

## Op-ed – [Diego Tebaldi](#) (Boston Chapter Chair)

One of the most rewarding benefits from running a Chapter is to see actual real business being created. I've been Chapter Chair of the Boston Chapter now for over 6 years, and in the IERG for over 12 years. Throughout this period it has been extremely rewarding to see how relationships and connections have grown and flowered into real business ventures, initiatives or businesses. The IERG offers such deep and rich plethora of opportunities that nearly anything is possible - a diverse between Chapters throughout the country.

As a true international organization I would have wished we were able to grow real Chapters in overseas places of high concentration – think London, Paris, Amsterdam, Milan, Dubai, Singapore, Hong Kong, Buenos Aires, Sao Paulo .... How rich would our organization be with Chapters in these locations? Key to make it happen, as I did for Boston (*pw: and [Linda Fonner is doing in Dubai](#)*), is to step up and volunteer, if you live in one of these or other great international centers of business, and offer your time and effort to lead such an initiative. Yes it is a certain amount of work and involvement, not taken lightly I would have to say. However, the rewards are there, and the organization much better off.

Similarly, every member really should think hard at how many people they have recommended to join the IERG. It's not difficult. We are all here because we are 'networkers' at heart, which means our eRolodex should be rich with possible IERG-members. Reach out and make an intro, those people will be grateful as we all are in finding this network.

The Boston Chapter is blessed with members who are keen and truly good international citizens. Our monthly get-togethers are a healthy forum for discussion, business learning and understanding fellow-members areas of strengths. As we approach our fall lineup of events feel free to check out the main web site ([www.IERGonline.org](http://www.IERGonline.org)) or our dedicated blog ([www.IERGblog.org](http://www.IERGblog.org)) to see where / when the next meeting will be, and if in the Boston area for business or pleasure – reach out to me or any Boston member to further your networking!

### \*\*\* NEW FEATURE \*\*\*

#### Executive Search Professionals

#### Job Opportunities

#### [Mark Hamill, Chairman, SpenglerFox](#)

I am very excited to share with you this new section on the monthly IERG newsletter. We are looking to build a pool of recommended executive search professionals globally who can keep IERG members updated regarding exciting opportunities. As Chairman of [SpenglerFox](#) and an IERG member for the last two years I am delighted to help lead this effort.

To share some interesting assignments we are currently engaged in, please see below and feel free to reach out to me directly for any further insight, interest or recommendation.

1. President International, US Software company, location Europe.
2. General Manager India, US MedTech company, location India.
3. President, US FinTech, location NYC.
4. Global Head of Sales, US MedTech company, location London.
5. COO, European Encryption start-up, location London

#### New Members in September

Please Welcome new Members and thank the sponsors

<u>Name/Email-Link/Chapter</u>	<u>Sponsors</u>
<a href="#">Sergio Huerga</a> (Chicago)	Jorge Carlos
<a href="#">Jorge Carlos Gonzalez Rico</a> (Chicago)	Jose Sordo
<a href="#">Peter Luttick</a> (Boston)	Robert Howard

#### Meet your Fellow IERG Members



#### Ruth Bardos – IERG Administrator

Ruth Bardos is a Virtual Administrative Support Services provider with over 16 years of experience. Ruth's dynamic skills are amazing! They range from general administrative services to website development and implementation, customer service, Webinar organization, and beyond. Ruth's abilities as an administrator and Director have made her an invaluable member of operations, providing quality administrative support behind the scenes and in the forefront to allow her clients to perform at their peak levels of productivity. When she is not working, Ruth enjoys the company of her husband of 27 years and her two daughters, ages 22 and 17. She also enjoys

kayaking throughout the Connecticut shoreline and attending theater productions

### **FL Member – [Oscar Elizaga](#) and his new entrepreneurial enterprise: [WSI Digital Marvels](#)**

Oscar is a long-time IERG member and member of our Florida Chapter with an extensive and international sales, business development and GM background. He recently capitalized on his strong business and marketing experience to establish [WSI Digital Marvels](#), a full service digital marketing agency focused on mid-sized enterprises with doing business in Florida.

Describing how he arrived to his decision to establish a digital marketing agency, he told [Fred Suarez](#) (FL Chapter Chair) of his long time frustration to get the most benefit from the online presence of the companies where he served as an executive. His frequent questions were:

- Does our online presence show our brand in the best light?
- Does our company show in the first page of an Internet search to be quickly found by potential clients instead of finding our competition?
- Is our web site mobile-ready?
- While investing in traditional lead generation initiatives, do we know our ROI?
- Do we have a coordinated presence on social networks?

With this in mind, Oscar describes WSI Digital Marvels' mission to help companies in Florida maximize ROI from their online presence by providing digital marketing services aimed at achieving three key strategic goals:

- Lead generation and new client acquisition;
- Brand recognition; and
- Client retention and revenue increase.

WSI Digital Marvels is uniquely positioned to deliver a full suite of services to fulfill a comprehensive spectrum of requirements in the digital marketing space.

WSI Digital Marvels' contacts are (561) 223-9640 and [oelizaga@wsidigitalmarvels.com](mailto:oelizaga@wsidigitalmarvels.com).

### **Members in the News**

**CT Chapter Member [Neil Jacobs](#)** recently conducted a webinar on "[How to Raise Your First Million](#)", aimed at startups seeking capital, available here: <http://tinyurl.com/Neil-Jacobs-Webinar>.

Neil is an international lawyer who works with foreign companies establishing operations in the US, and with domestic startups and tech companies seeking to expand domestically and abroad. He is on the board of international jurists, an international alliance of over 700 lawyers in more than 35 countries. Neil He has over

30 years' experience in these areas, and studied both law and business in the US, UK, Brasil and Israel.

**Board Member [Suzanne Garber](#)** was recently featured on Money Matters Radio discussing the state of international healthcare. You can catch her interview here: <http://tinyurl.com/Money-Matters-Suz-Garber>

### **Feature Item - [Chris Marino](#) (CA Chapter)**

#### **Helping Drive USA Exports – District Export Councils**

DECs evolved from the National Export Expansion Council that was formed by the U.S. Secretary of Commerce to stimulate exports. In 1973, an Executive Order was signed to establish DECs across the country.

Each DEC has about 30 volunteer members and helps promote exports at a community level. Members include trading companies, freight forwarders, attorneys, accountants and others whose profession supports the export promotion mission.

Appointment to a DEC is made by the U.S. Secretary of Commerce, with recommendations based on the individual's position in the local business community, knowledge of international operations, interest in export development and willingness and ability to devote time.

Engaging with international trade professionals, positive engagement with the government and satisfaction in helping the U.S. are just a few of the benefits of DEC membership.

To learn more about District Export Councils and membership, visit [www.districtexportcouncil.org](http://www.districtexportcouncil.org)

*Chris Marino is Managing Director of Fallingwater Consulting Group LLC, an advisory firm that helps manufacturing companies with international business development and strategy. He serves on the Executive Committee of the DECSC ([www.decsc.org](http://www.decsc.org)) as Treasurer.*

### **"Mark Your Calendar"**

**10/13 – NYC** - will host the **India Conference** organized by the **Emerging Markets Institute of the Cornell Johnson School of Business**. Contact: [Jaap Ketting](#)

**10/22 – NYC** - The speaker at our chapter meeting will be Jaime Figueroa Navarro, who will discuss "Doing Business in Panama". Contact: [Jaap Ketting](#)

**10/27 – CT** – Chapter networking meeting at the Barcelona Tapas Bar in Fairfield, CT.

**11/11 CA** - IERG Webinar with [Faruk Bhagani](#) - an overview on the Iran market for the automotive, retail fashion and consumer products. Focus will be on opportunity for U.S. Companies.

**11/17 – Chicago** - The chapter is hosting its 5<sup>th</sup> **International Forum on Foreign Direct Investment in the Midwest: “How Global Competition is Changing the Business Landscape in the Midwest”**

From greenfield projects to investments in manufacturing, companies from across the globe are investing in the Midwest economy at an ever-increasing rate. With rising foreign direct investment (FDI) come new jobs, technologies and new competition that are reshaping the business landscape in the Midwest.

Join us for a lively panel discussion featuring experts from the fields of international law and finance, private enterprise, government and economics as well as regional expertise that spans the globe. Topics will range from the implications of the Trans Pacific Trade Partnership to FDI backed Greenfield Projects and Job Creation / Local Market Impact.

When: Tuesday, Nov. 17<sup>th</sup>, 2015 4:30 – 8:00 PM

Where: At Baker & McKenzie LLP, 300 East Randolph, Suite 5000 Chicago

Pre-registration required <http://bit.ly/1KweUlr>