Preliminary Agenda

Tuesday, May 18, 2021

10:30 AM - 12:00 PM EST  
**Pre-Conference Session:** Training Partners

12:00 - 12:30 PM EST  
Break

12:30 - 12:45 PM EST  
Welcome / Navigating the Whova Conference App

12:45 - 1:30 PM EST  
**Keynote:** *US-China Trade Relations in the Age of Strategic Competition* - Ambassador Craig Allen, President, US - China Business Council, Washington, DC

1:30 - 2:00 PM EST  
Sponsor Hosted Networking Session(s)

2:00 - 2:45 PM EST  
Current Breakout Sessions *(Focus Area, Session Name & Presenters)*  
**Trade Education & Assistance:** *Digital Strategies for eCommerce: Exploring the eCommerce Sales Channels* - James Bledsoe, U.S. Commercial Service

**CGBP & CGBP Student Pathway Program:** *CGBP Exam Insights & Updates* – Beth Armstrong Smith, NASBITE CGBP Governance Council; Anthony Cambas, University of Mississippi SBDC

**International Education:** *How to Select Effective International Negotiators: Application of the Thomas-Kilmann Conflict Mode Instrument (TKI)* - Yongsun Paik, Loyola Marymount University

2:45 - 3:15 PM EST  
Sponsor Hosted Networking Session(s)

3:15 - 4:00 PM EST  
Current Breakout Sessions  
**Trade Education & Assistance:** *Trade Director Diaries- Real Life Experiences Navigating International Trade* - Mary Regel, Mt. Hood Community College; Peter Cunningham, Mt. Hood Community College; Liz Cleveland, Former Trade Director, State of Mississippi

Trade Resources: Trade Passport: Export Assistance on Demand - Leroy Lowe, Immediate-Past President, NASBITE International

4:00-4:30 PM EST  
Sponsor Hosted Networking Session(s)

4:30-5:15 PM EST  
Current Breakout Sessions

International Education: Integrating Cultural Intelligence (CQ) Assessment into the Classroom - Jim Foley, CGBP, Illinois SBDC International Trade Center; Eric Schueller, Education Partnership Manager, Cultural Intelligence Center

CGBP & CGBP Student Pathway Program: Creating Global Trade Professionals Through Experiential Learning - Joyce Steffan, Fisher College of Business, The Ohio State University; Roberta Winch, Ohio SBDC Columbus Export Director; Nate Ward, Ohio SBDC Cleveland Export Director; Kathy Marshalek, Ohio SBDC Cincinnati Export Director; Mousa Kassis, Ohio SBDC Youngstown Export Director


5:15-5:45 PM EST  
Social Networking Opportunity

Wednesday, May 19, 2021

10:30 AM -12:00 PM EST  
Pre-Conference Session: Education Partners

12:00-12:30 PM EST  
Break

12:30-12:45 PM EST  
Welcome

12:45-1:30 PM EST  

1:30-2:00 PM EST  
Sponsor Hosted Networking Session(s)

2:00-2:45 PM EST  
Current Breakout Sessions

Trade Education & Assistance: Elevate Trade - Mike Seibert, North Carolina SBTDC; Aaron Miller, Virginia SBDC – George Mason University

CGBP & CGBP Student Pathway Program: Best Practices Panel for Student Pathway Participants to Prepare for the CGBP Exam
Moderator: Nate Ward, Director and Trade Advisor, Cleveland State University, Panel: Dr. Manuel-Julian Montoya, Associate Dean, University of New Mexico; Dr. Marc Weniger, Professor, California Baptist University; Susan Dragotta, LCB, CGBP, Global Business Instructor, Waukesha County Technical College
**COVID Response & Recovery: Supply Chain Resilience** - Kellie Greene, Innovative Global Logistics Strategies, LLC

2:45-3:15 PM EST  
Sponsor Hosted Networking Session(s)

3:15-4:00 PM EST  
Current Breakout Sessions  
**Trade Education & Assistance: Going Interstate, Going Global: Promoting Growth Within the Craft Brewery Sector** - Chris Van Orden, Virginia Small Business Development Center - George Mason University

**CGBP & CGBP Student Pathway Program: Adding Value to Curriculum through External Validation and Assessment: The CGBP** - Dr. Clint Relyea, Dr. Mary Catherine Colley, and Dr. William Foxx, Troy University


4:00-4:30 PM EST  
Sponsor Hosted Networking Session(s)

4:30-5:15 PM EST  
Current Breakout Sessions  
**Trade Education & Assistance: Building an International Trade Compliance Program for Exporters** - Dulce Zahniser, Virginia SBDC, George Mason University

**CGBP & CGBP Student Pathway Program: GW-CIBER International Business Bootcamp: Taking International Trade Education to the Next Level** - Anna Helm, George Washington University; Alexis Gaul, George Washington University; Shawn Jarosz, TradeMoves LLC; and Aaron Miller

**Trade Resources: Trade Map: Transforming Midsize Businesses from Reactive to Proactive Exporters** - Mike Seibert and Paige O’Neill, North Carolina SBTDC

5:15-5:45 PM EST  
Social Networking Opportunity

**Thursday, May 20, 2021**

12:00-12:45 PM EST  
Welcome, NASBITE International Awards Presentations, and Annual Meeting

12:45-1:30 PM EST  
**Keynote: TBD**

1:30-2:00 PM EST  
Sponsor Hosted Networking Session(s)

2:00-2:45 PM EST  
Current Breakout Sessions  
**Trade Education & Assistance: Partnering for Success** - Christine Everett, Indiana University CIBER; David Watkins, State Director, Indiana Small Business Development Center
International Education: Improving International Business Education: Insights from NASBITE’s Student Case Competition - Laurie Wolff, Southern Illinois University Edwardsville

Trade Resources: Free Toolstack: GrowthWheel for Export and Internationalization - Ward Binning and David Madie, GrowthWheel International

2:45-3:15 PM EST Spacer: Sponsor Hosted Networking Session(s)

3:15-4:00 PM EST Current Breakout Sessions

Trade Education & Assistance: How to Build a Robust International Business Plan - Dr. Laurie Pieper, CGBP, Kansas SBDC at Washburn University; John Addessi, Kansas SBDC, Johnson County Community College

International Education: Project Based Learning Pedagogy in International Business Venturing - Anatoly Zhuplev, Loyola Marymount University (CIBER)

Trade Skills: International Trade Compliance - Kevin Litz, Kevin Y. Litz PLLC

4:00-4:30 PM EST Spacer: Sponsor Hosted Networking Session(s)

4:30-5:15 PM EST Current Breakout Sessions

Trade Education & Assistance: The Washington Export Outreach Team: A Case for Collaborative Outreach - Lisa White, Commercial Officer, U.S. Commercial Service, U.S. Export Assistance Center – Seattle; Zara Castillo, Director, Export Finance Assistance Center of Washington; and Julie Johnson, Export Development & Outreach Specialist, Washington State Department of Agriculture International Marketing Program

Trade Skills: Supply Chain Security: Managing CTPAT as an Importer/Exporter - Lila Landis, ICPA

COVID Response & Recovery: Understanding and Responding to a Dynamic and Changing International Trade Context - Anthony Cambas, CGBP, University of Mississippi SBDC

5:15-5:45 PM EST Spacer: Social Networking Opportunity