of the U.S. higher education enrollment in least commonly taught languages. These programs have also funded more than half of the textbooks now commonly used in language and international business education.

In her 26-year tenure at ED, Ms. Beaton proved to be a champion of international and foreign language education in all its forms. She rallied behind language education, international research, area studies, and, of course, international business education. She effectively navigated onboarding new administrations and ED leadership to maintain sustained internal support for the Title VI-FH programs. Her enthusiasm for and ability to convey the value of these programs was contagious and often turned newcomers into great advocates. Ms. Beaton regularly attended grantee's events and consortium meetings, providing not just guidance on program implementation but encouraging us to reach beyond our own CIBE centers to other TVI-FH programs, too. She believed in the power of the TVI-FH programs working together.

NASBITE INTERNATIONAL 2025 AWARD RECIPIENTS

Sarah Benton Cont'd

Ms. Beaton approached her work with IFLE with integrity and professionalism. Her support for CIBE and the other TVI-FH programs was unwavering. She acted as a reliable resource for all her grantees and firmly believed that this portfolio of programs contributed in significant ways to the economic competitiveness and security of our country. Her tenure at IFLE has advanced international education across the country.

While IFLE may no longer exist at ED, Ms. Beaton remains a strong advocate for international education and a great friend of the work that continues at CIBE and in the other TVI-FH programs.

2025 ADVANCING INTERNATIONAL TRADE AWARD



UNITED STATES

Tim Duvall

IFLE – U.S. Department of Education

Until the very recent closing of the International and Foreign Language Education (IFLE) division of the U.S. Department of Education (ED), **Dr. Tim Duvall** served as Senior Program Officer overseeing a portfolio of Title VI programs, including the Centers for International Business Program (CIBE). This program awards 4-year grants to top universities through a competitive process to increase U.S. capacity for international understanding and economic enterprise.

In his 13-year tenure at ED, Dr. Duvall exhibited dedication to the mission of CIBE, grit in the face of competing priorities, and support for the grantees he worked with. He encouraged his grantees to collaborate and be innovative in their international business programming. He showed up to their events, read their research papers, and celebrated their successes. He also served as a champion for the CIBE and other Title VI programs within the department, amplifying their success stories and advocating for the value of these programs. Dr. Duvall was especially passionate about connecting the CIBE universities with the international trade ecosystem at regional and national levels, even going so far as to host a representative of the U.S. Department of Commerce at ED for a discussion on synergies (how novel!).

Dr. Duvall approached his work with IFLE with an unwavering professional dedication to the content of the CIBE program. His support for CIBE work was derived from his own belief in the power of trade and international business education not just to transform individuals' careers but to ensure the economic competitiveness and security of our country. His tenure at IFLE no doubt has left an indelible mark on international business education in this country.

While IFLE may no longer exist at ED, Dr. Duvall remains a strong advocate for international business education and is more than deserving of this award. One of his nominators said, "he is also my friend and a great person to meet at happy hour for a casual conversation about the world. He has been, in a phrase, CIBE's biggest advocate."

2025 ADVANCING INTERNATIONAL TRADE AWARD



UNITED STATES

Jessica Lugg

IFLE – U.S. Department of Education

Until the very recent abolishment of the International and Foreign Language Education (IFLE) division of the U.S. Department of Education (ED), **Jessica Lugg** served as Senior Program Officer

NASBITE INTERNATIONAL 2025 AWARD RECIPIENTS

Jessica Lugg Cont'd

with extensive experience managing federal grant programs that support international education and workforce development. She previously served as the Senior Program Officer for the Title VI Undergraduate International Studies and Foreign Language (UISFL) program and the Business and International Education (BIE) program, overseeing grants that enhanced international business education and strengthened undergraduate international studies and foreign language programs. Additionally, she worked on the Fulbright-Hays programs, which support overseas research and training opportunities for educators and students.

When the BIE Grant funding was renewed in 2021, Jessica stepped in mid-grant cycle as Program Manager. In that role she was generous with her time, support and guidance. Several grant recipients noted that because of the pandemic, many changes had to be made to the items that would be accomplished during the grant, and she was so helpful and gracious as they made adjustments. NASBITE International was directly impacted as one grant recipient adjusted focus of their grant to the NASBITE Student Case Competition. That shift magnified the impact generated linked to international business education as it allowed multiple student teams to address the needs of an SME seeking to expand their sales internationally. Jessica's patience and understanding as modalities shifted supported the flexibility that international business education required coming out of the pandemic. Many first time recipients in this round of funding noted appreciation for how responsive Jessica was and how much time she gave to support successful implementation of a major grant of this type.

2025 ADVANCING INTERNATIONAL TRADE AWARD



UNITED STATES

Tanyelle Richardson

IFLE – U.S. Department of Education

Tanyelle D. Richardson is a seasoned senior program manager and federal grants administration expert with more than 30 years of experience in higher education policy, federal funding oversight, and international education program development. She is recognized for her strategic leadership in grant administration, regulatory compliance, and risk management, with a history of managing multi-billion-dollar federal education programs.

Until recently, Tanyelle served as a Senior Program Manager for the International and Foreign Language Education (IFLE) Office at the U.S. Department of Education, where she provided programmatic oversight and policy guidance for Title VI and Fulbright-Hays Programs, managing the Undergraduate International Studies and Foreign Language (UISFL) Program and the Business and International Education (BIE) Program.

In 2022, she was detailed to the Higher Education Emergency Relief Fund (HEERF), where she provided supervisory and risk management support in administering over \$75 billion in federal aid to institutions facing financial hardship due to the COVID-19 pandemic. Her expertise in compliance monitoring, fiscal stewardship, and crisis response was instrumental in ensuring equitable distribution and proper utilization of emergency relief funds.

Tanyelle's federal career began in 1990 as an intern in the Office of Postsecondary Education. Upon completing her undergraduate studies, she transitioned into program administration, supporting federal fellowships and institutional grant programs, including:

- Graduate Assistance in Areas of National Need (GAANN)
- Law School Clinical Experience Program
- Patricia Roberts Harris Fellowship Program

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Tanyelle Richardson Cont'd

A recognized leader in international trade education, Tanyelle was honored as the International Trade Educator of the Year (2006) by NASBITE International, highlighting her contributions to global business education and cross-border collaboration. She is deeply committed to advancing educational equity, strengthening global education partnerships, and optimizing federal grant processes to maximize institutional and student success.

2025 PROGRAM EXCELLENCE AWARD



“Live Case” Program San Diego State University

The **Live Case Project** is an experiential learning initiative embedded in the Seminar in World Business Environment, a cornerstone course for the Master of Science in Global Business Development (MSGBD) and an elective for the Master of Business Administration (MBA).

Each fall, the program pairs 2-3 local businesses with teams of graduate students, who help them develop global expansion strategies. Unlike traditional case studies, this program emphasizes real-time problem-solving, with students working directly with business leaders to conduct market research, assess international opportunities, and provide strategic recommendations.

A distinctive feature of the program is its integration of students' foreign language skills and cultural insights. For example, a French-speaking student may lead research into the French market, providing a deeper, more nuanced analysis that enhances the value for the client company. This global perspective, combined with direct industry engagement, makes the Live Case Project a pioneering model in international business education.

The Live Case Project is embedded in a required course, ensuring consistent student participation and business engagement each semester. Companies benefit from high-quality consulting projects at no cost, creating long-term relationships between academia and local businesses. This self-sustaining model guarantees ongoing impact for both students and companies.

The Live Case Project exemplifies best practices in experiential learning, including:

- Hands-on engagement between students and real-world businesses
- Company visits, presentations, and direct collaboration to enhance student learning and business outcomes
- Emphasis on international market analysis, language skills, and cultural competencies, reinforcing the connection between theory and practice

Since launching in 2020, the Live Case Project has empowered over 120 graduate business students to work with companies in diverse industries. The **Live Case Project** stands out as an innovative and impactful initiative, successfully blending academic rigor with practical business applications. Its sustainability, best practices, and adaptability make it a model program for global business education.

2025 INTERNATIONAL TRADE EDUCATOR OF THE YEAR AWARD



George Hiller

University of Richmond

George Hiller's career spans 25+ years in higher education and global trade, with teaching experiences that span international business, international trade law, globalization, economic development and market planning in Latin America. He is a recognized national and international leader for teaching international business via experiential, project-based learning courses; Co-author of the "International Marketing" text (Media Press 2018); and visiting

lecturer (Germany & Colombia), and roster member of the Fulbright Specialist Program. Also of significance, George has written and managed \$1M+ in federal and state international business and education grants. He regularly consults for U.S. universities on U.S. Department of Education international programs and serves as a reviewer for Title VI and Fulbright-Hays grants.

George's impact extends beyond academia. Prior to his teaching career, he served as an International Trade Manager at the Virginia Economic Development Partnership, where he spearheaded trade promotion programs across Latin America and established a state trade office in Mexico City. His prior experience as an international banker for major U.S. financial institutions further enriches his teaching, as he seamlessly integrates insights from both the public and private sectors into his curriculum—particularly in areas such as export finance and trade promotion.

As shared by colleagues at the University of Richmond, George has been the driving force behind the establishment of project-based experiential learning courses at the Robins School of Business. In his Strategic Market Planning in Latin America course, student teams partnered directly with Virginia companies to develop export marketing strategies for the Latin American market. This hands-on, "teaching by doing" approach has enabled students to cultivate valuable business acumen and professional career skills. Students regularly share that their experiences in his course were a highlight in their job interviews and played a key role in securing their positions.

George is a strong advocate for interdisciplinary learning. In his projects, undergraduate Business and Latin American Studies majors collaborate with graduate students from the University of Richmond School of Law. This approach provides students with a more holistic and realistic learning experience. Furthermore, the business clients benefited from comprehensive strategic analyses and detailed marketing plans. The development of professional communication skills is also an integral component of the course. The final course assignment involves a team business meeting with the clients, where students present and defend their recommended strategies—truly a "think on your feet" exercise. George's emphasis on communication and teamwork skills proved especially valuable during the challenges of the COVID pandemic and continues to be vital in the post-COVID environment.

It is important to highlight that George has served as the University's principal outreach resource to the expanding Latino business community in the metro Richmond area. Through his dedicated efforts, he has helped build stronger connections between the University and local Latino entrepreneurs, fostering opportunities for collaboration. George remains deeply committed to mentoring Latino students at the Robins School, providing guidance and support to help them succeed academically and professionally. His ongoing dedication to both the business community and students exemplifies his lasting impact on the University and on the Richmond community.

Additionally, partners at The George Washington University CIBER, note deep appreciation for George's invaluable expertise and guidance in shaping their international trade and business programming—particularly in engagement with community colleges and minority-serving institutions (MSIs). Over the years, George has played an instrumental role in enhancing GW-CIBER's trade initiatives. Notably, he helped conceptualize the Trade Trek to Norfolk,

NASBITE INTERNATIONAL 2025 AWARD RECIPIENTS

George Hiller Cont'd

an annual experiential learning program that provides students with critical insights into the mechanics of imports, exports, and supply chain logistics. His contributions also extend beyond program development— he has been a speaker at the GW-CIBER International Business Bootcamp and a presenter at the 2019 International Business Pedagogy Workshop, which brought together faculty from historically black colleges and universities (HBCUs), MSIs, and community colleges across the Northeast.

Moreover, George has been an essential thought partner in developing GW-CIBER's Node Schools in West Virginia and the Appalachian region of Virginia, helping bring trade and international business education to underserved communities that greatly benefit from such initiatives. His extensive network and deep understanding of the trade ecosystem have allowed him to facilitate critical connections, significantly amplifying GW-CIBER's impact as a national resource center for international business.

NABITE International, along with peers across the U.S. are pleased to provide well-deserved recognition to George Hiller for his groundbreaking and sustained contributions to the field of international trade education. His innovative work has had a profound impact on students, faculty, and on the broader business community.