

What is your Board up to?

[Bill Hewins](#)

Here's hoping that everyone in the Northern Hemisphere is enjoying the summer.

Your Board continues to meet regularly to move the organization forward in meeting the 2016 Priorities:

- Focus on the Membership, through growth, retention, communications and Member engagement
- Board connection to the Leadership Team and Members at Large
- Chapter and SIG Development
- International Expansion

Organization [financials](#) are sound. Chapter Chairs are working within their 2016 budgets.

The core Leadership provided by the Chapter Chairs is quite active with plans for events and networking underway. The Board and Chapter Chairs had a joint meeting earlier this month to discuss the Objectives, Strategies, and tactics behind the Priorities for 2016 and beyond.

We continue to seek a new Chapter Chair for the California Chapter to keep up the accomplishments of John Lowe. Anyone interested or recommendations should be forwarded to me or other Board Members.

Your Chapter Chairs met in May to share Best Practices of running a Chapter. Results will be published for future orientations and guidance.

You may notice some changes in the IERG website. Improvements were made to the Member side of the site. The Visitors side has been changed for easier access to potential new Members. A short video about making the best use of the Member Website has been posted to the website under the "Archives" tab and the "[New Member Onboarding](#)" tab.

Hard work has been done on the IERG International Certification Program. **See the Bulletin on the following page.** If you have questions or comments, please send them to any Board Member.

IERG Global Leadership Series

One of the most popular programs IERG provides our members are presentations by notable authorities and leaders on relevant topics of international business. If you know of a speaker that you think fits this criteria, or if you have a topic that you would like to have us schedule and promote, please send a note of interest to [Steven Walton](#) or [Ruth Bardos](#) and they will be happy to follow up.

IERG Elects 3 New Board Members

Marco Oropeza, Joanna Peters, and George Wasilczyk

[\(see next page for bios\)](#)

IERG Launches Enhanced Global Business

Leader Certification Program

[\(see page 3 for the announcement\)](#)

Meet your Newly Elected Board Members



Marco Oropeza has over 30 years of experience in the industrial, business-to-business, environment with exposure to

different sectors (power, automotive, electronics, material handling), functions (IT, Financial Controlling, Strategy, Business Development, Operations), and countries (Mexico, Germany, USA, Canada, Brazil, Argentina, China). In 2012 Marco was hired by Incline Equity Partners as President and CEO of Portec Group International to turn it around, and plan and execute the exit strategy. The company was sold to the Interroll Group where he now serves as Vice President Portec Products with global responsibilities. As of December 2015, he is a Board Member of the International Association of Baggage System Companies (IABSC) serving as the Chair of their Safety Committee. Marco has a BS Degree in Computer Science and MBA in Global Management; he has volunteered for Habitat for Humanity and Special Olympics through the Knights of Columbus.

www.linkedin.com/in/oropezam



Joanna Peters is from our New York chapter, long time IERG member Joanna Peters who has participated in a

number of our committee initiatives and is now Board appointee to the new IERG Global Business Leadership (GBL) Certification Program. Joanna is the founding principal of StratConGlobal, Inc, www.stratconglobal.com a strategic advisory firm based in New York City, which undertakes build outs and turnarounds in emerging and global markets. Her industry sectors are asset management and financial services, energy and agriculture. Joanna is a best practice industry speaker here and abroad, participates in various governmental and private sector forums including the Peterson Institute and Volker Alliance and serves on non-public boards. Educated in Australia and England, she is also admitted to the bar in New York and Australia.

www.linkedin.com/in/joanna-peters-71350



George Wasilczyk is a senior executive with a unique skill set that includes consulting, change management, global

P&L and R&D leadership, and global marketing leadership in the electronics and chemicals industries. He has built and directed laboratories in 17 countries around the globe, spending extensive time in Europe and Asia. Currently, he serves as President of Innovation Diagnostic LLC that diagnoses culture, organizational design, organizational interaction dynamics, strategy alignment, employee skill sets, work processes and portfolios of companies and then develops short, medium, and long-term actionable recommendations to guide clients toward world-class innovation performance. Previously, George was the Chief Technology Officer at JH Rhodes, a privately held electronics company with business exclusively in Asia, the VP of Electronics Secondary Assembly R&D at Henkel, the VP of Electronics Secondary Assembly at ICI, the General Manager of Global Applications Development at Air Products and Chemicals and Research Leader at Dow Chemical.

www.linkedin.com/in/wasilczyk

Member Recognition

Suz Garber of Gauze won 2nd place in a venture pitch for disabled veterans that garnered us a spot on the REAL Shark Tank. Stay tuned for details. She also joined Temple University's Fox School of Business as an adjunct professor assisting students line up internships. If any IERG member would like to learn more about how their business can benefit from a Temple intern, please reach out to Suz at SuzGarber@gauze.net

New Members from May 15th to June 30th

Please reach out and welcome them!
Thank the sponsors

<u>Name/Email-Link</u>	<u>Chapter</u>	<u>Phone</u>	<u>Sponsor</u>
Pascal Coustar	CA	310.902.3382	Steve Walton
Fernando Vela	FL	281.900.8617	Fred Suarez

Bulletin

IERG Global Business Leader Certification Program (GBLCP).

This week IERG announced the **enhanced** certification program for Global Business Leaders. A volunteer committee (lead by [Kugan Anandakugan](#) and [Atma Ram](#)) factored input from IERG member survey, streamlined the overall process, and developed a web based system for this program, which includes 4 levels of progressive certification as members earn the required GBU credit:

- Global Business Leader – For all IERG Active Members
- Senior Global Business Leader – After 15 GBUs
- Principal Global Business Leader – After 30 GBU
- Fellow Global Business Leader – After 50 GBUs

Webinars have been scheduled to share the details of the program including what GBUs mean, how a member can earn GBU credits, and program's several benefits. Chapter presentations will also take place over the next three months. Please join our member webinars on Monday

- Jun 27 @ 12 PM EDT
- **Jul 18 @ 6 PM EDT**
- **Sep 12 @ 12 PM EDT**

Our webinars will highlight member benefits including increased profile and industry visibility, credible peer recognition, improved networking opportunities and dedicated logo for email use.

Members on Their Own Behalf

- **Bryan Hussey** - **Entering Latin American markets.**
I currently work as a consultant, helping consumer goods companies that have limited or no presence in Latin American markets to develop business in the region. This includes defining go-to-market strategies and preparing and executing marketing programs with local market partners. I would appreciate introductions by IERG members to any executives you may know within the targeted organizations listed in the attached link [Consumer Companies](#).
- **William Edwards** – **introducing ESG International**
We are in the business of exporting U.S. franchisors through licensing. This year we are working in 22 countries for our 10 US brands which include Build-A-Bear Workshop®, Denny's® and International Dairy Queen.
Periodically we update our "Fastest Two Minutes in International Business: <http://bit.ly/299glby>
This started a couple of years ago as a quick way to explain where we are working for our Clients – and where we are NOT working for our Clients. Now everyone asks for it quarterly!
- **Ed Marsh** – **Free Guide - Managing SMB FCPA Risk**
The Foreign Corrupt Practices Act (FCPA) may sound like something that only applies to multinationals. But don't be deceived. Global efforts to crush corruption are catching many SMBs up in the action. Click here to obtain your free guide http://bit.ly/Managing_SMB_FCPA_Risk

Food for Thought

- **Robert McWilliams** – Challenging times for **Data Privacy**

These are “interesting times” for international businesses that use personal data. (How many do not?) Last October, the European Court of Justice invalidated Safe Harbor, the program used by thousands of US companies to transfer EU personal information legally to the US. This year, the EU adopted the General Data Protection Regulation, a full overhaul of the privacy regime that has been in place for 20 years. The GDPR has huge implications for businesses collecting EU citizens’ data, including businesses with no presence in the EU. The Regulation addresses issues like data security, breach notification, data subject rights, and the duties of businesses. It envisages big fines for those that do not comply (up to 4% of worldwide annual turnover). It is not only the EU that is focused on privacy. In the US, the FTC is set to step up enforcement so that companies “keep their privacy promises to consumers”. Globally, more and more countries are enacting or discussing new privacy laws, from Turkey to Brazil. It’s time to get your privacy house in order. [IERG member Robert McWilliams CIPP/US, CIPM consults on data privacy, and is happy to answer any privacy questions IERG’ers may have.]

- **Arie Schreier** – Does your salesman in China have a company Official **WeChat** account?

If the first question that comes to your mind when you read the intros: “What on earth is WeChat?” Or, “What is an Official WeChat account?” you are in trouble with your knowledge about China. If your question is “Why would my sales man need an Official WeChat account?” you are in a better position but not up to date with marketing strategy in China. Since its launch in 2011, WeChat has become one of the leading tools for marketing in China and possesses 700 million active users by the end of 2015. Intrigued? <http://bit.ly/2933lvt>

“Upcoming IERG Events - Mark Your Calendar”

CT Chapter Breakfast Networking Event

Fri Aug 12, 2016 8:00 am

Please join us for our bimonthly breakfast meeting focused on networking , meeting new members guests, a discussion on the IERG initiatives (certification, member drive, etc,) and the CT Chapter. Please invite a friend or two!

Venue: Silver Star Diner, 210 Connecticut Ave, Norwalk, CT 06854 (Exit 14 on the Merritt)

Global Business Leader Certification Webinars

Please join us on Monday:

- [Jul 18 @ 6 PM EDT](#)
- [Sep 12 @ 12 PM EDT](#)

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