

34th Annual Conference | May 18-20, 2021



## Preliminary Agenda

**Tuesday, May 18, 2021**

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|------------------------|--|
| 10:30 AM -12:00 PM EST | <b>Pre-Conference Session:</b> 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      | <b>Keynote: <i>US-China Trade Relations in the Age of Strategic Competition</i></b> - 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 ( <u>Focus Area</u> , <u>Session Name</u> & Presenters)<br><b><u>Trade Education &amp; Assistance: <i>Digital Strategies for eCommerce: Exploring the eCommerce Sales Channels</i></u></b> - James Bledsoe, U.S. Commercial Service<br><br><b><u>CGBP &amp; CGBP Student Pathway Program: <i>CGBP Exam Insights &amp; Updates</i></u></b> – Beth Armstrong Smith, NASBITE CGBP Governance Council; Anthony Cambas, University of Mississippi SBDC<br><br><b><u>International Education: <i>How to Select Effective International Negotiators: Application of the Thomas-Kilmann Conflict Mode Instrument (TKI)</i></u></b> - Yongsun Paik, Loyola Marymount University<br><br><b><u>Trade Education &amp; Assistance: <i>Innovative and Impactful CIBER Resources for Global Trade</i></u></b> - Karen Warsh, University of Denver CIBER; Marki Jones, Loyola Marymount University CIBER; Jeffrey Conradi, Temple University CIBER; and Marina Augoustidis, Associate Director, Center for Global Business, University of Maryland CIBER |
| 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

**CGBP & CGBP Student Pathway Program: Why Is Trade Finance So Challenging for Students and CGBP Exam Sitters?** - Laurie Wolff, Southern Illinois University Edwardsville

**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

**Covid Response & Recovery: Best Practices in a COVID-19 Environment** - Rufiya Blank, Kompass North America

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

**Keynote: Export Development from a Global Perspective: The International Trade Centre, Geneva** - John Gillies, Senior Advisor, Strategic Planning and Partnerships, International Trade Centre, Geneva, Switzerland

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 SBTD; 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

**Trade Skills: SBA Financing and Grants as a Tool for Business and Economic Recovery** - Stephen Sullivan, U.S. Small Business Administration; Daniel Piche and Eddy Mayen, SBA Office of International Trade

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: Alta Baker, Safe Haven Enterprises, LLC**

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

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 Addressi, 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

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

Social Networking Opportunity