

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:
April 22.



March Program

Creating Brand Recognition in a Global Market

Tuesday, March 24, 2009

12 noon, Rooms 106 & 107, Henry Center

Patricia Anderson, CEO and President, Cooperative Elevator Company



<http://GBClub.msu.edu>



Tuesday, March 24, 2009

Taking Your Ag Business Global

"Getting Paid and Getting Your Product to Customers"

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

Lunch to follow in Rooms 106-107

Agenda:

8:30-8:45 am	Registration
8:45-9:00 am	Welcome & Opening Remarks Jean Schtokal , Shareholder, Foster, Swift, Collins & Smith, PC Jamie Zmitko Somers , Manager of International Marketing Program, Michigan Department of Agriculture
9:00-10:30 am	Bill Richeson , Senior Vice President Global Trade & Supply Chain Solutions National City Bank, now part of PNC <i>"Financing Tools to Help You Increase Exports and Avoid Pitfalls"</i>
10:30 -11:45 am	JoAnn Eaton and Kim Larsen , DHL Global Forwarding <i>"Global Business Logistics"</i> Q&A
11:45 am	Closing Remarks Tim Daman , President of the Lansing Regional Chamber of Commerce
12:00-1:00 pm	Global Business Club Luncheon Keynote Speaker Patricia Anderson , CEO and President Cooperative Elevator Company <i>"Creating Brand Recognition in a Global Market"</i>

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, March 24, 2009, "Creating Brand Recognition in a Global Market"—

Patricia Anderson, CEO and President, Cooperative Elevator Company

Guests at the March 2009 Global Business Club will have the opportunity to hear Patricia Anderson, CEO and President of Cooperative Elevator Co., share her international business experience in the talk, "Creating Brand Recognition in a Global Market."

Patricia has been involved in agribusiness for over 27 years and has held her current position since January 2004. A certified public account with a BA in Accounting from Michigan State University, she began her career in public accounting. Patricia has previously held positions of Controller and Vice President of Finance for Cooperative Elevator Co.

Patricia is active in the community, currently serving as a member of the Board of Directors for the Michigan Agri-Business Association. She served on Council I for Blue Cross and Blue Shield of Michigan and as Chair of the Michigan Association of Certified Public Accountants Agribusiness Committee. Patricia also was a member of the Board of Directors for the National Society of Accountants for Cooperatives for six years.

Cooperative Elevator Co., which was founded in 1915 to help farmers leverage their collective buying and selling power, was named Michigan's Agriculture Exporter of the Year in 2006. For example, Cooperative Elevator Co. exports black beans to Mexico, sells Navy beans to South Africa, and ships soybeans to Japan. "We started exporting beans into Mexico in 1981 and now we're starting to look at the retail market there. It takes time to develop a market," Patricia said.

Ag Exporter of the Year is awarded annually to a Michigan food and agriculture producer, manufacturer or shipper aggressively pursuing international markets and increasing export sales; a company's products must be over 50 percent grown, processed or manufactured in Michigan.



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
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Jamie Zmitko-Somers, Department of Agriculture