

Cosponsored by MSU's Broad College CIBER, the Lansing Regional Chamber of Commerce and Lansing Community College



Presentation Preview for Fall 2000 International Business Forums

International Business Forum

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Linda Schirmer
Maner, Costerisan & Ellis, P.C.

Sheila Troxel
Marketing Resource Group

Joyce Van Ochten
Citizens Bank

Beverly Wilkins
MSU International Business Center

September 12

Dr. Donna Banks, Senior Vice President—Global Innovation, Kellogg Company

Dr. Banks, of the food industry giant Kellogg Company, will discuss the difficulties, successes, and continuing challenges of going global in the food industry in her discussion on **"Global Innovation: Exciting the Local Consumer"**

October 10

Dr. Alberto Negro, President, Performance Technology

Having served as the CEO of Fiat Auto USA, Inc. from 1990-1997, as well as former chairman of the SAE Overseas Meeting Group and member of the SAE Technical Standards Board, Dr. Negro will share opportunities for Michigan automotive suppliers in Italy, as well as provide insight into the new GM-Fiat alliance in his presentation on **"International Opportunities In the Automotive Industry: Partnering and Consolidation"**

November 14

George Herrera, Director of International Marketing, Masco Corporation

Mr. Herrera has been responsible for developing international markets with a focus on Latin America. He will share his experiences in Latin America, which lead him to being named World Trader of the Year, in his presentation: **"A World Trader's View of Latin America"**

December 12

Rad Jones, Adjunct Professor, Criminal Justice, Michigan State University

Calling upon years of experience as a secret service agent and director of security for Ford Motor Company, Mr. Jones will provide strategies and tactics to help business travelers minimize security risks in his discussion on **"Risky Business Travel—Tips and Tricks for Maximum Safety"**

International Business Forums

September 12, 2000

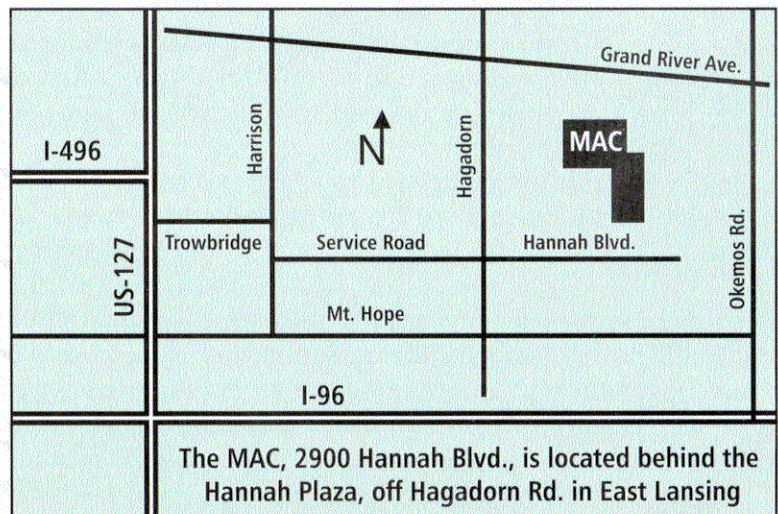
October 10, 2000

November 14, 2000

December 12, 2000

Lunch begins at 11:45 a.m.
Michigan Athletic Club, East Lansing
For reservations please call
Beverly Wilkins, (517) 353-4336
e-mail: wilkinsb@pilot.msu.edu

Directions to the Michigan Athletic Club (MAC)



International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Cosponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Lansing Regional Chamber of Commerce, and Lansing Community College, this monthly forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export, or provide services.

With extensive international experience, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

For reservations or more information about the luncheon programs, please call Beverly Wilkins, Program Coordinator for Michigan State University's Center for International Business Education and Research, at 353-4336 or wilkinsb@pilot.msu.edu. The cost of the luncheon is \$20.

INTERNATIONAL BUSINESS FORUM

International Business Forum
Center for International Business Education and Research
The Eli Broad Graduate School of Management
7 Eppley Center, MSU, East Lansing, MI 48824-1121

