

## Twenty-Six members Achieve Higher GBU levels in Global Business Leader Certification Program

We re-launched the IERG Global Business Leader certification program in June of 2016. Our program has four levels of certification. The first certification level, Global Business Leader, GBL, is awarded to all IERG members. In order to achieve the higher levels of GBL certification, the certification committee put together a set of requirements called Global Business Units, GBUs. Based on this defined criteria, there are 26 members who moved up and achieved the higher levels of IERG GBL certification credits. As of August 31st 2016, the breakdown of the IERG GBL certification credits is:

Certification Level	Requirement	# of members with <a href="#">GBUs</a> at this level
GBL	IERG Member	All Active Members
Senior GBL	15 GBU	26
Principal GBL	30 GBU	12
Fellow GBL	50 GBU	4

The IERG certification committee encourages members to take advantage of, and benefit from, this growing program and be recognized in the industry. The IERG certification committee encourages members with qualifying GBUs to request the two higher levels of certification by completing the appropriate request form on line. You may:

- ✓ [View the whole program details](#) including: forms for GBU credits requests, GBL Principal Certification and GBL Fellow Certification and e-signature logo.
- ✓ [Listen to the webinar](#) of the program details.

## Invite a Friend or Colleague to Join IERG Venu Chepur (Membership Chair)

Remember, all of us have an unwritten obligation to bring in one additional new member every calendar year. So have you invited your friends yet?

With your support, IERG has been able to expand its benefits and is planning many more interesting programs. Here are some useful links:

- Who is IERG (<http://tinyurl.com/Who-is-IERG>)
- Benefits of IERG (<http://tinyurl.com/IERG-Benefits-of-Membership>)
- Membership Application (<http://tinyurl.com/IERG-Application>)

As always, please feel free to call [(609) 658-3053]/mail me or Ruth (Ph: 860-984-6186), [rbardos@iergonline.org](mailto:rbardos@iergonline.org) with questions and if you need assistance.

## 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.

### New Members from July 1<sup>st</sup> to September 15<sup>th</sup>

**Please reach out and welcome them!**  
**Thank the sponsors**

<u>Name/Email-Link</u>	<u>Chapter</u>	<u>Phone</u>	<u>Sponsor</u>
<a href="#">Renato Bampa</a>	CT	919-721-5130	Blue Steps
<a href="#">Jeff Flansbaum</a>	Dallas	214.498.7923	Johann Tse
<a href="#">Robert Mazurkivich</a>	Singapore	+ 65-6690-2602	Robert Herber
<a href="#">Hans-Peter Riehle</a>	Chicago	224.622.5880	Larry Chapoy
<a href="#">Ariel Schreier</a>	Shanghai	+86.13817825201	Jaap Ketting Mario Kyd
<a href="#">CJ Seestadt</a>	Chicago	312.646.5020	George Farina
<a href="#">Stephen Spaulding</a>	Boston	612.817.1193	Nitin Batra
<a href="#">Fernando Vela</a>	FL	593.292.3151	Fred Suarez

### Members Seeing New Roles

- [Richard Coyle](#)

I am an international communications and public affairs executive, with specialized skills in crisis management, corporate social responsibility and sustainability. Most recently served as the Executive Director of the Emerging Markets Institute at Cornell University, and previously as Sr. Director of International Corporate Affairs for Wal-Mart Stores, Inc. If you are aware of an organization with a need to establish or enhance their reputation, please refer to my personal website at [www.richardjcoyle.com](http://www.richardjcoyle.com) or contact me directly at [rcoyale@alumni.upenn.edu](mailto:rcoyale@alumni.upenn.edu).

### Members on Their Own Behalf

- [Larry Chapoy](#) - "I have just returned from Italy and a series of meetings with my network there and prospective clients. During my time there and endless discussions of opportunities, I was struck by a number of things... <http://bit.ly/2cMXyZ5>. As Internationalists, it gives us something to think about. Comments are welcome.

- [William Edwards](#) - Keeping ahead of the wars, economic meltdowns and political disasters  
Our company exports U.S. franchise brands. One of our jobs for Clients is to look 2-3 years ahead, figure out where the wars will be and take them elsewhere!!! Today we need to look 2-3 years ahead to figure out where the wars, economic meltdowns and political disasters are likely to occur and take our brands into other countries. The key to successful international business is constant monitoring of the economies around the world and being ready to move quickly to higher potential and calmer countries.  
More: <http://bit.ly/2cmfESv>
- [Richard Guha](#) – Starting in July and running through Oct 20<sup>th</sup>, culminating in a conference at Yale, the state of CT has been running a global contest - [Venture Clash](#) - for startups in fintech and healthcare. I have been a mentor for this program. 150 companies from around the world entered for \$5 million in awards. Some of these companies have visited us in CT ahead of the finals, and I have felt privileged to see some of the most advanced companies anywhere. If you live in the metro NY area, put the date of the finals in your calendar.
- [Mike Lorelli](#) - IERG member since 1997, has been named (sole) advisor for BlueStep's private equity, and Landing Board Seats practice. Mike's day job is Operating Partner for Falconhead Capital. He is also on the Boards of Rita's Italian Ices, Javo Beverage, iControl, Axxune, and CP Kelco.
- [Ed Marsh](#) - on the 7th I delivered a keynote on Creating Enterprise Value building on Digital Marketing at the national tooling and machining association annual meeting. [www.NTMASouthwest2016.com](http://www.NTMASouthwest2016.com)  
  
On the 10th I was on the Jim Blasingame radio show discussing small business exporting and the American Express Grow Global program in my role as Commander of local VFW Post I'm leading a pilot program to bring entrepreneurship training to vets through collaboration

between [www.VetToCEO.org](http://www.VetToCEO.org) and VFW posts. I plan to incorporate a global growth component in that as well.

- **Introducing [Ariel Schreier](#) and the PTL Group**

Ariel, one of our newest and only member who hails from Israel and is now the General Manager for the PTL Group in Shanghai would like to introduce himself to all of you. More: <http://bit.ly/2cmSHPT>

- **[David Stout](#)** - is busy organizing the 9th Annual Global Automotive and Mobility Innovation Challenge (GAMIC).

Quarterfinals will be held in Silicon Valley, Waterloo Canada, and Detroit Michigan this fall, with the semi-final event taking place at NextEnergy in Detroit on Feb 23<sup>rd</sup>, 2017 and Finals at SAE International World Congress on Apr 4<sup>th</sup>, 2017. **For more details and registration:** <http://bit.ly/2c888gR>

- **[Fernando Vela](#)** and [Cotecna](#)

Fernando is another recent addition to IERG. He is managing Cotecna's business in the US and has prepared this profile on Cotecna: <http://bit.ly/2c4G2OO>

- **[Michael J. Wynne](#)** has been an IERG member for 16 years and has contributed by screening candidates for membership and by attending several activities. During his career, Michael worked as an infrastructure project finance banker. Since 2010, he has been a consultant to various U.S. Government agencies, including the Department of Energy. Michael has also taught MBA level courses at various local universities.

While teaching and consulting, Michael enrolled in the PhD program of the International School of Management in 2010. His interesting and stimulating course load included Venture Capital and Private Equity, Investment Management, Corporate Valuation, and International Management. In late July, he happily and successfully defended his PhD dissertation, the last hurdle to achieving his PhD degree. Michael plans to continue teaching and consulting.

### **"Upcoming Events - Mark Your Calendar"**

#### **Tuesday, Oct. 4<sup>th</sup>**

**New York Chapter Fall Kickoff, Event Globalizing Brands,  
Speaker: Mike Mardy**

#### **Wednesday, Oct. 5<sup>th</sup>**

**CT Chapter Fall Social and Networking Event  
Barcelona Wine and Tapas Bar, Fairfield, CT**

#### **Tuesday, Nov. 15<sup>th</sup>**

**Chicago Chapter 6th International Forum**

Grant Thornton, LLP  
171 N Clark St #200, Chicago, IL 60601

#### **Mon, Nov 28<sup>th</sup> to Fri Dec 2<sup>nd</sup>**

The **PTL Group** (headed by our own Ariel Schreier) would welcome you or your friends to join them for their second China Boot Camp in Shanghai from **Nov 28<sup>th</sup> to Dec 2<sup>nd</sup>**.

China Boot Camp is an advanced free program in Shanghai to prepare start-up entrepreneurs & managers for Chinese market penetration.

Ten (10) start-ups will be selected and will enjoy:

- 5 days of intensive training, in-depth presentations, networking with experienced entrepreneurs and visits to leading companies
- Exposure to first-hand experience accumulated from hundreds of international tech companies operating in China

Click here to apply for this amazing program!

<http://marketing.ptl-group.com/acton/media/17476/website>