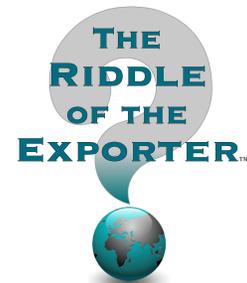


The Riddle of the Exporter™ Workshop



An 8 Step Process
To Conquer The World
Of Exporting

**Global Trade is Getting Bigger & Bigger...
Don't Be Left Behind!**

EVENT DETAILS

The Riddle of the Exporter™ Workshop - Presented by Elyse Eriksson, CGBP

Tuesday, Sept. 24, 2019

9 a.m. to 4 p.m.

Registration begins at 8:30 a.m. We start promptly at 9 am with important clues to solve The Riddle.

B.S. Roberts Room on the OSU-Tulsa Campus

700 N Greenwood Ave., Tulsa, OK

Parking is free. View a campus and parking map at <https://tulsa.okstate.edu/map>

What You Are Going to Learn That Is **DIFFERENT** from Other Seminars:

Don't just learn the bits and pieces. Learn the process start to finish.

The Riddle of the Exporter™ workshop will focus on **8 repeatable steps** for any export:

Step 1 - Getting Started: Information to know before you go

Step 2 - Market Research: The mandatory number needed to export every product

Step 3 - Market Entry & Pricing: The nine ways to enter foreign markets successfully

Step 4 - Legal-Contracts & IP: Protecting what is important - Your intellectual property and your pocketbook

Step 5 - Regulatory Compliance: Uncle Sam is watching you!

Step 6 - Transportation: Meet your new BFF - The international freight forwarder

Step 7 - Payments & Finance: Analyze risk and explore proven ways to mitigate that risk

Step 8 - Cultural Considerations: Don't flunk lunch!

During the seminar, trade experts will be there to answer your questions **one to-one!**

There's so much good information (not to mention the 84-page Riddle of the Exporter™ Workbook!) that this seminar is perfect for those new to exporting as well as those with years of experience!

Bonus!

Attend this seminar and you will receive six CEU's toward CGBP recertification.

Cool Extras You Will Get in This Amazing Seminar:

As part of your registration fee, you will receive a seminar activity guide, The Riddle of the Exporter™ Workbook (a \$49 value), a boxed lunch (chosen at checkout) and get to meet the infamous BettySue Export Queen!

To Register: <http://bit.ly/RiddleoftheExporterTulsa>

Who is Elyse and BettySue?



Elyse Eriksson is a lifelong entrepreneur who has explored a wide variety of business ventures, both as an owner of two manufacturing companies specializing in concrete-based products and with an internet business requiring export/import expertise. While the Director for Training at the International Trade Center, SBDC-Dallas, she obtained the designation of CGBP-Certified Global Business Professional. Elyse attended the University of Texas undergraduate and obtained an MBA and MCA from the University of Dallas, Irving, Texas.

Her alter ego, BettySue Export Queen, is from Gun Barrel City, Texas. Having learned exporting the hard way, she now shares serious export information in a way that guarantees you will never be confused again. If BettySue can export, you can export! Her seminar, The Riddle of the Exporter™ has been presented to audiences throughout the U.S., Guam, Saipan and Puerto Rico to rave reviews!



Don't miss out on this great opportunity to learn from BettySue Export Queen and local trade experts, and network with Oklahoma trade professionals!

"As the owner of a company that exports over 50% of its sales, I wish I had seen this presentation 20 years ago."

- David P., Plastronics in Irving, Texas

"BettySue...it works! We received an unprecedented number of thank you emails for bringing BettySue to Montana to teach them a complicated topic in such a fun way. I cannot recommend it highly enough!"

- Angelyn DeYoung, International Trade Manager for the State of Montana - ExportMontana

"Elyse's ability to imprint the knowledge and skills she's gained through her myriad of international trade experiences is literally 'amazing!' The competitive gamification and other teaching strategies allowed the class representing a broad spectrum of professions, backgrounds and interests to gain new understandings and abilities."

- Georgette F. Reyes, Pacific Islands Small Business Development Center Network in Guam

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