

The Global Business Club of Mid-Michigan began in 1990 as the International Business Forum with a target audience of academics, public policy makers, and the local business community. Over time, the focus of the Global Business Club has shifted to highlight global issues of interest to the mid-Michigan business community. The GB Club is dedicated to supporting global business growth tied to Michigan and its diverse corporations. The main activity of the GB Club is a luncheon speaker series.

Organized by Michigan State University's Center for International Business Education and Research (MSU-CIBER) and co-sponsored by Foster, Swift, Collins and Smith, P.C., the Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University Center for Advanced Study of International Development (CASID), and Women in International Development (WID), the monthly GB Club luncheons provide outstanding speakers and relaxed networking opportunities for anyone interested in international business.

Other Spring Global Business Club presentation dates:  
March 24  
April 22.



Global  
Business Club  
of Mid-Michigan

## February Program

### Becoming a Global Company— Get Moving!

**Tuesday, February 17, 2009**

12 noon, Rooms 106 & 107, Henry Center

William Hamilton, President, TechSmith Corporation



<http://GBClub.msu.edu>



**Tuesday, February 17, 2009**  
**Taking Your IT Business Global**

"International Market Research"

The Henry Center for Executive Development, B119, 225 Forest Road, Lansing

Lunch to follow in Rooms 106-107

**Agenda:**

- 10:00 – 10:15 a.m.** Registration
- 10:15 – 10:20 a.m.** Welcome and Opening Remarks  
**Todd Hoppe**, Board of Directors, LINC IT Development Association  
**Chris Knapp**, Executive Director, Capital Area IT Council
- 10:20 – 11:00 a.m.** **Joanne Ulnick**, Managing Partner, Ducker Worldwide, LLC  
 "Learn How To Effectively Research & Understand a New Geography Target Market Before You Enter"
- 11:00 – 11:30 a.m.** **Tomas Hult**, Director of MSU-CIBER  
**Sarah Singer**, Assistant Director of MSU-CIBER  
 "Using globalEDGE as Your Foreign Market Research Tool"
- 11:30 – 11:50 a.m.** **Sandy Beal**, Senior Product Specialist of IBM Corporation  
 "IBM's First U.S. based Global Delivery Center for Application Services and what it means for Businesses Engaged in International Trade"
- Closing Remarks** **Tim Daman**, President of the Lansing Regional Chamber of Commerce
- 12:00 – 1:00 p.m.** Global Business Club of Mid-Michigan Luncheon Keynote Speaker  
**Bill Hamilton**, President, TechSmith Corporation  
 "Becoming a Global Company – Get Moving!"

**Registration Form**

The cost is \$25 for the workshop, luncheon, or to attend both the workshop and lunch.

Name(s) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I will attend  workshop and luncheon  workshop  luncheon

Check enclosed  Please invoice  Visa  Mastercard  Discover

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

You may register by faxing the form to Beverly Wilkins at 517-432-1009, calling 517-353-4336, or emailing wilkinsb@msu.edu.

**Sponsored By:**



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**LUNCH KEYNOTE**

**Tuesday, February 17, 2009, "Becoming a Global Company—Get Moving!"—**  
 William Hamilton, President, TechSmith Corporation

Guests at the February 2009 Global Business Club of Mid-Michigan luncheon will have the opportunity to listen to the President and CEO of TechSmith Corporation, a Michigan-based software company, talk about how it became a global company.

Bill Hamilton, president and co-founder of TechSmith Corporation, has been immersed in the technology industry for more than 30 years. Having started TechSmith in 1987, Bill has grown TechSmith from a consulting company that designed custom software into the world's leading provider of screen capture and recording technologies for consumers and corporate users. By maintaining the highest development standards and demanding operational excellence, TechSmith's products have become synonymous with quality.

Bill started his career in software and information technology in the early 1970s. For nearly a decade, he held several high positions at Michigan State University in the areas of operations research and data processing. From 1982 to 1985, Bill was vice president for Dialog Systems, Inc., where he led the PC development group in creating analytical tools for logistics and purchasing. In 1985, Bill was a founding member of The Alternate Key, a consulting company delivering networking services for large corporations. In order to meet project requirements, the company started building its own custom applications. In 1987 the company morphed one of its custom applications into its first commercial application, Snagit. TechSmith was born soon after and Snagit continues to be a cornerstone of the company. Bill holds a bachelor of science degree in sociology from Michigan State University and resides in Williamston, Michigan, with his wife.



**Council Co-Chairs**

**Jean Schtokal**, Foster, Swift, Collins & Smith, P.C.  
**Bill Motz**, Lansing Community College

**Council Members**

**Sandy Beall**, IBM Corporation  
**Patricia Claire**, Willingham & Cote', P.C.  
**Tim Daman**, Lansing Chamber of Commerce  
**Robert Glew**, CASID, MSU  
**Stacy Hansen**, TechSmith  
**Tomas Hult**, MSU-CIBER  
**Owen F. Johnston**, Bekum American Corporation  
**Mary McCune**, The Rehmann Group  
**Jamie Zmitko-Somers**, Department of Agriculture