Welcome!

On behalf of the City of Savannah, it is my pleasure to extend a formal welcome to the attendees, exhibitors, and sponsors of the National Association of Small Business International Trade Educator’s, to our beautiful city for your annual conference.

Savannah is the ideal location for your event and that has everything to do with our people. We are an open and welcoming community that understands and recognizes the importance of properly caring for our visitors. And, while your attendees are in town, we encourage them to experience and enjoy our vibrant shopping, dining and tours and attractions. Interacting with our residents and local business owners will surely be the highlight of your visit.

There are many reasons why national publications and websites like Conde Nast Traveler, Travel + Leisure, Southern Living and USAToday.com regularly rank Savannah in their Top 10 Places to visit lists and we are confident that your attendees will agree.

My office and all of our City of Savannah employees are ready to help your organization have a terrific experience in our city. Enjoy your visit . . . we’re glad you’re here!

Sincerely,

Eddie W. DeLoach
Mayor
A LETTER FROM THE PRESIDENT

Welcome to Savannah, Georgia and the NASBITE International 32nd Annual Conference and National Small Business Exporter Summit.

I am so pleased that you have chosen to join us in this historic setting for another terrific NASBITE International conference. Savannah is beautiful, the weather is terrific, and it is perfectly appropriate that we are going to be situated next to the Port of Savannah, one of the busiest container handling facilities in the United States.

The NASBITE conference always represents a unique confluence of many interests as we gather to celebrate our collective efforts to advance global business practice, education and training. This year, we have 17 teams of students from across the country competing in our international business case competition; we have 19 outstanding SME exporters who are presenting on best-practices and lessons-learned at the National Small Business Exporter Summit; and we have more than 40 distinguished experts who will be speaking at the conference. So, it is going to be another truly outstanding event.

NASBITE International is a member-driven association comprised of educators, trainers, consultants/advisors, business students, government specialists, and a diverse mix of professionals from companies that are involved in international trade. What we share in common is a passion for international business. So, our goal as an association is to create a space where we can bring everyone together to leverage the collective wisdom of the membership, in a learning environment that can help us make businesses more globally competitive. But you are the professionals that make this possible.

I have been coming to NASBITE conferences for 18 years, because I love this diverse mix of perspectives and I also love the spirit of partnership and comradery that NASBITE conferences are founded upon. I am always impressed by what I learn, who I have a chance to meet, and what I am able to add to my professional repertoire. So, for those of you who are new to conference, I know that you will find this event to be a great learning experience and an excellent opportunity for networking. And, for those of you who have been coming to NASBITE conferences for a while, I hope you enjoy this year as well as those in the past, and I thank you for your ongoing membership, dedication, service, and contributions.

Warm regards,

Leroy Lowe, MBA, PhD, CGBP
President, NASBITE International
president@nasbite.org
### CONFERENCE AGENDA

#### SUNDAY, APRIL 7, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM – 4:00 PM</td>
<td>CGBP Exam Prep Boot Camp</td>
<td>Monterey Suite</td>
</tr>
<tr>
<td>9:00 AM – 4:00 PM</td>
<td>CGBP Train the Trainer Boot Camp</td>
<td>Telfair Suite</td>
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#### MONDAY, APRIL 8, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 AM – 6:00 PM</td>
<td>Student Case Competition: Preliminary Round</td>
<td>Ossabaw Ballroom</td>
</tr>
<tr>
<td>8:00 AM – 6:00 PM</td>
<td>Student Case Competition: Preliminary Round</td>
<td>Sapelo Ballroom</td>
</tr>
<tr>
<td>9:00 AM – 4:00 PM</td>
<td>CGBP Exam Prep Boot Camp</td>
<td>Monterey Suite</td>
</tr>
<tr>
<td>9:00 AM – 4:00 PM</td>
<td>CGBP Train the Trainer Boot Camp</td>
<td>Telfair Suite</td>
</tr>
<tr>
<td>9:00 AM – 4:00 PM</td>
<td>Pre-Conference Workshop: ITAR and EAR</td>
<td>Pulaski Room</td>
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#### TUESDAY, APRIL 9, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration</td>
<td>Madison Ballroom Foyer</td>
</tr>
<tr>
<td>7:45 AM – 5:15 PM</td>
<td>National Small Business Exporter Summit</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>8:00 AM – 10:45 AM</td>
<td>Student Case Competition: Championship Round</td>
<td>Pulaski Room</td>
</tr>
<tr>
<td>9:15 AM – 4:00 PM</td>
<td>Summit Breakout Track 1</td>
<td>Ossabaw Ballroom</td>
</tr>
<tr>
<td>9:15 AM – 4:00 PM</td>
<td>Summit Breakout Track 2</td>
<td>Sapelo Ballroom</td>
</tr>
<tr>
<td>12:00 PM – 1:30 PM</td>
<td>Luncheon &amp; Student Case Competition Award Presentation</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>5:30 PM – 7:30 PM</td>
<td>Summit Closing Reception/Conference Opening Reception</td>
<td>Pool Deck</td>
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#### WEDNESDAY, APRIL 10, 2019

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration &amp; Tabletop Exhibits</td>
<td>Madison Ballroom Foyer</td>
</tr>
<tr>
<td>7:30 AM – 9:30 AM</td>
<td>Breakfast &amp; Keynote Speaker</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>9:45 AM – 11:00 AM</td>
<td>Session I</td>
<td>See Detail</td>
</tr>
<tr>
<td>11:15 AM – 12:30 PM</td>
<td>Session II</td>
<td>See Detail</td>
</tr>
<tr>
<td>12:30 PM – 1:45 PM</td>
<td>Luncheon &amp; Keynote Speaker</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>2:00 PM – 3:15 PM</td>
<td>Session III</td>
<td>See Detail</td>
</tr>
<tr>
<td>3:30 PM – 4:45 PM</td>
<td>Session IV</td>
<td>See Detail</td>
</tr>
<tr>
<td>3:30 PM – 5:00 PM</td>
<td>Roundtable Session on Trade Training at SBDCs/Business Assistance Centers</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>5:00 PM – 6:00 PM</td>
<td>Distinguished Fellows’ Meeting <em>(By Invitation)</em></td>
<td>Reynolds Suite</td>
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#### THURSDAY, APRIL 11, 2019

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration and Tabletop Exhibits</td>
<td>Madison Ballroom Foyer</td>
</tr>
<tr>
<td>7:30 AM – 9:30 AM</td>
<td>Breakfast &amp; Keynote Speaker</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>9:45 AM – 11:00 AM</td>
<td>Session V</td>
<td>See Detail</td>
</tr>
<tr>
<td>11:15 AM – 12:30 PM</td>
<td>Session VI</td>
<td>See Detail</td>
</tr>
<tr>
<td>12:30 PM – 1:45 PM</td>
<td>Luncheon &amp; NASBITE Awards Presentation</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>2:00 PM – 3:15 PM</td>
<td>Session VII</td>
<td>See Detail</td>
</tr>
<tr>
<td>3:30 PM – 4:45 PM</td>
<td>Session VIII</td>
<td>See Detail</td>
</tr>
<tr>
<td>3:30 PM – 5:00 PM</td>
<td>Roundtable Session for Business Schools to Discuss the CGBP Student Pathway Program</td>
<td>Madison Ballroom</td>
</tr>
<tr>
<td>6:00 PM – 9:00 PM</td>
<td>Closing Reception</td>
<td>Madison Square</td>
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Cleveland State University  
Cleveland, OH

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Alberto Rodriguez-Baez, CGBP  
UTSA International Trade Center  
San Antonio, TX

Sarah Singer, Ph. D., CGBP  
Michigan State, University International Business Center  
East Lansing, MI

### Board of Governors

**Board of Governors**

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Institute for International Business at The University of Iowa  
Iowa City, IA

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University of Georgia International Trade Center  
Lawrenceville, GA

Maurice Kogon, CGBP  
Kogon Trade Consulting  
Torrance, CA

Mary McKinney, Ph.D., CGBP  
Duquesne University  
Pittsburgh, PA

Chris Schrage, CGBP  
University of Northern Iowa  
New Hartford, IA

Gabriel Shweiri, CGBP  
Santa Ana College  
Santa Ana, CA

Joyce Steffan, CGBP  
The Ohio State University  
Columbus, OH

### Board of Governors Ex-Officio Members

Yuki Fujiyama, CGBP  
US Department of Commerce

Aerek Stephens  
Ex-Im Bank

Caroline Tompkins  
FITT

Stephen Sullivan, CGBP  
Small Business Administration

### Distinguished Fellows

Jeanette Benson  
Judee Benton  
Brian Davis  
Glenn Doolittle  
Robert Erwin, CGBP  
Dr. Kelly Fish, CGBP  
James F. Foley, CGBP  
Lourdene Huhra  
Sara Jackson  
Maurice Kogon, CGBP  
Tammy Marquez-Oldham, CGBP  
Nisa Miranda  
Kelly Jeff Murphrey  
Janis Parsley Short  
Jan Smith  
Arlene Soto, CGBP  
David Steiffford  
Sharynn Tomlin  
Laura Wolff, CGBP

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Forest Hill, Maryland

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Diane Schafer, CMP  
Director of Meetings

Lisa Christie, QAS  
Membership & Certification Coordinator

Amy Chetelat, CAE  
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2019 STUDENT CASE COMPETITION SPONSOR
NASBITE International is committed to advancing international trade by acknowledging professionals in the field that have demonstrated excellence in developing innovative programs and practices that improve international trade. Their successful achievements are honored through the presentation of annual Awards.

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.

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.

ADVANCING INTERNATIONAL TRADE AWARDS

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

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 had substantial impact on the field of international trade.
2019 PROGRAM EXCELLENCE AWARD

Growing Small Business Globally: Public-Private Partnership

In 2018, Greater Portland Inc. (GPI) created a first-of-its-kind business development program offering export-focused training and travel scholarships to entrepreneurs interested in expanding their businesses through international sales. The Growing Small Businesses Globally export assistance training and travel scholarship is focused primarily on entrepreneurs of color, women, and veterans, and covers half the cost of six key export training, counseling and advising sessions offered by four partner public agencies. Upon completion of training, entrepreneurs receive a contribution to a travel stipend for their first international sales experience. The goal of this program is to prepare entrepreneurs for international sales in advance of their first international deal.

Greater Portland Inc. worked with four of the region’s public sector export partners including the U.S. Commercial Service, Small Business Administration, Oregon SBDC Network Global Trade Center, PCC SBDC, and Business Oregon to deliver the essential network and education private sector entrepreneurs need before they embark upon their first international experience. The target market for this program are entrepreneurs of color, women and veterans who have not traditionally had access to this support network.

The project has become a signature project of Greater Portland 2020, the region’s five-year economic development strategy. The innovation behind this program is in the alignment of partner agencies into an export advising pathway that is easy for entrepreneurs to navigate along with a well-defined cross referral network for the export advising partners.

2019 PROGRAM EXCELLENCE AWARD

The Florida SBDC Network Export Marketing Plan

The cornerstone of the FSBDC’s formula for success in growing exports through small and medium sized businesses is its Export Marketing Plan (EMP). Provided in partnership with Enterprise Florida (EFI) and the U.S. Commercial Service, the customized Export Marketing Plan assists qualified, new-to-export manufacturers and service providers with a global growth strategy. What initially began from the original STEP program evolved into recurring state funding in the form of grants from Florida’s Economic Development organization, EFI.

The Export Marketing Plan starts with an International Trade Specialist meeting with the company and performing a thorough business readiness assessment. The process then requires a review of overseas trade opportunities, an understanding of country requirements for this company’s products or services, and research of the industry and markets. The Export Marketing Plan is compiled to recommend key target markets, country launch strategies, and an action plan that may include trade mission participation. This comprehensive report ranges from 75-100 pages and includes a detailed action plan to aid exporters in the effective implementation of the suggested strategies. The Export Marketing Plan has been adapted to other applications and other funding partners.

The Florida SBDC International Trade team would like to posthumously recognize our team member Katie Arroyo for her contributions to the program. Katie was instrumental in developing tools and methods to analyze vast amounts of data; continually making improvements to the program; and freely and joyfully sharing her knowledge and connections in international trade with both her clients and her colleagues.
The NC SBTDC’s **International Business Development** (IBD) program’s primary goal has been to increase the number of SMEs that are exporting, and to assist existing small business exporters in expanding their foreign markets and sales. This type of strategic partnering fits with its university mission to 1) enhance lifetime skills of business owners, 2) engage students in working with business, 3) apply business theory to real-world problems, and 4) be a leading business assistance and support resource.

This targeted statewide program operates within the NC SBTDC. Its team consists of an IBD Director and three IBD Counselors, all of whom are Certified Global Business Professional (CGBP)-credentialed. IBD Counselors are strategically located at UNC-Charlotte, Winston-Salem State University, and NC State University, three metro service areas representing 84% of the state’s export activity.

The IBD team assists client-companies with managing “the business side of exporting” through one-on-one business counseling with attention to global business management, global marketing, supply chain management and trade finance. The SBTDC’s IBD program is a NASBITE CGBP Accredited Training Program, offering CGBP exam preparation training workshops throughout the state. The team also supports and participates in statewide trade training events and direct trade missions. In 2018, program clients generated $204,487,047 in export sales, supporting over 1,000 jobs.

**Grant County EDC/Washington SBDC Outbound Trade Event**

The Washington State SBDC (WSBDC) and Grant County Economic Development Council (EDC) have perfected the art of building productive partnerships to help Washington companies, notably rural ones, achieve export success. It started by leveraging contacts at the Korea International Trade Association (KITA) and Grant County’s Sister City relationship with Gunpo City, South Korea, to arrange for Eastern Washington businesses to visit South Korea to meet with interested importers of U.S. products and services. That trade mission to Seoul took place in April, 2016, with another important partner, the U.S. Small Business Administration (SBA), to recruit companies to join the mission. SBA’s State Trade Expansion Program (STEP) helped finance a portion of the travel for four Washington small businesses.

The success and positive feedback from participants led to a second mission in June 2017, this time making stops in Seoul and Tokyo, Japan. The WSBDC engaged the Japanese External Trade Organization (JETRO) as a partner for matchmaking in the Tokyo market. Nine Washington small businesses participated in 2017, eight of which were STEP funded. The third annual Grant County/WSBDC **Outbound Trade Event** to South Korea, Hong Kong, Macau, and Zhuhai China took place in April 2018, with seven WSBDC companies.

The WSBDC model for leveraging partnerships to connect Washington companies to global market opportunities has helped engage Washington small businesses in exporting and provided results that have created a sustainable and valued program that is a win-win for all involved.
One of the most valuable benefits of NASBITE’s Annual Awards program is the sharing of successful innovations that are replicable for the benefit of the global trade community.

To this end, NASBITE provides a forum for its Program Excellence Award recipients to share their stories as part of an interactive Panel Session, focusing on the Award-winning programs’ goals, funding models, measurable results, and suggestions for using it as a model for other programs.

All Registered Annual Conference Attendees are welcome to participate and learn more about the 2019 Program Excellence Award recipients:

**NASBITE Program Excellence Award Recipients’ Panel Session**

*Thursday, April 11, 2019*

2:00 p.m. to 3:15

Cumberland Room
**CALIFORNIA**

**Dr. Ralph F. Jagodka**  
**Mt. San Antonio Community College**

Dr. Jagodka is a tenured professor with Mt. San Antonio Community College in Walnut, California. Prior to becoming a full time professor in business/international/entrepreneurship, he worked as the Director of the Center for International Trade Development (CITD) hosted at Citrus Community College where his program’s services and collaboration made statewide impact. Ralph has an extensive work history in international business in the private sector with an expertise in doing business in Asia.

Dr. Jagodka has developed training modules that meet the needs of not only students, but those of business/industry, faculty/educators, incumbent workers, and those seeking the Certified Global Business Professional (CGBP) certification. Ralph has the rare ability to see a training tool and/or resource from the needs of multiple stakeholders and works to ensure he meets the needs of each.

Ralph generously shares his time, expertise, and talents by serving on the District Export Council of Southern California, serving as department chair of his division, and chairing the management and operations committee at the Industry Manufacturers Council. Ralph has worked with and presented at Michigan State University’s CIBER on internationalizing community college curriculum and is currently working with NASBITE’s Educational Partnership Project for two and four year schools with International Business Programs and students interested in sitting for the CGBP Exam.

Dr. Jagodka has been a strong supporter of NASBITE, the NASBITE CGBP, a NASBITE member and NASBITE Conference attendee and works to further the importance of NASBITE’s mission and that of the NASBITE CGBP in advancing the need for international education and global trade competency.

**VIRGINIA**

**Aaron S. Miller, CGBP**  
**International Trade Manager**  
**Virginia SBDC, George Mason University**

Aaron Miller, CGBP has been with the Virginia SBDC Network since 2011, taking a relatively new position within the Virginia SBDC and building it into a “powerhouse program to support export success.” Aaron has the right combination of skills and expertise that support his personal success in helping educate and assist companies in international trade success, and is one of the state’s most recognized experts in the trade assistance community.

In a letter of support the Virginia SBDC State Director, Jody Keenan, wrote that Aaron’s excellence and hard work has made a significant impact not only in increasing exports in the ‘tens of millions of dollars’, but also in involving students; he is the top referral source for students to do real-live international trade research for Virginia exporters under the VITAL market research program for the state.

Aaron was recently selected as national co-chair of the ASBDC International Interest Section to work on ASBDC conference planning, networking with federal agencies, and supporting ASBDC legislative efforts. He is also closely aligned with SIDO - State International Development Organizations.
Susan Dragotta, CGBP
Global Business Instructor
Waukesha County Technical College (WCTC)

Susan Dragotta, CGBP is recognized for her role in and dedication to advancing international trade in the State of Wisconsin. Her individual work accomplishments, and leadership and commitment to improving the practice of global business is evidenced by a career spanning the private sector, Wisconsin’s export development bureau, and her work in global business education. In addition, she has actively served in leadership roles on the Wisconsin District Export Council.

Susan earned the NASBITE International CGBP in 2006 while she was an Export Development Manager for the State of Wisconsin’s Department of Commerce export development bureau (now Wisconsin Economic Development Corporation). Since then, she has been called upon to contribute to CGBP exam item writing, and has been a member of NASBITE for many years.

Susan specializes as a consultant for Latin America, working with over 100 different exporting or new to export manufacturers to guide them in the export process and target market development. Susan led a Governor’s Trade Mission to Mexico, and has co-led multi-state trade missions to South America several times with companies from the Great Lakes Governors’ Council region. She also worked in the private sector in international sales at three exporting companies.

Based on her experience, practical knowledge of trade and dedication to growing the knowledge of others, Susan was hired by WCTC to become the full-time global business instructor. She also teaches the Import/Export Specialist program, a new offering that is growing significantly. She is a CGBP Certified Trainer, and developed and teaches a CGBP exam prep course. She is also a contributing member of the NASBITE International Social Media subcommittee.

Susan is currently the President of the WTA (MMAC’s World Trade Association) leading the advisory board of 22 individuals from area global businesses, was the Vice President, and served as education co-chair for over 10 years. She plays a major role in leading the planning for the group’s programs throughout the year.

We help educate exporters who want to find ways to expand their global sales efforts. We also help trade specialists educate people who want to learn how to export.

For the last hundred years, Commerce Bank’s International Department has been serving export companies across America. We offer direct telephone lines to staff who know customers and their company’s needs. It doesn’t matter to us if you have one export transaction a year, just getting started, or are an experienced global company looking for better service. Our approach is to learn about your process, share best practices, and come up with ideas on how to help.

Challenge accepted, so contact us today.

Visit with Commerce Bank during the NASBITE Annual Conference at the Tabletop Exhibits
The NASBITE CGBP Accredited Training Program designation is an endorsement that proves competency in all four domains of knowledge required by the Certified Global Business Professional credential. Accredited Training Programs are those which include exceptional trainers and curriculum with a track record of successfully preparing candidates to sit for the CGBP examination.

CGBP ACCREDITED TRAINING PROGRAMS

FSBDC at University of South Florida
Michigan State University International Business Center
Santa Ana College
Santa Barbara City College
SBDC at Portland Community College

SBDC at Portland Community College
SBDC at UTSA San Antonio
SBTDC at NC State University
University of Iowa
University of Northern Iowa
Youngstown State University

CGBP CERTIFIED TRAINERS

Mike Allocca, CGBP, Allocca Enterprises.com
Jeanette Benson, CGBP, Center for International Trade - Merced College
Ray Bowman, CGBP, EDC SBDC
Anthony Cambas, CGBP, Oklahoma State University
Anil Chang, CGBP, SBDC Fort Lauderdale
Parbatee Chang, CGBP, Florida SBDC in Broward
Brenda Cravens, CGBP, B K Export Consulting
Dan Curran, CGBP, University of Iowa
Larry Dill, CGBP, University of Missouri
Dimy Doresca, CGBP, Institute for International Business, University of Iowa
Susan Dragotta, CGBP, Waukesha County Technical College
Robert Erwin, CGBP, Georgia District Export Council
James Foley, CGBP, Bradley University International Trade Center
Leah Goold-Haws, CGBP, L.A. Center for International Trade Development
Madeline Grant, CGBP, Santa Ana College
Robert Imbriani, CGBP, Team International Trade Services
Mousa Kassis, CGBP, Ohio SBDC Export Assistance Network
Rebekah Kidanemariam, CGBP, Oklahoma State University
Dimitrios Kloussiadis, CGBP, University Of Georgia International Trade Center
David Kohl, CGBP, Oregon SBDC
Bharat Manghnani, CGBP, SCORE
Tammy Marquez-Oldham, CGBP, PCC SBDC
Rene Mueller, CGBP, College of Charleston
Gloconda Quesada, CGBP, College Of Charleston-Global Business Resource Center
Eileen Rodriguez, CGBP, FSFDC at University of South Florida
Alberto Rodriguez-Baez, CGBP, UTSA International Trade Center
Christine Schrage, CGBP, University of Northern Iowa
Gabriel Shweiri, CGBP, Santa Ana College
Jade Sims, CGBP, Michigan State University International Business Center
Sarah Singer, CGBP, Michigan State University International Business Center
Lynn Stewart, CGBP, California State University Fullerton
Nathaniel Ward, CGBP, Cleveland State University
Laura Wolff, CGBP, Southern Illinois University Edwardsville
Linda Woulfe, CGBP, Bryant University
Henry Xie, CGBP, College of Charleston
PRE-CONFERENCE PRESENTERS

JAMES F. FOLEY

James Foley manages a program of counseling and training in international business planning, marketing, logistics and export finance at the Illinois SBDC International Trade Center and NAFTA Opportunity Center at Bradley University. The centers are joint venture between the U.S. Small Business Administration, the Illinois Department of Commerce and Economic Opportunity and Bradley University with a mission to promote international trade and assist companies with trade-related expansion and training. He is also Director of International Programs for the Foster College of Business Administration. Mr. Foley is a frequent speaker on issues of international trade and teaches International Business courses at Bradley University. He is a Past President of NASBITE International, and now serves as the Director for the NASBITE Certified Global Business Professional (CGBP) credential. He was elected Chairman of IATTO International Association of Trade Training Organizations during the 2004 IATTO Forum in Cape Town, South Africa and is also chair of the Association of Small Business Development Centers (ASBDC) International Interest Section. He is author of The Global Entrepreneur.

MADELINE GRANT

Madeline Grant is the Dean of Business at Santa Ana College where she oversees six (6) academic departments, the Academic Computing Center, and Educational Media Services. Before entering administration she taught International Business and Marketing at Santa Ana College and was the Department Chair of the Global Business & Entrepreneurship department. Madeline is a CGBP and certified CGBP Trainer. In 2014 Madeline was selected as the Distinguished Faculty award winner. She taught part time for many years while she worked in the field of global trades a Director of International Marketing/Sales and Import Manager for cosmetic and home accessory companies.

ROBERT IMBRIANI

Robert P. Imbriani (Bob) has been in the international/domestic transportation and logistics field for over four decades. He has held various senior executive positions with major U.S. Customs brokers/freight forwarders. He is currently Executive Vice President, International for Team Worldwide & President of Team Ocean Services, Team International Trade Services and Team Canada. Mr. Imbriani is a well-known speaker and educator in the areas of trade compliance, contract negotiations, transportation, logistic/supply chain solutions, customs brokerage, trade development and financial services. He is an adjunct professor in these areas at Baruch College and Pace University in New York. He has conducted classes at the US Merchant Marine Academy and The US Naval Academy. He is chairman of the AFA e-Commerce Committee, Regulatory Committee and a member of their education committee. He is considered an expert in all areas of international trade and compliance to include import operations & Compliance, export controls under the International Traffic in Arms regulations (ITAR), The Export Administration Regulations (EAR) The US Foreign Corrupt Practices Act and other U.S. Export Control laws and regulations.

GABRIEL SHWEIRI

Gabriel Shweiri is currently Chair of the Global Business & Entrepreneurship department at Santa Ana College, and has been an instructor for more than 18 years. He has taught International Logistics, Finance, Management, Marketing and Entrepreneurship classes. He was part of the advisory board for the SAC International Business degree and certificate programs. He holds the CGBP designation and is a certified CGBP trainer at Santa Ana College. Gabriel is also President and CEO of BGI Worldwide Logistics, a global logistics and transportation provider that established in 1999.
Save the Dates

National Small Business Exporter Summit
March 25, 2020
Hotel Annapolis
Annapolis, MD

NASDAQ
International 33rd Annual Conference
March 26-27, 2020
Hotel Annapolis
Annapolis, MD

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First Home Bank is well versed in assisting small business exporters nationwide through the SBA International Trade Loan Program by providing financing up to $5,000,000 for working capital and fixed asset purchases. We offer Fast Approvals and Quick Closings.

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KEYNOTE SPEAKERS

GRIFF LYNCH, Executive Director, Georgia Ports Authority

The Georgia Ports Authority: Engine for Growth

The Georgia Ports Authority is a 1,250-person strong state port authority that owns and operates strategic gateways serving the U.S. Southeast. As Executive Director, Griff Lynch oversees all port activity involving the deep-water ports of Savannah and Brunswick, as well as inland terminal operations in Bainbridge and Murray County, Georgia.

Directing one of Georgia’s largest economic engines, he manages a budget with annual operating revenues of $425 million.

A proven leader in the maritime industry, Lynch brings 30 years of experience in the design and implementation of major port expansions, the effective execution of sustainable profit and productivity models and identifying winning sales and marketing strategies.

Breakfast Keynote, Wed., April 10, 2019

SEAN CASEY, CGBP, President, Rotorcorp LLC

US Small Business Exports in 2050: Competing and Winning in a Changing Global Economy

By 2050, over sixty percent of world GDP Growth will occur outside of the United States. As these tectonic shifts continue to advance across the world’s leading economies and massive growth continues for emerging economies, US goods and services will be in demand like never before. In this changing landscape, US Small Business that focus on serving these growing markets through Exports will receive outsized benefits over companies that continue to orient only to domestic markets.

Sean Casey is co-founder and President of Rotorcorp LLC, the world’s largest provider of parts, engines and major components for Robinson Helicopters. Sean is a Certified Global Business Professional (CGBP) and was named 2018 “Atlanta Small Business Person of the Year” by Atlanta Business Chronicle. In 2016, Sean became a graduate of the SBA Emerging Leaders Program where he received the organization’s National “Company to Watch” award. Rotorcorp was recognized in 2017 and 2018 on the Inc. 5000 list of America’s Fastest Growing Companies. The State of Georgia recognized Rotorcorp in 2018 with a Georgia Globe award for entering new international markets.

Luncheon Keynote, Wed., April 10, 2019
NASBITE International: Building Partnerships for the Future

NASBITE International has been guided in recent years by the Vision 2020 Plan aimed at increased membership engagement, higher levels of organizational service, improved benefits, and continued growth for the CGBP professional designation.

This presentation by NASBITE executive officers Leroy Lowe, President, and Jackie Rasmussen, Vice President, will provide a status update on 2020 Plan initiatives launched in the past year. They invite you to be part of the vision for NASBITE’s future that involves important new partnerships with colleges, universities, industry associations, SBDCs, and other trade assistance providers, to learn how NASBITE is growing, and to gain insight into NASBITE’s efforts to help Members advance global business practice, education, and training.

President Leroy Lowe will then preside over the annual business meeting of the NASBITE Members, during which the election of the slate of nominees for Board of Governors will be conducted.

Opening Session Keynote, Thurs., April 11, 2019 – 7:45 am - 9:00 am

US Government’s Key Efforts to Advance Exports, Foreign Direct Investment and Latest Trade Developments

Thomas Strauss joins NASBITE from the Southern Regional office of the US-DOC International Trade Administration.

He will capture in this Keynote some of the key efforts and programs of the U.S. Government to advance exports and foreign direct investment.

He will provide quick updates on some specific developments, such as the status of the U.S.-Mexico-Canada Agreement (USMCA), U.S. tariffs on steel and aluminum, how trade negotiations with China are progressing, efforts to attract foreign direct investment into the U.S., and ways economic developers and export assistance organizations can work together to expand the base of exporters and the number of markets they enter.

Breakfast Keynote, Thurs., April 11, 2019 – 9:00 am – 9:30 am
A team of NASBITE Certified Trainers in all four CGBP domains will cover global business management, global marketing, supply chain management, and trade finance. Specific topics include global culture, Incoterms, international documentation, trade compliance, payment methods, credit management, financing exports, foreign exchange, export readiness, mitigating risk, foreign market identification, entry mode, partner selection, and the marketing mix.

- SESSION PRESENTERS:
  - Gabriel Shweiri, CGBP, Santa Ana College
  - Madeline Grant, CGBP, Santa Ana College

Are you considering developing a credit or non-credit CGBP course at your institution? This two-day intensive CGBP training will be focused on providing the training and tools to help faculty and program staff develop a CGBP training program. We will discuss ways to integrate CGBP training into the classroom or executive training programs, identify and train faculty and presenters, and discuss specific tools and resources to support CGBP classes or programs. We will also work through CGBP exam topics (tasks and knowledge statements) to help train participants on key topics. The training will use CGBP cases and team exercises you can implement in the classroom. Please join us for this fun, interactive workshop and help launch the CGBP at your school or trade center!

- SESSION PRESENTER: James F. Foley, CGBP, Bradley University International Trade Center

Export controls and compliance with regulations has long been a complex issue for exporters. Determining agency jurisdiction and classification under the appropriate regulations is difficult and requires a comprehensive understanding of the regulations. The classification and compliance process has only become more complex under the Export Control Reform (ECR) initiatives and regulations. Noncompliance can be costly and even lead to loss of export privileges. This program will help you identify the steps necessary to be in full compliance.

Through a review of the regulations as they currently exist and particular examples the participant will gain an understanding of how to navigate the International Traffic in Arms (ITAR) & Export Administration Regulations (EAR) properly, classifying their exports and obtaining the necessary licensing and permission to export. Learn about the “500” and “600” series and other critical elements of the ITAR and EAR. Learn what has changed and what has not, and see how to determine if items previously controlled under ITAR are now controlled under the EAR. Use compliance to your competitive advantage!

- SESSION PRESENTER: Bob Imbriani, CGBP, International, Team Worldwide
NASBITE International will host the third annual National Small Business Exporter Summit in Baltimore, Maryland. This event will bring together top small and medium-sized exporters from across the United States, providing them with an opportunity to exchange and share best practices and lessons learned that have contributed to their export success. This forum serves as a premiere event for companies focused on export growth.

- See Detailed Summit Program for Presenters and Session Descriptions

**OPENING RECEPTION ◊ POOL DECK ◊ TUESDAY ◊ 5:30 PM – 7:30 PM**

Join us for light hors d’oeuvres and cocktails (don’t forget the drink tickets from your registration packet)!
CGBP Your Degree!

with NASBITE’s Educational Partner Program

The CGBP Student Pathway Program enables students pursuing a degree in International Business to graduate with both a degree and a professional certification. NASBITE’s Educational Partner schools support the Student Pathway Program by simply sharing Pathway Program information with students who are suitable candidates for the Certified Global Business Professional (CGBP) certification. Interested students enroll directly with NASBITE. Educational Partner schools get shared curriculum modules and study resources, and complimentary Membership in NASBITE International.

Scan the QR Code for Details→
International Consulting: A Course on Changing the World ◊ Ossabaw Ballroom

➢ SESSION PRESENTER(S):
  Dimy Doresca
  John Paul Engel

Each semester 40-50 undergraduate and graduate students have the opportunity to learn the process of consulting by addressing the needs of some of the most promising organizations in the US, the Caribbean, and several African nations. This course provides the opportunity to continue to work with, and provide resources to, the Mandela Washington Fellows that visit the University of Iowa campus each summer from several Sub-Saharan African countries. The students in the course learn to conduct environmental analysis, needs assessments, developing proposals, creating a specific methodology for a project, interview experts, and formally presenting findings to their clients. They are exposed to both the challenges and the beauty of working on global teams with many of our students coming from countries outside the United States.

This workshop will provide detail on the learning objectives, teaching methodology, resources utilized to develop students’ skills, and case studies from recent projects. It is our goal to expand this course to as many institutions as possible so we can scale its impact to students. After entering the workforce, students who have taken this course have said that this course helped them transition to professional life.

CGBP Exam Update ◊ Cumberland Ballroom

➢ SESSION PRESENTER(S):
  Devorah Kaufman

This session provides an opportunity for CGBP trainers and prospective exam candidates to dialogue with CGBP Governance Council to gain insights into:
  • Candidate experiences & feedback captured via the CGBP Post Exam Survey
  • Any process enhancement made over the past year
  • Future exam review & expansion initiatives

Participants (trainers and future exam takers) will have the opportunity to learn about process improvements recently made and new developments pending with the CGBP exam. This session provides an opportunity for shared learning that can guide continued improvement in how candidates prepare for exam success.

Guided Pathways: A Practical Model ◊ Sapelo Ballroom

➢ SESSION PRESENTER(S):
  Gabriel Shweiri
  Madeline Grant
  Christine Schrage

The Guided Pathway Model K-12 through Community College and University: The guided pathways is an integrated, inter-institutional approach to student success based on intentionally designed, clear, coherent and structured educational experiences. Central to the pathways model are clear, educationally coherent program maps that include specific course sequences, progress milestones, and program learning outcomes and are aligned to what will be expected of students upon program completion in the workforce and in education at the next level. Students begin their academic and career
options and develop a plan based on the program maps. The plan simplifies student decision-making, and they enable the schools to provide predictable schedules, frequent feedback, and targeted support as needed to help students stay on track and complete their programs.

The model: At Century High School in Santa Ana the faculty had developed a business program to introduce high school students to business and entrepreneurship. Students love the program, but for most of them, that was the end of their studies in business or international business in particular.

When Santa Ana College developed its international business training program, it developed a more practical career skills level program to help students gain success in the workplace, and also find a pathway to higher education. The problem encountered by the college is that universities traditionally look at the IB courses offered as upper division and would not accept the transfer degree, preferring a traditional Business Administration AA degree over the International Business AA degree.

The University of Northern Iowa’s Business School has an international focus throughout their programs. Students who attend UNI receive an education that gives them different perspectives and prepares them for an innovative, international world of business, which continues to expand globally. The University places a focus on their study abroad programs with a student participation rate in international study programs of 1-in-5. UNI has a global program and was looking for transfer students into their business programs to help diversify the student population.

The win:win:win – 4+2+2
By bringing Faculty and administration together from the 3 institutions, we were able to create programs models and articulation agreements that provide students starting at the high school level a pathway forward through community college on to the university.

The team from the 3 institutions will present how each institution overcame their own challenges to create the pathways and sign articulation agreements that have laid down a pathway for student success based on the following principles of the guided pathway.
Clarify Paths to Student End Goals:

- Simplify students’ choices with default program maps developed by faculty and advisors that show students a clear pathway to completion, further education and employment in fields of importance to the region.
- Establish transfer pathways through alignment of pathway courses and expected learning outcomes with transfer institutions, to optimize applicability of community college credits to university majors.
- Help Students Choose and Enter a Pathway:
- Bridge K12 to higher education by assuring early remediation in the final year of high school through the application of courseware technology in strong K12/higher ed partnerships, such as the TN SAILS model.
- Help Students Stay on Path:
- Support students in the pathway experience, to help students make informed choices, strengthen clarity about transfer and career opportunities at the end of their chosen college path, ensure they develop an academic plan with predictable schedules, monitor their progress, and intervene when they go off track.
- Ensure that students are learning:
- Establish program-level learning outcomes aligned with the requirements for success in education.
- Integrate group projects, internships, and other applied learning experiences to enhance instruction and student success in courses across programs of study.

Our ITAR Mock Audit Experience--What We Learned--A New Best Practice? ⊗ Pulaski Room

➤ SESSION PRESENTER(S):
  Martin Brill
  Vickie Gyenes
  Steven Murray
Global Trade Manager, Vickie Gyenes, was contacted by a long-time, trusted client in Western Pennsylvania, for assistance in reviewing their ITAR procedures after a visit by a US Customs Department and Border Protection agent convinced the company to undertake a comprehensive review of the compliance policy and procedures. While trained and familiar with the principles of export compliance, Vickie sought help from 2 colleagues, Martin Brill at the Kutztown University SBDC and Steven Murray of the US Commercial Service. Together they conferenced, outlined how to proceed, engaged the client in a 4 hour meeting and followed up with a written report. This seminar captures their experience and how consultants can apply this knowledge to their own client base. During the seminar, we will contact the client to offer their comments on this experience. For all of us, this was a growth opportunity and a learning experience, perhaps a new best practice for you as well! We will review our process, conclusions and what we learned on this journey.

**WEDNESDAY, APRIL 10, 2019 ◊ SESSION II ◊ 11:15 AM – 12:30 PM**

**Internships for Instructors ◊ Ossabaw**

- **SESSION PRESENTER(S):**
  - Susan Dragotta

How can instructors keep their international business skills and knowledge up-to-date while teaching full-time? Attend the NASBITE annual conference, of course! Beyond that, Waukesha County Technical College has developed an innovative program to get instructors involved in industry, learning about the latest technologies and trends related to their fields. The Instructor Occupational Competency Program (IOCP) encourages instructors to work part-time for local companies during the summer. Join Susan Dragotta, Global Business Instructor, to learn about the program and how she has used it to develop new skills and stay connected to the business community.

**Export Department Management – Key Financial Metrics and Ratios ◊ Cumberland**

- **SESSION PRESENTER(S):**
  - Mark Wocial

The common language of business is finance. Financial metrics and ratios provide guidance for the management of any organization. They set performance standards and targets. This presentation will discuss key financial and accounting metrics and ratios that can help manage an export department as a strategic business unit of a firm.

This presentation will cover financial and accounting concepts in a highly visual and easy to understand format. Using diagrams and illustrations, we will start with an overview of the factors determining financial performance of any firm, and how an export department can affect that performance. Participants will learn about the operating profit model which gives powerful insights into the components and drivers of financial performance. Several categories of financial ratios that combine information from a balance sheet and income statement will be discussed throughout the presentation.

Financial metrics and ratios can inform an export management team about issues requiring their attention and corrective actions. They should also be considered when developing export strategies. Participants will refresh their knowledge of key financial and accounting concepts, and gain a new perspective on how to help client SMEs use those concepts in evaluating and improving the financial performance of their export activities.

**Using Market Research to Support Your International Expansion Strategy ◊ Sapelo**

- **SESSION PRESENTER(S):**
In a tight budget environment, market research is often an "intangible" that seems hard to justify. But in our rapidly changing, hyper connected world, can you afford not to bring your clients cutting edge information about forces impacting their industry? In this interactive session, you will learn how your understanding of industry and market trends can position your center as a trusted, value-added partner to local SMEs; how market research can help your client with international expansion, even if they've never considered exporting before; how to select, prioritize and plan for a successful launch into new markets. We will also share some recent Euromonitor research on Mega-cities and our Top 10 Global Consumer Trends in 2019.

**MarketLine: Commercial Intelligence for the Competitive Edge **

➤ **SESSION PRESENTER(S):**

  Steve Mead

MarketLine; Commercial intelligence for the competitive edge will be a demonstration of how you can utilise the unlimited access to one of the biggest sources of company, industry and country business information in the world!

We’ll take a walk through some of the 102,000 company profiles including FTSE 250, NASDAQ & DOW top 100 companies, Private and Public listed companies and Full SWOT analysis. 200,000+ M&A deals containing rationale and deal value.

We’ll spend some time investigating a sample of the 8,100 industry profiles featuring, major industry sectors in developed and emerging markets, focus on leading companies operating in these markets and Porters Five Forces analysis for each industry sector.

We’ll round off the session, if there’s time, playing with the Market Data Analytics database, the Interactive suite of four Company Financial Analysis Tools, the Country Statistics Database and some of the company or industry focused case studies.

MarketLine is used by the likes of PWC, DHL, Barclays and Coca-Cola to strategise and make crucial commercial decisions based on verified data and intelligence, this session will show you how you can do this too – get ahead and stay ahead with MarketLine!

**WEDNESDAY, APRIL 10, 2019  ◊  SESSION III  ◊  2:00 PM – 3:15 PM**

**Cross Cultural Connection Success with Global Cultural Data Sources - A Deeper Look **

➤ **SESSION PRESENTER(S):**

  Marc Weniger
  Tad Hove

Planning ahead for your next cross-cultural interaction can help you develop deeper and more productive relationships. This session is a continuation of the popular session from last year and presents cultural data sources that help you understand other cultures in a more meaningful way. We will explore the data sets hands on and their application in even more depth providing you with solid tools to help navigate developing global relationships more confidently. No previous experience required!
Introducing Services to the International Trade Curriculum: Opportunities, Strategies, and Policies

- SESSION PRESENTER(S):
  - Sarita Jackson

Services is a key component of international trade but is often overlooked by international trade educators. Rather, many business course curricula focus on tariff and non-tariff barriers, etc. regarding manufactured goods and agricultural commodities. The emphasis on tariffs, for example, is even more prominent with current concerns in the United States about a trade war. Consequently, academic courses on international trade provide students with a partial perspective on the opportunities that exist within the field.

These observations emerge from the presenter’s experience as a professor in business schools at several universities. Furthermore, the presenter’s argument evolves from her work as a consultant and researcher in markets such as Antigua and Barbuda, Botswana, Costa Rica, Dominica, and the Dominican Republic.

The interactive presentation fills in the gap left open by international trade educators by offering an in-depth discussion covering the following areas:

1. Service export opportunities;
2. Basic steps to exporting a service; and
3. Effects of the current trade climate on U.S. service providers.

Participants will leave the presentation able to:
- Identify export opportunities for service providers;
- Use simple, credible research tools;
- List the basic steps to export a service; and
- Discuss the pros and cons of relevant domestic and international trade policies.

The presentation complements existing curricula on international trade by focusing on services. Students of international trade will gain a well-rounded understanding of international trade, particularly in terms of career and business opportunities. Furthermore, service providers benefit by becoming aware of the ability to export and gaining a few tips on getting started.

Federal, State, and Local Cooperation on Export Promotion

- SESSION PRESENTER(S):
  - Stephen Sullivan
  - Todd Gerken
  - David Leonard
  - Dimitris Kloussiadis
  - Josh Jacob

Representatives of Federal, State, and Local (i.e. SBDC) export service providers will share their experiences on coordinated efforts to facilitate global market expansion for small businesses. NASBITE conference participants will engage the representatives in a discussion on how we can collaborate more effectively in promoting small business exports.

Program Goals –
- Identify best practices in building a local export promotion ecosystem.
- Dialogue between NASBITE members and Federal and State export promotion agencies on challenges and opportunities for increased cooperation on small business export promotion.
This presentation describes a “micro” approach to CGBP exam preparation and training that differs from the approach and content of the many other CGBP training programs good in their own way. Other programs rely on books, webinars, workshops, courses and/or intensive boot camps to deliver relevant content addressed in whole or in part to the four CGBP Domains (Global Management, Global Marketing, Supply Chain Management, and Trade Finance). By contrast, the extensive “CGBP Exam Prep Guide- Resources for Exam Takers” presented here is a standalone MSWord document that digs deep into the four Domains to cover, line-by-line, all 32 Tasks and 125 Knowledge Statements in the NASBITE Practice Delineation that the exam may test for. The micro Guide addresses each Task and Knowledge Statement in sequence. It provides context to better understand the intent of the relatively brief Statements, defines any specified terms and acronyms, and discusses and links to relevant Web-based sources of “data,” “information,” “programs,” “initiatives” or like resources cited as need-to-know items for the exam. Prospective Exam takers can read all or portions of the Guide as needed to prepare for any question, and trainers can extract content to fill voids in current offerings or build new programs that address all of the 150-or so multiple choice questions in the exam itself. Time will be set aside for brainstorming on how best NASBITE may be able to use the Guide as a learning resource and possible source of revenue.

Integrating CGBP Training & Study Abroad ◁ Cumberland

This session will explore ideas for integrating study abroad and CGBP training. Curriculum and location possibilities will be shared. The session will be interactive as we brainstorm study abroad models and methods for practical CGBP training.

Protecting Your Global Business Expansion or Franchise ◁ Sapelo

International franchising is a strategic way to reduce dependence on domestic demand and grow new, future revenue and profit centers worldwide. It can also be a method of adding business brand and entity protections. This presentation discusses the pros and cons of international franchising as a small business. It also describes the various methods of entry into emerging markets through direct franchising, joint ventures and master licensing agreements. Extending a brand globally through franchising involves low risk, requires minimal investment and offers a huge upside potential on scaling capabilities. Franchise businesses around the world have seen steady growth in the past decade, particularly in Brazil, China, Mexico and other emerging economies. According to the United States International Trade Administration, nearly 300,000 businesses with fewer than 500 employees exported from the United States, accounting for 97.5 percent of all U.S. exporters. Smaller Business Enterprises are more prone to expand through franchising than larger firms enterprises.
How to Select a Manufacturer Overseas – Best Practices ◊ Ossabaw Ballroom

- SESSION PRESENTER(S):
  Emily McHugh/SBDC at Indian River State College

Introduce attendees to the practical steps involved in researching, finding, and selecting a manufacturer overseas including the process to manage the relationship long term. The goal of the presentation is to share best practices in the selection process of a manufacturer and to assist clients to know the pitfalls to avoid. This presentation is based on firsthand experience doing business internationally and manufacturing travel bags, tech cases, and accessories in China, Taiwan, and South Korea.

Social Relations and Global Business: Understanding the Dimensions of Culture to Improve Your Competitive Advantage ◊ Cumberland Ballroom

- SESSION PRESENTER(S):
  John Sagi

Going international with your business involves many new aspects and challenges: Packaging differences, tariffs and VAT, agents, payment methods and so forth. However, one aspect that is critical yet often neglected is the national culture of the targeted customer. This presentation uses the famed work of Geert Hofstede to understand Power Distance, Individualism, Uncertainty Avoidance, Masculinity, Long-Term Orientation and Indulgence. We will also review the work of Trompenaars and others, with limitations and criticisms. We will apply each dimension to business in order to improve working with teams and with co-workers in other countries, and perhaps significantly boosting foreign sales.

Consulting in International Business ◊ Sapelo Ballroom

- SESSION PRESENTER(S):
  Mike Seibert
  Aaron Miller

Consulting in International Business can be a challenging, rigorous, stimulating and rewarding career. It is generally recognized that a consultant is a person in a position to have some influence over an individual, a group, or an organization, but has no direct power to make changes or implement programs.

This workshop will examine the scholar-practitioner aspects of consulting with owner-managers of family-owned or privately held firms that are engaged in global business.

Learning Objectives: The workshop is designed to enhance overall consulting competency required of individuals working in the profession or studying for a career related to global commerce. Having completed this workshop, attendees will have gained knowledge about what consultancy is and how it can be translated into practice; increased understanding of the theoretical concepts of consultancy; applied models and frameworks in practical situations; identified good practice from practitioners and leading edge thinkers; and enhanced your consultancy capability.
The CIBER Network: Best Practices in Collaborating with Local, State, and National Organizations to Strengthen Global Trade & Competitiveness ◊ Pulaski Room

- SESSION PRESENTER(S):
  Jade Sims
  Rebecca Bellinger
  Farrah Bernardino
  Christine Everett

The Centers for International Business Education and Research (CIBER) were created by Congress to increase and promote the nation’s capacity for international understanding and competitiveness. Fifteen of these centers are currently housed at major universities around the nation. Representatives of 4 centers will share their collaborative initiatives with local, state, and national organizations to strengthen global trade and provide U.S. companies with global trade resources. Additionally, this panel will share innovative programs that connect directly with businesses to enable them to successfully compete in a global environment.

THURSDAY, APRIL 11, 2019 ◊ SESSION VI ◊ 11:15 AM – 12:30 PM

How to Leverage In-Country Partners to Increase Client Export Sales ◊ Ossabaw Ballroom

- SESSION PRESENTER(S):
  Mary T. McKinney
  Brent Rondon

Finding and utilizing partners in overseas markets has had very productive results for our clients who wish to establish and/or increase export sales. These partners assist in multiple ways such as conducting seminars on trade opportunities in their country as well as specific topics such as legal contracts, customs, logistics, etc.; assisting in setting up meetings with prospective customers; finding local appropriate support partners such as legal, accounting, logistics, etc; and advising and supporting clients until the final sale is made. These partners consist of staff of university business programs; attorneys; industry specialists, attorneys, logistics specialists; marketing firms; translators; and general advisors. These individuals become very important liaisons for the US business person preparing for and making overseas trips for sales calls, trade missions, and trade shows. The Duquesne University Global Business Program has been leading trade missions and arranging trade show exhibits for the past few years to Latin America. As our in-country networks have grown, we increasingly found that these in-country contacts are a tremendously helpful resource for US firms. Recently through the SBNA Partnership Program funded through the US. Department of State and ASBDC, we have been Cooperating with a leading Peruvian University, Universidad del Pacifico. During a recent visit to the US, the Program Director presented a seminar on Doing Business with Peru which was very well received. Business contacts were made which are ongoing. In September, he staff facilitated US firms to exhibit in the mining trade show. Our partner university colleagues arranged appointments for the firms with interested Peruvian businesses, assisted the clients make further contacts during the show and will continue assisting with followup. This partnership greatly strengthened the benefits which the US firms received from the show.

In this workshop, we will discuss how to recruit and find in-country partners, how to create a win-win relationship between in-country partner and US business; and see video appearances of clients and partners describing their experience. We will present several successful examples on how to make in-country team an integral part of your export program.
Diplomacy matters - Challenges of integrating International Relations in Business ◇ Cumberland Ballroom

- SESSION PRESENTER(S):
  Gerardo Israel Padilla Villarreal

Doing business in the international environment is complicated to manage because of the influence of international relations in the commercial process, from first negotiations to customs. The position of our country in the international context plays an important role in how we achieve best business conditions. The purpose of this presentation is to enlighten attendants regarding the huge impact that international issues have into business. Some exercises, case studies and recommendations will be provided in order to prepare attendants to take advantage of the social, political and economic conditions of the market to do the best business among countries.

Mitigating International Payment Risk ◇ Sapelo Ballroom

- SESSION PRESENTER(S):
  Christine Schrage
  Guadelupe Lopez
  Laura Lopez

Technology and communication changes are impacting the payment of global receivables. This research focuses on new systems and concepts for safe transfer of fund to reduce commercial and currency risk. A multi-country view will be taken to determine what regulations or opportunities may affect the use of newly introduced or future payment methods.

Your Guide to New Lands - Kompass Global Database as your Digital Marketing Tool. ◇ Pulaski Room

- SESSION PRESENTER(S):
  Rufiya Blank

Kompass serves companies all over the world, whatever their size, to help them develop their business.

Kompass boosts business development.
Whether a large corporation of small business that wants to develop its local market or to export its know-how abroad, Kompass puts a unique worldwide database at its clients’ fingertips with its prospecting assistance tools and direct marketing solutions. Market analysis, sales mapping, targeting, internal database optimization, preparation of prospecting files, mailing, emailing. Kompass can support its clients’ marketing and sales goals at each stage of their business development.

Kompass enhances visibility.
With its worldwide scope the quality and diversity of its content, the efficiency of its search engine, and the pertinence of its business classifications, the new Kompass supports companies worldwide. Today, the Kompass.com platform and subscription solutions can offer effective solutions that enhance a company’s visibility on its sector of business and target markets, whether local or for export.

Kompass facilitates and securitizes corporate decision-making.
The emergence of the information society has greatly increased the role of collecting, processing and interpreting data all along the decision-making chain. The Kompass database is structured to constitute an especially high-performance tool for knowing the industries, the competition, the markets, the players and production.

Access to Private and Public Tenders.
Kompass Public Tenders is a new service that enables companies to find listings for their needs and promotes linking with professionals in their areas.

Based on the best worldwide tool search engine to find public procurements. Based on an efficient and user-friendly platform. Over 50,000 bids per day, More than 10 million per year, 145 languages detected, 1,700,000 purchasing entities throughout the world.

**THURSDAY, APRIL 11, 2019 ◊ SESSION VII ◊ 2:00 PM – 3:15 PM**

**Case Study: Expanding CGBP to Foreign Business Schools ◊ Ossabaw Ballroom**

- **SESSION PRESENTER(S):**
  - Alex Viva
  - Dr. Ammar
  - Luana Furlanetto

Case study on the unique relationship developed between North Carolina SBTDC and SKEMA, a highly rated French B-School with US Campus located in Raleigh, NC to bring CGBP curriculum as a core course within their Master of Science in International Business (MSc IB). The case will also look at participation of several students from SKEMA successfully completing the CGBP certification and extending the value of CGBP beyond the USA.

**NASBITE Program Excellence Award Recipients' Panel Presentation ◊ Cumberland Ballroom**

- **SESSION PRESENTER(S):**
  - NASBITE International
  - Vern Jenkins
  - Allen Peterson
  - Ellie He
  - Julia Montgomery
  - Debbie Lanford
  - Mike Seibert

One of the most valuable benefits of NASBITE's annual Awards program is the sharing of successful innovations that are replicable. To this end, NASBITE provides a forum for its Program Excellence Award recipients to share their stories with Conference attendees during an interactive panel Session, focusing on program goals, funding structure, measurable results, and suggestions for using it as a model for other programs.

**ITAR - International Traffic in Arms Regulations ◊ Sapelo Ballroom**

- **SESSION PRESENTER(S):**
  - Mike Allocca

This class is ideal for beginners and those new to ITAR-International Traffic in Arms Regulations. It is also a refresher course for who have already had some formal training in ITAR. This program will help you understand what ITAR is and how it may govern your defense related exports. We will go through an overview of ITAR, starting with what products can be subject to ITAR through the application and registration process. We’ll then finish up with licensing and other areas of control. At the end of the program you will have an understanding of what is required and where to go for assistance.
Most companies don’t realize that if they are a domestic manufacturer or broker, not just an exporter, of any items on the USML-US munitions list, then you are required to register and pay a fee annually to the State department. This is not just for exporters; this is for US domestic companies who may never exported, but still produce or broker items on the USML. If your company is involved with military and defense articles and services listed on the USML or you're unsure if they are, you don’t want to miss this program.

**Hedging Foreign Currency Risk in International Trade and Future Developments** ◊ Pulaski Room

- **SESSION PRESENTER(S):**
  - Andrew Woelflein

The proposed presentation will outline various financial tools importers & exporters can use to hedge their exposure to foreign currency risk. A series of actual case studies will then be used to illustrate different hedging examples in action in order to bring the hedging tools “to life” for the audience. Additionally, the presentation will look to the future and explore how crypto currency, block chain technology, and smart contracts might be/will be used in international trade to accelerate trade, improve security, and lower costs.

**THURSDAY, APRIL 11, 2019 ◊ SESSION VIII ◊ 3:30 PM – 4:45 PM**

**Promoting International Entrepreneurship through Export Opportunity Identification and Evaluation** ◊ Ossabaw Ballroom

- **SESSION PRESENTER(S):**
  - Eileen Daspro

The Timmons Model of Entrepreneurship considers identification of valuable business opportunities as the heart of the entrepreneurial process. This affirmation is equally applicable in a global context. Nowadays, potential exporters have at their disposal a plethora of product, industry and country level marketing data to be used to analyze, interpret and evaluate international opportunities. These resources, in fact, may prove invaluable, as data-driven export decisions are much more likely to successful in the long term. In this workshop, an approach to export opportunity identification and evaluation will be introduced. In addition, key resources to be used to identify and evaluate the potential of new export opportunities will be presented and their potential key insights will be underscored.

**EXIM Bank’s Regional Export Promotion Program** ◊ Cumberland Ballroom

- **SESSION PRESENTER(S):**
  - Aerek Stephens

During the presentation, you learn how a collaboration with the Regional Export Promotion Program can increase the awareness of your organization programs and services to small business exporter. The program was launched in 1988 as a pilot program to build better relationships at the state level. In 2016 EXIM overhauled the program to assist the Small Business Division meet the Charter mandate that Small Business consist of 25% of EXIM authorizations.

Since the relaunch of REPP, the membership has grown from 38 members in 26 states to 55 members in 38 states and 2 U.S territories, yielding over $20 million dollars in new authorizations though direct referrals. Our membership consist of SBDC, World Trade Centers and State trade agencies They are on the frontline of connecting small business exporters to the global economy.
Many African countries may not be attractive to global market players when analyzed individually, but as a single market with 1.2 billion population, the continent’s potential for global production, value chain management and consumption becomes stronger.

The African Union is pursuing an integrated Africa under the African Continental Free Trade Area (AfCFTA). What does the AfCFTA mean, what are the implications for other global markets and how can U.S. companies benefit from the proposed single market?

This presentation will give an overview of the concept and the implementation timelines. Participants will understand the best market access routes, entry strategies and key product categories in order to prepare U.S. companies to take advantage of the regional integration.
“Don’t Miss It” Sessions for Educators and Trainers

Roundtable Session on Trade Training at SBDCs and Business Assistance Centers

Wednesday, April 10, 2019 • 3:30 PM to 5:00 PM • Madison Ballroom, Lobby Level

For the past two years NASBITE has been working with SBDCs, WTCs and other trade centers to better understand needs with the goal of increasing the availability of trade training nationwide. This Roundtable session discussion will be focused on resources that NASBITE can make available for trade training and CGBP training, and potential new initiatives that would be helpful for NASBITE Members. SBDCs, WTCs and other trade centers that provide consulting/counselling and training to SMEs should plan to participate. The goal of this Roundtable Session is for participants to help NASBITE refine plans for material and supports that will be helpful for Members.

Roundtable Session for Business Schools to Discuss the CGBP Student Pathway Program

Thursday, April 11, 2019 • 3:30 PM to 5:00 PM • Madison Ballroom, Lobby Level

In the Fall of 2018, NASBITE launched the CGBP Student Pathway Program, an initiative aimed at meeting the needs of students. Approximately 120 schools have joined NASBITE as Educational Partners in support of this program. In this session, we will review the program itself, steps for implementation, funding models, and we will gather feedback from participants. Faculty at 2yr and 4yr schools with programs related to international business should plan to attend. Participants will hear suggestions related to the introduction of the CGBP Student Pathway Program to students, and gain insight into best practices and common hurdles. NASBITE will gather feedback and make program refinements based on suggestions from participants.

Facilitated sessions for:

CGBP Trainers • CGBP Training Programs
International Business Programs • Business Schools

All NASBITE Annual Conference attendees are invited and encouraged to attend and participate in these interactive Roundtable sessions
Don’t Miss: NEW Trade Tools Demo Sessions

MarketLine: Commercial Intelligence for the Competitive Edge

Wednesday, April 10, 2019 • 11:15 AM to 12:30 PM • Pulaski Ballroom, Lobby Level

MarketLine: Commercial intelligence for the Competitive Edge is a demonstration of one of the biggest sources of company, industry and country business information in the world. We’ll take a walk through some of the 102,000 company profiles including FTSE 250, NASDAQ & DOW top 100 companies, Private and Public listed companies, a Full SWOT analysis, and some of the more than 200,000 M&A deals containing rationale and deal value. We’ll spend some time investigating a sample of the 8,100 industry profiles featuring major industry sectors in developed and emerging markets, seeking out leading companies operating in these markets and Porters Five Forces analysis for each industry sector. We’ll round off the session playing with the Market Data Analytics database, the interactive suite of four Company Financial Analysis Tools, the Country Statistics Database and some of the company or industry focused case studies. MarketLine is used by the likes of PWC, DHL, Barclays and Coca-Cola to strategize and make crucial commercial decisions based on verified data and intelligence; this session will show you how you can do this too – get ahead and stay ahead with MarketLine!

MarketLine is a NASBITE Member Discount Partner:
NASBITE Members are eligible for a 25% reduction on MarketLine’s normal rate card pricing. For details, go to www.nasbite.org/member-discounts or visit MarketLine’s Steve Mead, Director of Strategic Partnerships, North America at the Tabletop Exhibits.

Your Guide to New Lands: Kompass Global Database as your Digital Marketing Tool

Thursday, April 11, 2019 • 11:15 AM to 12:30 PM • Pulaski Ballroom, Lobby Level

Kompass serves companies all over the world, whatever their size, to help them develop their business. Kompass boosts business development, enhances visibility, facilitates and securitizes corporate decision-making, and provides access to data on public and private tenders.

Whether a large corporation or small business, you will find tools to develop your local market or to export your know-how abroad. Kompass puts a unique worldwide database at its clients’ fingertips with its prospecting assistance tools and direct marketing solutions. Market analysis, sales mapping, targeting, internal database optimization, preparation of prospecting files, mailing, and emailing... Kompass can support its clients’ marketing and sales goals at each stage of their business development. Based on the best worldwide tool search engine to find public procurements, and an efficient and user-friendly platform. Over 50,000 bids per day, More than 10 million per year, 145 languages detected, 1,700,000 purchasing entities throughout the world. See the demo!

KompassNA is a NASBITE Member Discount Partner:
NASBITE Members are eligible for a 20% discount on any Kompass package. For details, go to www.nasbite.org/member-discounts or visit with Kompass’ Rufiya Blank and Brian Prugh at the Tabletop Exhibits.
Once you become a Certified Global Business Professional (CGBP), you are required to maintain your credential through continuing education activities.

Recertification enhances professional development and sustains the value of the CGBP credential by encouraging and recognizing learning and offering mechanisms to attain professional development.

RECERTIFICATION MECHANISMS for Achieving Continuing Professional Education Credit:

⇒ Attendance/participation in an accredited or NASBITE approved profession-related program, in person or virtually.
⇒ Attendance/participation in a government sponsored profession-related program, in person or virtually.
⇒ Attendance/participation in designated sessions at the NASBITE International Annual Conference.
⇒ Acquisition/maintenance of licensure or certification related to the focus of the CGBP credential.
⇒ Publication of relevant, peer-reviewed materials related to the focus of the CGBP credential.
⇒ Development of learning materials and/or coursework for NASBITE International-accredited initiatives.
⇒ Participation in CGBP certification program services (e.g., job analysis, item writing group, exam construction, pass point study).
⇒ Participation in NASBITE International and CGBP committees or Boards.
⇒ Public Policy Development.
Mike Allocca

Mike went through the executive MBA Program through the University at Albany in New York and worked as a freight forwarder for ten (10) years. In 2006 Mike started his own export/import compliance consulting company. He conducts over 100 on-site and public training seminars annually across the United States and the globe. He works on a daily basis with importers and exporters conducting compliance audits, HTS & NAFTA classifications, Free Trade Agreement determinations, ITAR training and registration and implementing written export & import procedures. He is a NASBITE Certified Global Business Professional (CGBP) and a NASBITE Certified Trainer. He served on the local District Export Council (DEC) in Columbia, South Carolina for a four (4) year term. He also served four (4) years on the National District Export Council as Treasurer and Chair of the Outreach & Education Committee. Where he was one (1) of only sixteen (16) people across the country voted onto the National DEC. He won the 2008 Trade Partner of the Year from the Tech Valley Global Business Network. He won the 2015 Presidential “E” Award winner for Export Services. He also won the 2016 NASBITE International Advancing International Trade Award for the State of South Carolina. He stays updated on export/import regulations by attending and/or hosting programs with the U.S. Department of Commerce, US Customs & Border Protection, US Department of Agriculture, Bureau of Industry and Security and Council of Supply Chain Management Professionals.

Kemi Arosanyin

Kemi Arosanyin is an International Trade Development Specialist and Director for the Africa Trade Expansion Program at the World Trade Center Miami. In this role, she promotes market integration, creates market access and facilitates two-way trade between the Western Hemisphere and Sub-Saharan Africa. A Certified Global Business Professional (CGBP) with over 18 years of experience in trade finance, market research, international marketing and trade development. She received a Master of International Business degree from Florida International University, Miami, a Master of Business Administration (MBA) from University of Ilorin, Nigeria, and a Certificate in Finance of International Trade from the Export Academy, United Kingdom. A Global Trade Magazine contributor, a regular speaker and panelist at international trade conferences, she writes, speaks and advises on Trade and Investment in Sub-Saharan Africa. Kemi is an active member of many prominent international trade organizations and member, Intra-Africa Trade Fair Advisory Council. In part, she designs professional development programs for the Center for Economic Education in Miami Dade College.

Rufiya Blank

Rufiya Blank, Vice President New Business Development - I have done International business for many years and I never get tired of it. I travel not only across different countries, but also within different cultures. Every day I believe more and more not in cross-cultural differences, but in cross-cultural acceptance. Working for Kompass helps me to break down barriers to global business and making the world a smaller place for all of us to live and work. At Kompass we help companies expand into foreign markets by providing the Global Database research tool EasyBusiness and advertising in 24 languages. I believe that our Global Research, Advertising and Social Selling platforms are the future of Global business. Richard Branson said that “Every company has the potential to change the world, and will not survive if it doesn’t”. Every day I do my small part of the big dream of creating the perfect International world in which people of all genders, colors and cultures can prosper.

Martin Brill

Martin Brill has been the Program Manager, International Trade of the Kutztown University Small Business Development Center (SBDC) in Harrisburg Pennsylvania for over 22 years. Martin assists companies with business and marketing plans, export financing and insurance, marketing presentations, documentation and logistics. He also assists general business clients and has a special interest in agriculture and food exports. Since 2015, he has led the Pennsylvania SBDC international trade consultant network. Martin has a BSFS from Georgetown University and MA from London University. He has taken courses in business, marketing, finance and...
international trade and is a Certified Global Business Professional. Martin previously worked in trade financing at The First National Bank of Chicago and Maryland National Bank and has exported food products, chemicals and equipment with Sysco Corporation and B. Green. In 2013, one of Martin’s client’s won the President’s E Award from the US Department of Commerce and the SBA’s Exporter of the Year Award for the US.

Eileen Daspro

Eileen Daspro, Clinical Professor of International Business, teaches international business, international comparative management and global strategy at the University of San Diego. She has over twenty years of professional experience in Venezuela, Brazil and Mexico. Her research interests include competitiveness strategies of emerging market firms and experiential education in international business. She has designed international consulting projects for multinationals including, MABE, Urrea, Vidanta, La Huerta and KidZania. She is a NASBITE certified global business professional who is passionate about international business and international education.

Dimy Doresca

Dimy Doresca is a Certified Global Business Professional and an International Business Specialist and Consultant. He is the Director of the Institute for International Entrepreneurship at The University of Iowa. He is also the Director of the Mandela Washington Fellowship Program at the University of Iowa. During his career, Dimy has set many international offices, worked with local suppliers, recruited local representatives, negotiated contracts and terms of payment, and dealt with foreign banks, insurance companies, and foreign government officials. Dimy holds a BA in International Business from Augustana College and an MS in Foreign Service (International Affairs) from Georgetown University’s School of Foreign Service.

Susan Dragotta

Susan Dragotta is the lead instructor in the Global Business program at Waukesha County Technical College in Pewaukee, WI. Her background includes twelve years with the Wisconsin Department of Commerce as the export development manager for southeastern Wisconsin, working with local companies to expand their exports. Prior to joining Commerce, she worked in the private sector in international sales with a focus on Latin America. Ms. Dragotta is a CGBP and Certified CGBP Trainer, president of the Milwaukee-area World Trade Association, and a member of the District Export Council. She is also a member of the International Credit Executives group and the International Compliance Professionals Association.

John Paul Engel

John Paul Engel is an international consultant, lecturer, and executive recruiter. John has worked in 12 countries for some of the fastest growing companies in the world. He is the founder of Knowledge Capital Consulting, which is a global consulting and executive recruiting firm that builds teams for high growth companies. His advice has appeared in INC, US News, CNN Money, Forbes, Fast Company, and over 180 media outlets in 7 languages. John has been invited to speak to students at numerous schools including University of Chicago, Carnegie Mellon and Oxford University. He began his career as econometrician on the research staffs of the BLS and Federal Reserve Board. John is a Phi Beta Kappa graduate of UI where he earned the Collegiate Scholar Award and an NSF Honorable Mention. He earned an International MBA from the University of Chicago.

Todd Gerken

Todd Gerken is Director of U.S. & Foreign Commercial Service programs in Southern Georgia, working out of the U.S. Export Assistance Center in downtown Savannah. In this capacity, he collaborates with USFCS international offices and U.S. State Department partner posts along with other U.S. government agencies and Georgia partners to assist U.S. exporters develop new business throughout the world. He came to the
Commercial Service in 2008 from Washington, DC where he was Director of Marketing for the U.S. Dairy Export Council (consumer and foodservice products). Prior to that, he spent 25 years in international sales & marketing, package goods advertising, industrial food marketing, and trade development (for New Zealand). Todd has an MBA in International Management from the Thunderbird School of Global Management and a BA in Public Administration from the University of Florida.

Madeline Grant

Madeline Grant is the Dean of Business at Santa Ana College where she oversees six (6) academic departments, the Academic Computing Center, and Educational Media Services. Before entering administration she taught International Business and Marketing at Santa Ana College and was the Department Chair of the Global Business & Entrepreneurship department. Madeline is a CGBP and certified CGBP Trainer. In 2014 Madeline was selected as the Distinguished Faculty award winner. She taught part time for many years while she worked in the field of global trades a Director of International Marketing/Sales and Import Manager for cosmetic and home accessory companies.

Vickie Gyenes

Vickie Gyenes, Global Trade Manager, NASBITE CGBP, MSM-OE is an experienced consultant of the Saint Vincent College SBDC that has assisted companies with market research, strategic planning, cultural awareness, export documentation and compliance, market entry and development strategies, as well as freight and logistics matters. She has planned and assisted delegations of local companies in trade mission preparation and implementation to Canada, China, the Czech Republic, Hungary, Ireland, Mexico, Poland, and the United Kingdom. She has also assisted companies at trade shows and represented companies in one-on-one meetings in foreign countries. Ms. Gyenes has assisted companies with start-up and business expansion plans, including financial pro forma statements and projections used by clients to help secure financing for their projects. Vickie has assisted in development and marketing of SBDC educational programs, and lectured on international trade topics. Ms. Gyenes earned a MSM in Operational Excellence at Saint Vincent College. She was the recipient of the 2010 PA State Star Award from the Association of Small Business Development Centers and instrumental in the Center receiving the 2010 President’s E Award, one of the most prestigious forms of recognition offered by the U.S. Government to those involved in business or business service.

Tad Hove

Tad Hove, PhD. is a the Assistant Dean of Graduate Programs and a professor of Business at California Baptist University. Tad has extensive experience in the IT field and leads study abroad trips.

Sarita Jackson

Sarita D. Jackson, Ph.D. is the founder, president and CEO of the Global Research Institute of International Trade (GRIIT). GRIIT is a think-tank/consulting firm focused on providing research to do the following: 1) help businesses compete in the international market and 2) guide U.S. trade policy. Dr. Jackson collaborates with federal, state, and local government agencies to offer training in international market research for small and medium-sized businesses. Additionally, she works with universities to provide customized market research for local businesses and connect them with partnering firms and resources in overseas markets. She is the author of It’s Not Just the Economy, Stupid! Trade Competitiveness in the 21st Century. In addition to running her own firm, Dr. Jackson teaches courses in the areas of international trade and international business management at UCLA Extension. She also serves as a faculty research fellow with the Center for Global Management at California State University, San Bernardino. Dr. Jackson earned a Bachelor’s degree in journalism and Spanish at the University of Southern California and a Master’s and Doctorate in political science at Brown University.

Josh Jacob

Josh Jacob joined the Georgia Department of Economic Development’s International Trade division in September 2017. He works with agricultural companies
to conduct international business and expand their exports. Josh promotes both departmental services and Southern United States Trade Association (SUSTA) programs for Georgia agribusiness companies interested in international trade. Josh previously served as a SUSTA Trade Assistant with the department in 2016, where he supported the International Trade division by assisting with trade event planning and researching agricultural markets. Josh received both his bachelor’s degree and his master’s degree in International Affairs from Georgia Tech.

Devorah Kaufman

Devorah Kaufman is the Acting Chair of the CGBP Governance Council. This council is responsible for monitoring and updating the CGBP exam.

Dimitris Kloussiadis

A native of Greece, Dimitris has over 30 years’ experience in international business, in both the public and private sectors and has travelled extensively overseas. While in the private sector, he established networks of international distributors and dealers in the Middle East and North African markets. He also marketed European and Asian products to US architectural, construction and design firms. Earlier in his career he owned an import business which marketed European women’s clothing to major high-end U.S. department stores. Dimitris is certified as a Global Business Professional (CGBP).

Maurice Kogon

Maurice Kogon has over 57 years in the international business field as a U.S. Government official, business executive, educator and consultant. Initially with USDOC (1961-94), he oversaw the agency’s export strategic planning and trade information and assistance services. In 1978, Maurice was tapped to develop and manage USDOC’s Worldwide Information & Trade System (WITS), the precursor of today’s Export.gov. Maurice moved to California in 2001 to direct the El Camino College CITD. After retiring in 2021, he founded Kogon Trade Consulting to do mostly pro-bono export mentoring and training. In 2017, he conceived and was asked to direct the Milken Institute’s ongoing New-to-Export (NTE) initiative. Maurice has written and lectured extensively on international trade and has developed numerous Web-based export tools, including his Exporting Basics guide and Export Readiness Assessment diagnostic. He has a BA and MA in Foreign Affairs from GWU. He has taught international business courses at CSU Northridge, George Washington University, and Virginia Tech. He has consulted for the Egyptian Government and the UN’s International Trade Centre in Geneva. Maurice is a past President of NASBITE (2008-09), served for many years as a NASBITE Board member, and helped to develop NASBITE’s Certified Global Business Professional (CGBP) credential and exam. He was honored in 2013 as the recipient of NASBITE’s John Otis Lifetime Achievement Award.

David Leonard

David Leonard is the SBA Office of International Trade (OIT) Regional Manager stationed in the Atlanta U.S. Export Assistance Center (USEAC). He supports the USEAC offices serving small business in Alabama, Georgia, Kentucky and central & western Tennessee. During his 25 year career with SBA, David has served as a disaster loan officer, national examiner of SBA Delegated Lenders (PLP Review Branch); Georgia District Office Chief of Finance and Portfolio Management; Area II SBA Surety Bond Chief for 18 states; Alabama District Office Chief of Economic Development and Nevada District Office Branch Manager.

Elayne McClaine

Ms. Elayne P. McClaine is the Regional Director for the New Jersey Small Business Development Center at Rutgers New Brunswick. She provides counseling, workshops and seminars such as Business and Strategic Planning; Financial Management; Global Expansion and International Franchising, Market Research; Business and Commercial Valuation, Marketing and Business Planning, and Franchising. She is an Instructor of Management; Operations Management; Organizational Behavior; Consumer Behavior, and Marketing. Her corporate background includes Marketing and New Product Development. She is a licensed Business Broker.
Emily McHugh is a dynamic educator, entrepreneur, and consultant. She is the author of the highly acclaimed book "The Little Girl’s Guide to Entrepreneurship – What I Know Now That I Sure Wish I Knew Then". She is the International Trade Consultant with the Florida SBDC at Indian River State College, in Fort Pierce, Florida and is a member of the international trade team that received the President’s E Award for Excellence in Export. She is the founder of the award-winning travel accessories design company Casauri and has been featured in Forbes and Fast Company and has written articles for Business Week and USA Today. She is an alumna of Swarthmore College (BA) and Columbia University (MBA).

Dr. Mary T. McKinney is the Director of the Duquesne University Small Business Development Center (SBDC). One of our major programs is the Global Business Center. In 2014 the SBDC received a three year USDOC MDCP award: Opening Doors to the Latin American Pacific Alliance Countries for US Manufacturers which is known as the IMPACT Project. As a part of this and other projects, she has co-led several trade missions to Latin America and Mexico. Also, during the IMPACT Project, more than 40 firms have exhibited in trade show booths sponsored by the Duquesne SBDC. Dr. McKinney is also an adjunct faculty member in the Duquesne University A.J. Palumbo Undergraduate and John F. Donahue Graduate Schools of Business. Dr. McKinney obtained her Ph.D. in Public Administration and MPIA (Master of Public and International Affairs) degrees from the University of Pittsburgh Graduate School of Public and International Affairs and a Bachelor’s Degree in Economics from Goucher College in Towson, Md. She is an AEE Certified Renewable Energy Professional and NASBITE Certified Global Business Professional. She serves on the Board of Directors of NASBITE.

Steve Mead, Head of Strategic Partnerships for MarketLine. Steve works with companies and academic institutions all over the world supporting directors, strategists, researchers etc with their projects, research and studies. Steve has now worked in the media and business intelligence industry for more than 8 years and is committed to providing clients with a high level consultative service that enables clients to reach their goals more quickly and easily. This experience includes developing competitive strategies with organisations such as Hitachi, BASF, Cisco and Dassault Systemes as well as multiple SMEs working closely with influencers and decision makers with these companies to gain a competitive edge and get in front of the right people. MarketLine offers a wide range of business intelligence spanning companies, industries, countries and cities and Steve provides both qualitative and quantitative information to help TTOs and other organisations secure funding, target investors, enhance market studies and review competitive landscapes.

Steven Murray is a Senior International Trade Specialist with the Pittsburgh office of the U.S. Department of Commerce, U.S. Commercial Service. Steven has worked in the Pittsburgh office for 15 years. In his role as a Senior International Trade Specialist, Steven works to help U.S. companies, from early stage and on, develop international markets for their products and services by providing counseling on market selection, market entry strategies, identifying potential partners, as well as other topics related to international market development. Currently, Steven covers the Construction & Building Products, Defense & Security, and Information & Technology sectors for the Pittsburgh office of the U.S. Commercial Service. Education includes a Masters of Public and International Affairs, with a concentration in International Political Economy, from the University of Pittsburgh’s Graduate School of Public and International Affairs.
### Michelle Reina

Dr. Reina is an Associate Professor of Management and International Business at the University of Mary Hardin-Baylor in Belton, TX. She also serves as the UMHB Study Abroad Coordinator and chairs the Study Abroad Committee. She teaches mostly international courses such as undergraduate Global Competition and International Management as well as graduate courses in Global Issues, Global Marketing, and International Management. She has led UMHB study abroad trips to Panama, Argentina, Belgium, Germany, Ireland, and Lithuania. Dr. Reina’s recent journal publications and presentations have been in the areas of faculty-led study abroad and content analysis of top international business journals. She has been a CGBP since 2012.

### Brent Rondon

Brent G. Rondon is currently the Manager of the Global Business Program at the Duquesne University Small Business Development Center (SBDC). He consults on export topics to manufacturing, technology and service companies. He recently won the Market Development Cooperator Program (MDCP) grant from the International Trade Administration, U.S. Department of Commerce to increase trade to the Pacific Alliance countries of Mexico, Colombia, Peru and Chile for the 2014-2017 period. The industry focus will be infrastructure, building and construction, mining, oil and gas, petrochemical, power generation, transportation equipment and engineering firms. In June of 2013, he led a Pennslyvania Trade Mission to Panama and Colombia funded by the STEP grant from the SBA. He also received grants from the USAID to work with Aguascalientes, Guadalajara and Monterrey for the 2006-2012 period. The industry focus was international trade, renewable energy and energy efficiency. He also oversees the He is a Certified Global Business Professional (CGBP) from NASBITE, he is a lecturer at NASBITE International annual conferences and local universities in the Pittsburgh region. He is in the board of Global Pittsburgh and the Latin American Cultural Union. He earned a Bachelor's Degree in Agricultural Engineering in Lima, Peru and a Master’s Degree of Public and International Affairs from the University of Pittsburgh. He is fluent in Spanish and intermediate Portuguese.

### John Sagi

John Sagi is Professor of Business at Anne Arundel Community College. He has also taught graduate courses in international business, electronic commerce, and management information systems at Johns Hopkins University and The George Washington University, and the strategic management capstone course at the University of Maryland. He was a Fulbright Senior Scholar to the Russian Federation, teaching electronic commerce and business. He is currently on the US Scholar Peer Review Committee, which selects educators for Fulbright scholarships. Further, he was one of 16 Fulbright Ambassadors selected to give presentations at academic conferences throughout the world on behalf of the Fulbright Program. John has a distinguished military career, serving on surface ships and submarines, and working in information technology at Commander In Chief, US Atlantic Fleet Headquarters and at NATO Headquarters, Brussels, Belgium. He has also held several senior management positions with FMC Corporation. John received his doctorate in Management Science and in International Technology Management from The George Washington University. He also has degrees in Information Systems Management (MSA) from the George Washington University, in International Business (MSB) from Johns Hopkins University, and in Naval Science (BS) from the US Naval Academy. He has published in academic journals on electronic commerce and business, and has presented at international conferences including the World Future Society (WFS), the Portland International Center for Management of Engineering and Technology (PICMET), the Society for the Advancement of Management (SAM), and the North American Small Business International Trade Educators (NASBITE).

### Christine Schrage

Chris Schrage is the Global Opportunities Coordinator at the University of Northern Iowa College of Business Administration, developing international programs and exposing students to the world. She spends about 1/3 of her time outside the US with students and on projects. She is responsible for a new required course in the Global Marketing Emphasis built on the criteria for the CGBP. She has been a presenter at several NASBITE workshops and holds the CGBP.
Mike Seibert

Mike Seibert is the Director of the NC SBTDC’s International Business Development Program. He serves as the trusted advisor to many small and mid-sized business owners throughout North Carolina. Mike is the center’s lead strategic management practitioner with extensive experience advising owner-managers of family-owned and privately held firms on how to improve their competitiveness and profitability. Mike assists his clients and their firms with:

- Clarifying core values, vision, mission, goals, and objectives
- Integrating domestic and international business strategies
- Linking strategy to people and performance

Dr. Seibert received his BS in Accounting from Widener University, MBA from Campbell University, and EdD in Organization Development from NC State University. He is a Certified Global Business Professional (CGBP) and Economic Development Finance Professional (EDFP). Mike also serves as adjunct faculty for Campbell University and SKEMA Business School--US Campus.

Gabriel Shweiri

Gabriel Shweiri is currently Chair of the Global Business & Entrepreneurship department at Santa Ana College, and has been an instructor for more than 18 years. He has taught International Logistics, Finance, Management, Marketing and Entrepreneurship classes. He was part of the advisory board for the SAC International Business degree and certificate programs. He holds the CGBP designation and is a certified CGBP trainer at Santa Ana College. Gabriel is also President and CEO of BGI Worldwide Logistics, a global logistics and transportation provider that established in 1999.

Aerek Stephens

Aerek Stephens, a native of Chesapeake Virginia, is Program Manager (EXIM Bank) Regional Export Promotion Program (REPP), which brings together state, county, and local nonprofit economic development entities with EXIM Bank in an alliance designed to expand export opportunities for small businesses. Membership has grown from 36 members to 55 members since the relaunch in August 2016. We currently have members in 33 states and 2 U.S territories.

Mr. Stephens has more than 20 years of Banking and Credit experience with three Fortune 500 bank. He has held leadership positions in Project Management, Relationship Management, and Lending and Collections. Mr. Stephens holds a Bachelor of Science Degree in Business Management from Elizabeth City State University.

Stephen Sullivan

Stephen Sullivan is a Senior International Trade Specialist in the Federal & State Trade Development division of the Office of International Trade at the U.S. Small Business Administration (SBA). Steve manages the Trade Promotion Coordinating Committee (TPCC) Small Business Working Group, an inter-agency working group focused on increasing the number and breadth of U.S. small business exports. He also coordinates collaboration with SBA resource partners and state governments on export promotion, including facilitating the development of local export ecosystems and strengthening the role of Small Business Development Center in the export promotion pipeline. Steve serves as the international trade liaison to SBA’s Office of Small Business Development Centers and is responsible for coordinating training and certification of Small Business Development Center counselors in response to requirements of the Small Business Jobs Act of 2010. From 2015-2017, Steve worked for the Department of Commerce’s Office of the Western Hemisphere, managing development, implementation, and U.S. participation in the North American Competitiveness Work Plan. Prior to his hiatus from SBA to Commerce, Steve managed SBA cooperation with counterparts in the Western Hemisphere and played an active role in the expansion of the Small Business Development Center (SBDC) model into Latin America. Steve is a Certified Global Business Professional (CGBP); a former Presidential Management Intern at SBA (’98-’00); and a Returned Peace Corps Volunteer (Chile ‘91-’94). He has an MBA from Loyola College in Maryland, an MA in Intercultural Communication from UMBC, and a BSBA in Marketing from Villanova University.
TIM TROVILLION

Tim Trovillion joined Euromonitor International as a Business Development Account Executive three years ago. Mr. Trovillion graduated from the Miami University of Ohio Farmer School of Business and came to Euromonitor with years of experience in the footwear industry, bringing his knowledge of leather goods and retail value chain with him. He currently works with many trade associations and SBDCs around North America, and has helped create data solutions for organizations across many industries, from packaging to pet care.

ALEX VIVA

Alex Viva, CGBP, EDFP has been actively engaged in global strategy for over 30 years. His corporate experience directing businesses in the most strategic growth positions in the high technology, consumer, and durable goods industries includes worldwide marketing, sales and business development, international operations, and general management. He was a critical component in leading international exposure and growth in 4 start-up technology companies and as a turn-around executive for divisions of 2 Fortune-500 companies. Alex received his dual degree MBA/MED from IESE at the University of Navarra (Spain) considered a top 5 international B-school and an undergraduate degree from Pepperdine University. He is a Certified Global Business Professional (CGBP) and a certified Economic Development Finance Professional (EDFP). Alex currently conducts seminars and lectures on all aspects of international business and counsels SMEs directly on international growth strategies for the SBTDC of the University of North Carolina System and is an Adjunct Professor of Global Entrepreneurship and International Operations at SKEMA Business School USA campus in Raleigh, NC.

MARK WOCIAL

Mark Wocial is an independent international business consultant and Certified Global Business Professional. He has received Master Export Specialist Certification from the NCBFAA Educational Institute. Mark holds an MBA degree from the University of Leicester in England with a focus on international business and marketing. He has received certification in Blue Ocean Strategy and value innovation from INSEAD in France. Mark has many years of international business experience in the agribusiness sector where he has been involved in strategic management, new market development, and marketing of branded products in Europe, Africa, and the Middle East. He is a frequent contributor to agribusiness trade publications on the subject of exporting.

ANDREW WOELFELEIN

Andrew Woelflein is the Chief Strategy Officer of Tempus (based in Wash. DC) responsible for the firm’s strategic road map. In this capacity he supports both current operations and future initiatives. Andrew joined Tempus in 2007 and has 20+ years of experience in all functional areas of the corporate Foreign Exchange & International Payment business. Prior to joining Tempus, Andrew held a variety of senior level positions in other FinTech companies and was Vice President at Bankers Trust, working on the launch of the Euro based out of London. He has written numerous articles and blogs on financial subjects and spoken on many panels. Andrew Woelflein is a graduate of Brown University and the Harvard Business School.

MARC WENIGER

Marc Weniger, PhD. is a professor of International Business at California Baptist University. He is active in both teaching and in international trade activities. He has lead over a dozen international education trips for students and private groups.
SESSIONS AT A GLANCE  WEDNESDAY, APRIL 10, 2019

7:00 AM – 5:00 PM
Registration & Tabletop Exhibits Madison Ballroom Foyer

7:30 AM – 9:30 AM – BREAKFAST & KEYNOTE ADDRESS Madison Ballroom
7:30 am – 8:15 am – Buffet Breakfast and Networking
8:15 am – 8:30 am – President’s Welcome & Opening Remarks
8:30 am – 9:15 am – Keynote: Griff Lynch, Executive Director, Georgia Ports Authority

9:45 AM – 11:00 AM – SESSION I Ossabaw Ballroom
1. International Consulting: A Course on Changing the World
2. CGBP Exam Update Cumberland Ballroom
3. Guided Pathways: A Practical Model Sapelo Ballroom
4. Our ITAR Mock Audit Experience. What We Learned. A New Best Practice? Pulaski Room

11:15 AM – 12:30 PM – SESSION II Ossabaw Ballroom
5. Internships for Instructors
6. Export Department Management – Key Financial Metrics and Ratios Cumberland Ballroom
8. Trade Tools Demo Session: MarketLine: Commercial Intelligence for the Competitive Edge Pulaski Room

12:30 PM – 1:45 PM – LUNCHEON & KEYNOTE ADDRESS
12:30 pm – 1:15 pm – Buffet Luncheon and Networking
1:15pm – 1:45 pm – Keynote: Sean Casey, CGBP, Cofounder and President, Rotorcorp LLC

2:00 PM – 3:15 PM – SESSION III Ossabaw Ballroom
9. Cross Cultural Connection Success with Global Cultural Data Sources - A Deeper Look
10. Introducing Services to the International Trade Curriculum: Opportunities, Strategies, and Policies Cumberland Ballroom
11. Federal, State, and Local Cooperation on Export Promotion Sapelo Ballroom
12. International Accred. & Global Education: the Case of Business Schools Pulaski Ballroom

3:30 PM – 4:45 PM – SESSION IV Ossabaw Ballroom
14. Integrating CGBP Training & Study Abroad Cumberland Ballroom
15. Protecting Your Global Business Expansion or Franchise Sapelo Ballroom

3:30 PM – 5:00 PM Madison Ballroom
Round Table Session on Trade Training at SBDCs and Business Assistance Centers
SESSIONS AT A GLANCE  THURSDAY, APRIL 11, 2019

7:00 AM – 5:00 PM
Registration & Tabletop Exhibits
Madison Foyer

7:30 AM – 9:30 AM – BREAKFAST & KEYNOTE ADDRESS
7:30 am – 7:45 am – Buffet Breakfast
Madison Ballroom
7:45 am – 8:45 am – “NASBITE International – Building Partnerships for the Future”
8:45 am – 9:00 am – Annual Business Meeting of the NASBITE Membership; Elections
9:00 am – 9:30 am – Keynote: Thomas A. Strauss, Southern Regional Director, USDOC/ITA

9:45 AM – 11:00 AM – SESSION V
17. How to Select a Manufacturer Overseas – Best Practices
   Ossabaw Ballroom
18. Social Relations and Global Business: Understanding the Dimensions of Culture to Improve Your Competitive Advantage
   Cumberland Ballroom
19. Consulting in International Business
   Sapelo Ballroom
20. The CIBER Network: Best Practices in Collaborating with Local, State, and National Organizations to Strengthen Global Trade & Competitiveness
   Pulaski Room

11:15 AM – 12:30 PM – SESSION VI
21. How to Leverage In-Country Partners to Increase Client Export Sales
   Ossabaw Ballroom
22. Diplomacy matters - Challenges of integrating International Relations in Business
   Cumberland Ballroom
23. Mitigating International Payment Risk
   Sapelo Ballroom
   Pulaski Room

12:30 PM – 1:45 PM – LUNCHEON & NASBITE AWARDS CEREMONY
12:30 pm – 1:00 pm – Buffet Luncheon
Madison Ballroom
1:00 pm – 1:45 pm – NASBITE International 2019 Awards Presentation

2:00 PM – 3:15 PM – SESSION VII
25. Case Study: Expanding CGBP to Foreign Business Schools
   Ossabaw Ballroom
26. NASBITE Program Excellence Award Recipients' Panel Presentation
   Cumberland Ballroom
27. ITAR - International Traffic in Arms Regulations
   Sapelo Ballroom
28. Hedging Foreign Currency Risk in International Trade and Future Developments
   Pulaski Room

3:30 PM – 4:45 PM – SESSION VIII
29. Promoting International Entrepreneurship through Export Opportunity Identification and Evaluation
   Ossabaw Ballroom
30. EXIM Bank's Regional Export Promotion Program
   Cumberland Ballroom
31. Understanding the African Continental Free Trade Area (AfCFTA) and its implications for U.S. Companies
   Sapelo Ballroom

3:30 PM – 5:30 PM
Round Table: Business Schools & Student Pathway Program
Madison Ballroom

6:00 PM – 9:00 PM
Closing Reception
Madison Square
Kemi Arosanyin, CGBP  
World Trade Center Miami  
Miami, FL

Aleda Bourassa, CGBP  
International Customs Services, Inc.  
Oconomowoc, WI

Colette Hart  
Cleveland State University  
Cleveland, OH

Robert P. Imbriani, CGBP  
Team Worldwide  
Valley Stream, NY

Deborah Lanford, CGBP  
Florida SBDC at Florida Atlantic University  
Boca Raton, FL

Dimitris Kloussiadis, CGBP  
University of Georgia International Trade Center  
Lawrenceville, GA

Maurice Kogon, CGBP  
Kogon Trade Consulting  
Torrance, CA

Mary McKinney, Ph.D., CGBP  
Duquesne University  
Pittsburgh, PA

Mike Seibert, CGBP  
SBTDC at NC State University  
Raleigh, NC

Sarah Singer, Ph. D., CGBP  
Michigan State University International Business Center  
East Lansing, MI