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International Business Forums

Tuesday, March 12, 2002. "Customer Relationship Management Changes and Challenges, A Global Perspective," -- presented by Peter Lyon, the Director of Staffing, Marketing and Sales, The Dow Chemical Company. Mr. Lyon will deliver a presentation on how technology is changing the way companies interface with their customers and the global challenges faced because of the new business paradigm.

Balancing innovation and business performance with customer awareness is a critical interest in today's progressive technology drive. Dow Chemical Company has recognized the value of such a balance by implementing aggressive technology that attends to customer needs and demands.

With applications such as Dow Workstation, MyAccount@Dow, and DownET, Dow is helping customers conduct simple and efficient business. Upon acceptance of an award for excellence in e-customer service, Mack Murrell, the director of customer interface at Dow, said, "The Internet is a primary communication channel for many of our customers, shareholders and suppliers. We believe this award is a testament to both our e-business leadership in the chemical industry and our ability to globally implement technologies that make it even faster, easier and more convenient for our customers to do business with Dow." The re-engineering of e-business initiatives has not only enhanced customer relations; the leading science and technology company is now seeing a return of \$400 million per year in value.

Make your reservations. Contact the International Business Forum at 517-353-4336 (Ask for Beverly Wilkins) or e-mail ibf@bus.msu.edu.

Help us Plan: Let us know your suggestions for speakers and topics for the Fall Forums. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee. Send e-mail to ibf@bus.msu.edu with your suggestions.

International Business Forums

March 12, 2002
April 9, 2002

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

Directions to the Michigan Athletic Club (MAC)



The MAC, 2900 Hannah Blvd., is located behind the Hannah Plaza, off Hagadorn Rd. in East Lansing

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, Lansing Community College and the Detroit College of Law at Michigan State University, 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 ibf@bus.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

MARCH PROGRAM

Tuesday, March 12, 2002

**“Customer Relationship Management
Changes and Challenges,
A Global Perspective”**

**Special Guest Speaker:
Peter Lyon, Director of Staffing, Marketing and Sales
The Dow Chemical Company**

