

Discussion with IERG Board Members

Jacques DeJager

How are we growing our footprint in Europe?

A review of our membership demographics shows that the bulk of our members are based in the USA. Most of them have lived and worked in other parts of the world /or business interests outside the US. As for Europe, we currently have less than a dozen members. To make IERG a truly international group, spanning US, LATAM, Europe, Middle East and Asia, the Board has taken a decision to increase our footprint. I am heading up the efforts in Europe. In doing so we will be able to increase our global reach – particularly for our US members having business interests in Europe. For now our European members are in our Virtual Chapter, but as soon as we have a sufficient critical mass in a particular European capital we will start a physical Chapter. As we have a few members based in Switzerland (Basel area and surrounds), we are currently focusing our efforts on recruiting members in that area. We are also building content around our webinars to give a deeper focus on Europe – we have already secured a prominent European economist as a speaker for one of our upcoming webinars – an announcement will be made soon. We ask and encourage our current members to reach out to their professional networks across Europe and help us with our membership recruitment drive.

Steve Walton

I am asked frequently about the Future of IERG, so I wanted to share with you some initial IERG Board of Director thoughts on where we see us. **IERG 2030** is the beginning framework for our vision of the organization we wish to be tomorrow. While we will continue to refine and evolve, hopefully this will give you a glimpse at where we are heading. I encourage every member to participate in both the direction and the progress because together we can create an exciting place for IERG in this amazing period of global change.

IERG 2030

- The recognized thought leader and program for international networking executives
- Membership 1,500+ diverse gender, age and country background
- 30%+ of membership outside USA
- Active physical chapters in 10 cities in the USA, plus LATAM, Europe, and Asia
- Vibrant/active Virtual chapters and SIGS
- Certification program recognized as external verification of global leadership
- Educational programs that draw a high percent participation outside IERG membership and are CEU certified
- 20%+ active volunteerism
- External revenue sources

Marco Oropeza

What are our plans to grow (a) in LATAM and (b) the Dallas Chapter?

As part of the IERG's leadership team initiative to grow membership outside the USA we have determined to start chapters in Mexico City and Sao Paulo; to accomplish that we have begun searching for individuals who could be interested in becoming the "lead" for each chapter. Unfortunately the individuals approached so far (three in Mexico, two in Sao Paulo) have declined.

While some members in Miami have supported this effort, I need a larger list of people to whom we can reach out.

These are some ideas I have to find "the ones":

- E-mail blast to the membership asking for support identifying individuals in Mexico City and Sao Paulo (or other cities); in June
- Visit chambers of commerce in the DFW area to identify individuals both here and there who could be interested in joining and leading chapters; should have some time in July

As for the DFW chapter, we have now three members who can help build up the local chapter. I will schedule a meeting within the next weeks to share ideas on how to make this happen.

George Wasilczyk

What is the Marketing and Communications Committee doing to help grow membership?

Great question. Scott Morrison, Larry Chapoy, Marc dePater and I, with additional help from Steve Walton, have developed documents (email invitations to join, to attend chapter meetings, to attend a GBL webinar, and as follow up to a GBL webinar) which members can access from the Marketing Literature folder under the Key Documents tab on our iergonline.org website, to facilitate their recruiting of new members. I have also recently sent out a "we want you back" invitation to all former members, which has already yielded results. Next on our list is a LinkedIn campaign to reach out to the hundreds of contacts each of us has, many of whom who would be candidates for membership. We will pilot this effort this month, and roll out to the broader membership in late June.

Meet your New BOARD Members

George Farina



George is a 15-year IERG veteran, most recently chairing the Chicago Chapter where he has focused on significantly building the chapter's membership and event planning and participation. George also acted as Co-Managing Editor for the International Executive's Resource Guide, short

internationalist minded essays from IERG members assembled as an e-book and available freely on the IERG website. George will be assisting and supporting chapters mainly with establishing best practices to ensure good activity and membership retention and growth. George's career in sales leadership and business development in academic and scholarly publishing has enabled him to gain expertise in building strong international sales partnerships, market analysis and product positioning and new market expansion. He has worked at an executive level for global publishing organizations such as Pearson, Thomson and Wolters Kluwer, and for the last 10 years as an independent publishing consultant, most recently associated with Maverick Publishing Specialists

Jay Galasso



Jay is an IERG member in the Boston chapter since 2010. Originally from Connecticut, Jay spent the first 20 years of his career as an executive with global automation companies and the next 10 growing smaller companies and start-ups. He has a passion for computers, customers, and building successful businesses.

At ABB, a leading power, robotics, and automation company, he managed teams and businesses from their US headquarters in Connecticut and globally in Switzerland. He ran several industrial software businesses in the US, UK, and the Netherlands while at Invensys, now part of Schneider Electric. At MathWorks he expanded its footprint with global strategic partners such as Texas Instruments, Xilinx and Mentor Graphics.

Today, Jay works with small-to-mid sized industrial, technology, and software companies looking to drive revenue growth at his company B2B Growth Partners

6 New Members in May

Please reach out and welcome them!

<u>Name /Email-Link</u>	<u>Chapter</u>	<u>Phone</u>	<u>Sponsor</u>
John Boodée	Dallas	214.995.6800	Marco Oropeza
Rob Lynch	Boston	339.225.9920	N/A
Bill Tyson	NY	805.705.3978	Blue Steps
Betty Flasch	Chicago	312.388.6596	Paul Carpenter
Gerald Kresta	Singapore	(65) 8685 8634	Marco Oropeza
Andrew Hoerr	Chicago	309.214.9896	N/A

39 New Members YTD

Global Leadership Webinars – [Marco Oropeza](#)

I am very pleased to inform you that we have been able to secure speakers for our Global Leadership Series for the rest of the year! Check out the calendar of events to see what is coming...

While this is really good news, we do need your help identifying topics and speakers going forward. Please contact me @ <mailto:marco.a.oropeza@gmail.com> with any suggestions from other countries!

Members, etc.

- **[John Carne](#)** – prepared “Adding IERG to your LinkedIn groups and organizations”. <http://bit.ly/2oBHLvM> Surely of interest and useful to all of us!
- **[Ed Marsh](#)** - will be:

Leading a panel on 15 June in Washington DC on using government contracts as an avenue to go global at the American Express OPEN Government Contracting: Summit for Success

Participating in a discussion "Outpacing the competition when trade is complicated!" Overcoming the unique challenges of global business" October 3 in Ottawa Canada at FITT - **Your Future in Global Markets**

Launching a new consulting framework for B2B businesses - www.ManufacturingRevenueGrowth.com - focused on revenue growth. It's designed to develop and augment internal capabilities and incorporates lots of analysis, a maturity model, activity framework, background documentation, a tool kit and consulting also was recently featured on a podcast regarding my thesis that manufacturers face the same sort of existential crisis today that they did in manufacturing operations 30 years ago - <https://www.mmmatters.com/podcast/lean-marketing-comparison> and link to my new framework is www.ManufacturingRevenueGrowth.com

IERG Thought Leadership

- **Christine Baird - Invest Time Away from Your Business: Take a Corporate Retreat**

In order to grow your company, it pays to take time away from your business in order to focus more clearly on your business. Company retreats are about taking time away from the office to set strategic goals and priorities, work on major projects, and bond with your team. Read the full article, at <https://tinyurl.com/Take-a-Corporate-Retreat>

- **John Lowe Tumultuous Times in Europe. EU, BREXIT, Other Exits, Etc.**

John will lead a program about **BREXIT**, etc. for OLLI (Osher Lifelong Learning Institute) at Yavapai College in Prescott, Arizona.

Led by John, the participants will explore the issues behind the headlines, and try to unravel what's happening in Europe. After a brief presentation on each topic, the class will explore and exchange ideas through Q&A and open discussion.

John grew up in Scotland and has worked extensively throughout Europe. Some of his clients are well-known European companies. He has followed the EU's evolution for many years as a corporate business executive, and lately as a Global HR consultant.

- **Qaisar Shareef - How a Business Leader deals with the Media can help avoid a Crisis**

Dealing thoughtfully and intelligently with the media can be very important for a business leader. Any miscommunication or misrepresentation can create a crisis for a business or severely affect a company's stock price. Most companies understand this and therefore have well trained media relations experts to handle most interactions with the media. However, issues can pop up where you least expect them. When you are a foreign company working in emerging markets the challenge can be even trickier. Please read my blog on Blue Ear Books website about situations I was confronted with in emerging markets and how I dealt with them. Please click on link below - <http://blueearbooks.com/real-news-fake-news-manipulated-news/>

- **Simon Turner** – As announced in our last issue, here is Simon's 2nd installment of his **BREXIT** series:

As anticipated last month, there was a very strong Conservative performance on May 4 and a landslide election result on June 8 is now expected by all parties. Any doubt that existed previously that the UK would pull back from the BREXIT process will be eliminated with that result.

Focus now turns to the very difficult negotiations that need to take place where even the approach to be taken has not been agreed. The UK would prefer to negotiate all issues concurrently to remove dependencies and make a very difficult timetable slightly less difficult. However, the EU wants to negotiate citizen rights and the financial settlement first before looking at everything else.

Separately, on 16 May the timetable received an expected boost from the ECJ that ruled that key components could be ratified by the EU with a qualified majority without all 38 national and local parliaments.

- **Janet Walsh** – “Success Characteristics of FDI in Cuba

Congratulations to Janet for she won the 'Outstanding Research Paper' award at the 2017 Global Conference on Business and Finance in Costa Rica (May 23-26, 2017).

Janet's research focused on “**Success characteristics of foreign direct investment in Cuba**” detailing the specific actions US and global company presidents took to successfully establish business operations in Cuba. The complete paper will appear in the Global Journal of Business Research this summer.

Janet is also an adjunct MBA professor of Global Business at New York Institute of Business and Finance.

- **Linda Fonner**

Congratulations to Linda M. Fonner, CPA, CIA, CISA, CRMA on passing the Certified Public Accounting exam and obtaining her CPA license in the state of Pennsylvania.

[Mark Your Calendar](#)

<http://www.iergonline.org/calendar>

	Event	Topic Including Registration link
Jun		
7	<i>IERG Leadership Webinar</i>	Coming to America: Mistakes, Solutions, and How to Navigate the Cultural and Legal Challenges of the World's Top Luxury Market Webinar
13	Chicago Networking Event	Global Talent Management: the Good, the Bad and the Ugly
14	CT Chapter Networking Event	Summer Event
Jul		
12	<i>IERG Leadership Webinar</i>	Outlook for global economy and various regions & best business practices for international expansion
Aug		
9	<i>IERG Leadership Webinar</i>	Training A High-Skilled Workforce - An International Model Webinar