

New Member Section

For an organization like IERG, today new members create energy, expand contacts, increase the participation in running the organization and provide valuable resources we can invest in new programs and systems. Since we currently admit members who are recommended, it is critical that all of us actively reach out to potential applicants.

One of the first and simplest ways to do this is to simply ASK if a prospect would be interested in benefiting from an organization where top level international executives come together to enrich each other's talents and knowledge, build together their global contacts expand their base of referral and grow their professional opportunities. I think we will be surprised as the response from this simple first step. Once interested it is easy to speak about the benefits from chapters, the IERG acclaimed Certification Program, Webinars with top experts from around the world and a great base of contacts to access when needed just to name a few.

To find out more they can log into our web site at www.iergonline.org, speak with any of the IERG leadership team directly, or receive a package of information from Ruth Bardos at rbardos@iergonline.org.

In each upcoming IERG newsletter we will be speaking more about recruiting new members, If you have any stories or techniques or examples you would like to share with the rest of the organization please forward to me at Peter_Wrampe@yahoo.com.

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 (next one is on 12/14, see calendar at the end of this newsletter). 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 [Joanna Peters](#) or [Marco Oropeza](#) and they will be happy to follow up.

New Members from Sep 15th to Nov 15th

Please reach out and welcome them!
Thank the sponsors

| Name/Email-Link | Chapter | Phone | Sponsor |
|-----------------------------------|-------------------------|---------------|----------------|
| Javiere Alarcón | Chicago | 331.472.6090 | Venu Chepur |
| Philip Grybas | Chicago | 916.223.4282 | George Farina |
| Jacques de Jager | Virtual Hungary | 36 202191000 | Steve Walton |
| Kevin Brown | Chicago | 312.371.1815 | Larry Chapoy |
| Marc Depater | Virtual The Netherlands | 31 30636 5063 | George Farina |
| Hedley Lawson | California | 707.217.0979 | Michael Bluth |
| Winslow Wise | Florida | 954.592.9870 | Fred Suarez |
| Shannon DiPietro | Chicago | 847 549 3945 | Bill Stranberg |
| Alejandro Infante | Florida | 847.999.8130 | Larry Cole |

Member News

- IERG colleagues [John Lowe](#) and [Michael Sacharski](#) participated in the Future of Asia conference held in Santa Monica, California.

Michael Sacharski is Managing Director of Pacific Enterprise Capital International focused on Asia Strategic Business Services, and is based in Honolulu.

John is President of Hilltop Global Associates, LLC, and his home is Prescott, AZ.

Los Angeles World Affairs Council (LAWAC) organized the inaugural conference that featured over 50 renowned speakers from Asia and the USA.

Your IERG colleagues both agree, "Very worthwhile event! A great conference with excellent presentations by experts in many different fields, and lots of opportunities for productive networking. One of the best events ever attended – great value for your money and time spent."

Terry McCarthy, LAWAC's President & CEO has confirmed that they will hold the event again next year in view of this year's great success.

John is a LAWAC member. Please feel free to contact him for more information or an introduction.

To read Terry McCarthy's Summary of the 2016 "Future of Asia" conference, please see <http://bit.ly/2f0c9jV>

To review the 2016 "Future of Asia" conference program", please see <http://bit.ly/2eFGZ66>

- **Suz Garber** has been busy blogging, speaking, and teaching this year. She has a regular monthly blog with BlueSteps, the premier career service for global executives, which can be accessed [here](#).

Suz also spoke at international risk and medical conferences on the topic of global healthcare and Duty of Care for DestinationHealth, CanSanté, the Philly Author Series, Quaynote Communications, PaCIE, and the University of Pennsylvania.

Finally, Suz taught both undergraduate and MBA students Innovation & Entrepreneurship at the Fox School of Business at Temple University. She encourages anyone looking to hire amazingly talented international students with degrees in risk management, international business, and strategic marketing to send her a note so she can make the introductions. She can be reached at suzgarber@gauze.net.



Bill Edwards and **Ed Marsh** were together on stage at an [American Express event on 27 Oct in Long Beach](#).

Contact either Bill or Ed for more details.

Bill Edwards –right

Ed Marsh – left

- **Hedley Lawson** – one of our newest members! – writes that:

"I have been a public speaker and business author for various business publications for over 30-years. When I saw your request of the membership [for input into our newsletter], I immediately thought of a topic I often hear about from client companies globally and decided to write the attached article. I hope you find it of value to the membership.

Do let me know if there are any other topics that may be of interest and I would welcome becoming a frequent contributor to the IERG newsletters.

Thank you Hedley! Yes, I do and thanks for link to your article <http://bit.ly/2fEGtRn>. Your offer for ongoing contributions is and will be welcomed!

- **Per Ohstrom** wrote:
"In my 20 years in the US, I have observed some systemic, cultural traps that European exporters have a hard time navigating..."

See his article here: <http://bit.ly/2fsJOlh>

- **Venu Chepur** wrote:
"I have recently given a webinar on "How being digital influences pricing?" on October 3rd. The organizer Dr Anshu Jalora has been an advisor to Mukesh Ambani (Richest man in India, of Reliance group). I have done this at his request for their knowledge series where quite a few digital, pricing and strategy professionals have participated globally.

Today, being digital is more than making a product and service available to buy online. Customers use multiple channels and tools, do instant evaluations to buy and continue their relationship with a company. For many businesses, this may mean understanding the complexity surrounding their digital presence and consequent pricing impact on their customers. So what situations and sensitivities should they consider for managing impact on perceived value?

Thought you might be interested in this. Here is a YouTube link to the talk: <https://lnkd.in/fJWQsdY>

- **Janet Walsh**, Birchtree Global president, who is leading our efforts to establish a chapter in Denver: writes:

Concerned about economic projections for 2017? Join the Denver IERG and Dr Alison Felix, Head of the Denver branch of the Federal Reserve on December 2, for a detailed discussion. <http://bit.ly/2gBZAhr>

Janet is a global Foreign Direct Investment and a Cuba expert. She was interviewed for her thoughts on US/Cuban relations. <http://bit.ly/2gBWnhD>

"Upcoming Events - Mark Your Calendar"

December 5th

NY Chapter Event

When Bad Things Happen to Good Companies

Speaker: Howard Brownstein

President, The Brownstein Corporation

Wednesday, Dec. 14th

IERG Global Leadership Series

Making yourself Marketable as a serious US Board of Director candidate. What Does it Take?

Speaker: Our own Mike Lorelli

Wednesday, Jan. 11th

IERG Global Leadership Series Event

Finding Authentic High Potential Talent in the Crowd

Speaker: Kim Ruyle PhD