

34th Annual Conference | May 18-20, 2021



Preliminary Agenda

Tuesday, May 18, 2021

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|------------------------|--|
| 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: <i>US-China Trade Relations in the Age of Strategic Competition</i> - Ambassador Craig Allan, 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)
Trade Education & Assistance: <i>Digital Strategies for eCommerce: Exploring the eCommerce Sales Channels</i> - James Bledsoe, U.S. Commercial Service

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

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

Trade Education & Assistance: <i>Innovative and Impactful CIBER Resources for Global Trade</i> - 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, Virginia SBDC – George Mason University

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 - Elizabeth 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