



MICHIGAN STATE UNIVERSITY  
Center for International Business Education and Research

# CIBER NEWS

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## Letter from the MSU CIBER Executive Director

*The past summer has been quite hectic, but a rewarding period for CIBER at MSU. The faculty development program in international marketing was a great success! We had on hand for this occasion some renowned scholars and teachers of international marketing who inspired and mentored the young faculty.*

*This event was co-sponsored by the American Marketing Association and CIBERs at Purdue University, Texas A&M University, University of Chicago, University of Connecticut, University of Illinois at Urbana-Champaign, and the University of Memphis.*

*Overseas, the MBA Study Tour visited Turkey this summer and some 20 students had the opportunity to study the commercial environment of this emerging market and meet with senior business people in a large number of Turkish and foreign companies. Also in Turkey, the annual CIMaR (Consortium for International Marketing) meeting was held in Cesme in conjunction with a large conference on the Globalization of Firms Activities.*

*Another exciting event for us was the inauguration of the Virtual International Business Academy (VIBA) this past month. We already have subscribers to VIBA, which presents an exciting opportunity for international business professionals to gain practical knowledge of international business operations. VIBA features only one course right now, although additional courses are in development.*

*We look forward to another productive year with a strengthened staff and renewed enthusiasm. Several major conferences and workshops are planned, including the faculty development program for community colleges. We invite you to visit our web site (<http://ciber.bus.msu.edu>) to keep abreast of forthcoming events. Stay in touch!*

S. Tamer Cavusgil

## Upcoming Events

**International Business Forum: Martha Johnson, VP of Int'l Sales and Finance at Old Kent Bank, on "How to Get the Most from Your International Banker" 13 Oct., 11:45 at the MAC.**

**IB Forum luncheon presentations are sponsored by the Lansing Regional Chamber of Commerce, LCC, and MSU-CIBER. For details, call Linda Peterson at 487-6340 ext. 33.**

**Conference on "China, India, and Russia: Progress and Challenges of Economic Transition" 23-25 October at MSU. Please contact CASID at 353-5925 for more details.**



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*MSU is an affirmative action,  
equal-opportunity institution*

## Virtual Int'l Business Academy Now Available



MSU CIBER is proud to announce the introduction of its Virtual International Business Academy (VIBA), a virtual site for international business education. The site is a unique source of knowledge, expert opinion, research findings and practical insights on global business practices. For practitioners, educators, and students it provides access to MSU CIBER's widely-acclaimed International Business Resources on the web, a web course on international business titled

Managing Export Operations, access to CIBER publications, and access to MSU libraries.

MSU's Virtual International Business Academy creates a virtual community of global business professionals where members can communicate with each other, pose inquiries, and network for mutual benefit. For more information about rates and enrollment, please visit the preview site at <http://www.vu.msu.edu/preview/ciber1/>.

*-submitted by Irem Aydinsoy (for details, she can be reached at 353-4336)*

## MBA Study Tour to Mexico Set for Spring 1999

After the success of last summer's MBA Study Tour to Turkey, a new tour has been organized for next summer to Guadalajara and Merida, Mexico. Students will attend several days of orientation at MSU, and then visit businesses in Mexico for a 10-day period, with an option to remain longer for a short course in intensive Spanish. Participants will be required to write a paper upon their return, and will be able to earn 3 credits from the course. See upcoming newsletters for more details, or call Dr. Paulette Stenzel at 353-3124.

## 1998-99 Int'l Business Forums Begin

The 1998-99 International Business Forum schedule began on Tuesday, 15 September with a luncheon presentation by Donald Nugent, president and CEO of Graceland Fruit, Inc.,



the 1997 Michigan Agricultural Exporter of the Year. Mr. Nugent (pictured in center here with Dean James Henry and MSU CIBER Executive Director S. Tamer Cavusgil) is a 1965 MSU alumnus and current member of its Board of Trustees. He spoke on the topic of "A Michigan Company in a Global Market."

Nugent's company was started as a summer-time cherry cooperative 25 years ago in Frankfort, Michigan, and now specializes in the production of dried and frozen fruit. Graceland uses locally-grown and imported fruit and either dries it for use in products like bagels and bread mixes, or processes it for use in soft and frozen products, such as ice cream.

Mr. Nugent spent ten summers developing a dried cherry. Until recently, 82% of his business was with Ocean Spray, with whom he worked to develop the dried cranberry. The company has since reduced its business with Ocean Spray to about 18%, and focuses strongly on its export market. Blueberries are now Graceland's biggest exports, and are very popular in Japan.

The growth at Graceland has been tremendous. The company that had only 4 employees in 1988 now has 150, including Don's son Steve. In 1996, Steve participated in MSU CIBER's *Great Exportation Program*, a program designed to help local businesses with their export initiatives. The company's sales now reach 8-figures, with a strong emphasis on exports.

According to Don, "The most important thing in the export business is commitment, commitment, commitment." The company has run into problems along the way in areas such as transportation costs and culture, but has not let that detour them.

"The number one complaint we have is shipping costs," says Don, "Logistics are a big problem." Although they have one warehouse in California, the company needs to bring fruit from all over North America to its only processing facility, located in Frankfort. Later, the dried and frozen fruit is shipped (often via UPS) all over the world.

Culturally, Graceland experienced some uncontrollable problems, such as the faddishness of the Japanese market. To help out in some of the areas he can control, Nugent works with a consultant who speaks seven languages. Together they attend both European and Asian food shows, and put out impressive company brochures in local languages. Don's son also travels with the pair in countries like Japan, where their father/son relationship is widely respected.

Mr. Nugent ended his presentation by taking questions and handing out packets of his company's delicious dried cherries. As the first speaker on the 1998-99 International Business Forum schedule, he did a great job and got the season off to a wonderful start.

## MBA Study Tour to Turkey a Success



Under the leadership of MSU CIBER's Executive Director S. Tamer Cavusgil, Michigan State University's first MBA Study Tour to Turkey was

an enormous success. The ten-day tour, held 17-27 May, brought students to Istanbul and Bursa for a first-hand look at an emerging market economy.

Most of the program participants were first-year MBA students who had just completed the required course on International, Comparative, and Cross-Cultural Business. This class was followed by a week-long workshop on the potential in emerging markets for U.S. firms, as well as an orientation on the Turkish economy, politics, and culture taught by Dr. Cavusgil (a native of Turkey).

The group then left for Istanbul, where they spoke with senior executives from major corporations (both Turkish conglomerates and foreign companies) during site visits, dined with the MSU Turkish Alumni Association on a dinner cruise on the Bosphorus, and teamed with Turkish MBA students for tours.

The trip was an incredible opportunity for the students. Through support from various offices, the cost of the program was reduced to \$1500, including airfare and top accommodations. After completing final Executive Reports, MBA students received 3 credits, which were covered under block tuition. And due to the generosity of the MSU Turkish Alumni Association, local expenses were kept to a minimum.

Student feedback from the trip has been very positive. A website is currently being constructed by participants to display their impressions and photographs. It will be attached to the Broad MBA website, as well as the CIBER website, when completed. Special thanks go to graduate students Irem Aydinsoy and Tolga Tanguler for all their work in planning the trip, as well as Dr. Cevik Uraz, President of the MSU Turkish Alumni Association in Istanbul.

## Bev Wilkins Gets a Hole-in-One!



The MSU CIBER staff would like to congratulate our Program Coordinator Bev Wilkins on getting every golfer's dream, a hole-in-one, on August 19 at Crystal Mountain Resort. The stroke was 127 yards uphill on a slanted green. Way to go, Bev!

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## CIBER News Seeks Information

*If you have information or upcoming events of interest to the international business community that you would like published in CIBER News, please call editor Cynthia Hitchcock at 353-4336.*