



THE ITC REPORTER

Volume 36, Issue 2

May 19th, 2010

Calendar of Events:

“Global Web Marketing”
Wednesday, May 26, 2010

“Import/Export with Mexico”
Wednesday, June 2nd, 2010

*“AES Compliance Seminar and
AESPCLink Training Workshop”*
June 22-33, 2010

Check our website for updates
and details: www.itckc.org

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ITC Hosts First International Career Day

Norm Burkart, Past President, International Trade Council of Greater Kansas City

On April 28, the ITC provided a content-heavy-by-experts program on International Careers. Were it not for the efforts of ITC Board Member, Olga Ganzen, this program would not have existed.

The program included A Keynote Address by Dr. Michael Droge, President of Park University, who aptly related globalism to our local economy and commerce.

Gary Bartek of GB Consulting provided Master of Ceremonies and Broadcast Interviewer service on the level one might expect of a well-prepared television production.



Attendees at the ITC’s 2010 International Career Day on April 28th

Panelists who provided excellent and relevant insight in the first “Kansas City in the Global Economy and Global Workforce” session included: Regina Heise, Director, U.S. Commercial Service, Department of Commerce, Kansas City; Mark Wine, International Business Manager, Missouri Department of Economic Development; Jason Parman, Western Group Manager of Personnel Management, U.S. Department of Personnel Management.

In the second “Kansas City in the Global Economy and Global Workforce” session Speakers Alfred Figuly, President, Greater Kansas City Foreign Trade Zone, Inc.; Chris Gutierrez, President, KC SmartPort; Jennifer Mehnert, Human Resources Project Leader, Garmin; Craig Stevenson, Senior Vice President, Inter-

national, Commerce Bank International, N.A. even more practical suggestions and background were presented.

ITC’s educational outreach programs were covered by Dan Ward, President of the ITC (and VP with Western Forms, an exporting manufacturer of affordable

housing construction equipment), Keith Hustings (Secretary of ITC), and Norm Burkart (former President of ITC). The three ITC volunteers described the ITC’s **Scholarships, Global Research Initiative, and Trade-Wins** programs.

Scholarships are based on a rigorous mathematical ranking system. (cont. on pg. 7)

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Futurallia 2010 Bodes Success for Kansas City Companies

Futurallia is an incredible global trade opportunity that offers participants up to 15 personalized 30-minute meetings in a matter of 2-3 days. You typically have pre-selected your meetings from an online catalog of key decision makers from 30-40 countries all across the globe and then get to meet face-to-face with some of the matches. This 20-year old small business international program is supported by chambers, World Trade Centers, and other world-wide business organizations.

25 Kansas City delegates traveled to Poitiers, France, April 28-30th to secure Futurallia 2011 for Kansas City on May 18-20th next year. Futurallia 2010 brought some 600 small to medium-sized businesses (SMEs) together for a well-planned series of one-on-one meetings with other SMEs from over 40 countries. Each delegate held between 12 and 15 meetings with companies and organizations of their choice.



Companies attending this largest commercial gathering of small business enterprises (SMEs) and global entrepreneurs will open an unparalleled door of opportunities to: increase business, meet global companies, find new business partners/representatives, open new export markets, and establish new international relationships and other.

Kansas City, Missouri Mayor Pro Tem, Bill Skaggs led the Kansas City delegation to Poitiers, France and a 20-minute presentation which solidified Kansas City as the venue for 2011 Futurallia. Other presenters included Kauffman Foundation Senior Fellow, Karen Wilson; and Kansas City Convention and Visitors Association President, Rick Hughes. Any company that wishes to investigate par-

ticipation in next May's Futurallia here in Kansas City, should visit the website, www.FuturalliaKC2011.com for more information.

Review from an ITC Member Participating in 2010 Futurallia

Intermodal Marketing, Inc. supported Kansas City's delegation to Futurallia 2010. Murray Messner, Intermodal's CFO, attended the conference which was held April 28 through 30.

Murray Messner comments, "We felt that conference meetings were successful in meeting our expectations and goals which included:

- Raise awareness of Intermodal's comprehensive executive and backroom logistic suite of services available to exporters.
- Identify companies interested in using Intermodal services, having complementary services or doing similar service outside of the U.S. market.
- Conduct meetings with companies that want and are able to strategically open or expand in U.S. markets.
- Establish strategic alliances that would leverage each firm's respective core competencies and constituents.

We secured and held thirteen meetings with eight companies of which we requested, four companies who selected us and one that was of mutual interest. Six prospects were identified of which at least two are being actively pursued.

One value of these meetings was that participants generally were senior level management or owners. Decisions on direction could be made quickly. We found that English was spoken in at least 85% of the meetings we participated. Although interpreters were provided for the remainder, it was not certain our message was clearly getting through to our prospect.

“One value of these meetings was that participants generally were senior level management or owners. Decisions on direction could be made quickly.”



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We discovered one opportunity that may be of value to the International Trade Council and its members. There were at least 24 economic development organizations similar to our Chamber of Commerce and Mid America Regional Council which promotes international trade. It was determined that by developing a reciprocal partnership, these organizations could help develop our contacts with the European market.”

For more information about Futurallia from someone who has experienced the conference in first hand or to share international leads, please contact Murray Messner at mmessner@intermodalmarketing.com.

ARTICLES REQUESTED!

Members are requested to submit articles about international trade success for publication in the ITC Reporter. Please try to include digital photos or graphics with your submission!

ITC Company Profile: INTERMODAL MARKETING, INC.

Murry Messner, Intermodal Marketing, Inc.

Established in 1980, Intermodal Marketing, Inc. is an innovative outsource provider of integrated business process, inventory management, distribution and logistics solutions to small and mid-size companies. Intermodal’s management expertise and cross-functional team leadership has helped domestic and international companies to rapidly deploy or expand in the US market. We specialize in and have a proven track record dealing head on and overcoming difficult issues faced by a variety of startup firms.

At Intermodal, our mission is to ensure our clients’ success by offering comprehensive and scalable business outsourcing solutions and executive services that control costs and streamline operations as their business grows. By capitalizing on proven competencies and leveraging warehousing and logistics expertise of related companies, Intermodal is able to provide bundled business process outsourcing solutions for growing and startup organizations. Our goal is to improve our client’s competitiveness within their specific markets by lowering non-value added costs, increase reliability and

timeliness of management information and free up resources to be spent on market development initiatives.

Intermodal’s long-term professional relationships with third-party logistics, legal, banking, insurance and tax accounting partners can provide clients quick operational functionality and regulatory compliance. Clients find our collaboration is based on trust and mutual respect, reflecting their own corporate philosophy and long-term business strategy. Through our association, clients access a broad scope of expertise providing business value beyond process improvement and cost reduction.

We look forward to opening a dialog on how you or your client can better compete by outsourcing non-value added business processes and securing executive level services. Please visit our web site at www.intermodalmarketing.com or contact Murray Messner at:





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“Scarbrough Servants” making a difference in Honduras

Kim Dalzell, Scarbrough International, Ltd.

As we take a look at this past year’s events, it is a reminder to think of those that are really in need in our own communities and around the world. Roger and Jeannie Scarbrough, owners of Scarbrough International, Ltd., have taught the Scarbrough Team about giving back to the community in so many ways. For the majority of their lives, they have taken the time out of their busy schedules to serve their community and those around the world. We, at Scarbrough, value their commitment to serving, and in fact have decided to join them!

We kicked off our fall and winter season in 2009 with our service program called “Scarbrough Servants.” The employees at Scarbrough are encouraged to serve their communities in all of our locations—Kansas City, St. Louis, Chicago and Milwaukee. Since the program kick-off, we have already served over 250 hours. In fact, “Scarbrough Servants” has a goal of 1000 hours of service by fall of 2010. If you know of a project that you would like volunteers for, please don’t hesitate to let us know. Please email servants@scarbrough-intl.com.

One important project that we have been working on wrapped up in Mid-May. The Goal: 15,000 shoes and 1,000 backpacks. We teamed up with The Rock (a church on the University of Missouri’s campus) to collect, donate, sort, and stuff shoes. Other businesses in the area that participated as collection sites included McCormick Distilling, Systems Material Handling, H&R Block, HNTB, and Tradebot Systems, Inc., among many others. Our goal was to stuff a 40 foot container full of shoes and WE DID IT!

Why Honduras? Roger and Jeannie Scarbrough, owners of Scarbrough International, Ltd. have been affiliated with the people of Honduras, especially the community of Choluteca, for the past 5-6 years supporting their efforts and helping to develop this community of 200,000 people. The efforts of Roger

& Jeannie, as well as many other participants have helped to develop this community by building houses, nutrition centers, and orphan homes. They have also supplied the community with bus transportation to nutrition centers, as well as set up a tortilla factory to create jobs and issued microloans for women starting businesses there.

Throughout these past weeks when collecting shoes, Jeannie Scarbrough comments, “I not only witnessed the efforts of my community members reach out and help with collecting shoes for those in Honduras, but I also had the opportunity to spend 10 days in Choluteca. This was an amazing experience and a real eye-opener.”

Below is a picture that represents the epitome for all efforts and collections we, among other volunteers, have made to help support the people and children in Choluteca and Honduras. As you can see, these young children have no shoes on their feet to protect them from all things you can imagine.



During a game of duck-duck-goose, the children were once again all barefoot;

they needed shoes. In the midst of them running around the circle, they were dodging barbed wire, glass, trash, and even human & animal feces. These kids are not allowed to attend school without shoes. Therefore, they are unable to help themselves grow and flourish further, following their dreams, educating themselves, and developing themselves to pay it forward. We want to encourage and spread the word to everyone we know of what we have learned. We have learned that by sending 15,000 shoes to Honduras just might allow us to help children attend school and follow their dreams.



Shabobba® International, LLC Conducts 4th Interactive Workshop for 4-H Students at 2010 Conference

Friday, March 19, 2010, Dixie Henderson, President, Shabobba® International, LLC held an interactive on-site workshop and tour for students at its gallery, 425 Washington, Suite 109, Kansas City, Missouri. The youth were participants at *The 2010 Kansas City 4-H Global Conference* in Kansas City, Missouri. The conference theme was *Developing Tomorrow's Global Workforce*. Shabobba® joined more than 50 businesses from the private and public sectors to support the endeavor. The annual conference provided opportunities for youth to enhance their horizons and insights into the world in which they live. The group explored careers, technology, environment and cultural diversity in a global society. The participants represented the states of Missouri, Kansas, Iowa, Nebraska, Arkansas, and Oklahoma.



Sharon Boehm, Private French Instructor (L)
Erin Nelson, Student UMKC & ITC Volunteer (R)
© Shabobba® Int'l., LLC

The 4-H students explored Shabobba's worldwide business as it relates to its colleagues, exportation of products and services in photography, fine art photography, and photojournalism. Specifically, the students selected the session to gain knowledge about Shabobba's business partner, the late *Donald Greenhaus/Donald Greenhaus Inc.* and his work which has received international notoriety in the art world for more than four decades.

The students also gained awareness into the work of Shabobba's colleagues *Eli Reed*, Magnum Photos and Clinical Professor, Department of Photojournalism, University of Texas-Austin; and, the late *Gordon Parks*, a renowned photographer, photojournalist, writer, director, and filmmaker; and Aaron Rose, New York born artist/photographer. Noteworthy, Donald Greenhaus mentored Reed when he was an aspiring photographer. Parks, born in Ft. Scott, Kansas, and Hender-

son's paths intertwined for nearly ten years.

Annually, Shabobba® adds an artist to its list of distinguished colleagues for the students to study. This year, it proudly presented the work of Ramesh Shukla, Dubai, United Arab Emirates (UAE). As with Greenhaus, Shukla's artistic abilities are versatile in media. Paramount, his photographs represent one of the most comprehensive records of the country's foundation, and UAE progress. His images of the Rulers of the UAE are found in palaces and private collections. His work appears on the UAE postage stamps and currency notes. Henderson was expressly invited to his gallery, Four Seasons Ramesh Gallery, June 2009. Four Seasons is the largest gallery in the UAE. Mr. Shukla owns a smaller gallery in Karama, Dubai. Ramesh was born in Ahmedabad, India, 1938.

To track the artists' lives, work, and education, the students tackled their assignments in teams with the assistance, and tutelage of local colleagues. With deep appreciation, Shabobba® acknowledges the following individuals: Erin Nelson, business major with minor in French studies, University of Missouri-Kansas City, and International Trade Council Volunteer and Sharon Boehm, instructor, formerly with Academie Lafayette, Kansas City, Missouri. Of importance, Academie Lafayette is a total French language immersion school, K- 8. Its mission is to bring together a diverse community of students and an international teaching staff to develop critical thinkers, global citizens and engaged learners through immersion in the French language and Franco-phone cultures.

The Shabobba® docents helped the students with their lessons, and answered questions regarding their employment and international studies and travel.



Students at Shabobba® Workshop
© Shabobba® Int'l., LLC



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They also participated in Shabobba's award ceremony – the distribution of gift certificates for the winning team, and *Certificates of Achievement* which were awarded to all students.

Shabobba® extends its appreciation to Sharen Hunt, 4-H Youth Specialist/Conference Program Chair, Kansas City 4-H Global Conference. Hunt has coordinated the event for 16 years. Hunt and Henderson are graduates from the Kansas City Chamber of Commerce's World Trade Center's *Global Leadership Opportunities for Business Executive, XIV Program (GLOBE®)*. The program prepares local executives to further elevate their company's international growth in the global business arena. Dixie Henderson serves as an ITC Board Member.

ITC's Global Research Initiative

GRI is a great opportunity for university students and companies. Students gain the experience of doing an actual research project in international business. In some cases the students also receive college credit for completing the project. Universities can develop their programs to include this real-world exercise. The client company typically receives 1,000 hours of research over the span of two semesters. This can be useful for the client whether they are a new-to-export company or an experienced international business.

If you are a student, a business person or a faculty member at a university and are interested in participating in next year's GRI program contact the ITC. You can reach Irina Kobzeva at the ITC office by email at info@itkc.org or by phone at 816-235-6654.

ITC Member HEMCO Awarded with Independence Impact Award and ISO 9001-2008 Certification

Jerry Schwarz, HEMCO Corporation



HEMCO Corporation receiving their Impact Award from the Independence Council for Economic Development.

The 3rd Annual Impact Awards Luncheon was held on Thursday, February 25th, sponsored by the Independence Council for Economic Development. Impact Awards are given to Independence businesses that have made a significant impact to the city's economy through capital investment and/or employment.

HEMCO Corporation, an Independence company that is recognized for manufacturing and designing Laboratory Equipment for the Research and Development, Technology, and Life Science Industries was a recipient of a 2010 Impact awards. HEMCO has recently become an ISO 9001-2008 Certified Company.



Above, Scott Brady, Missouri Enterprise, presents Ron Hill President of HEMCO Corporation with the ISO 9001-2008 Certificate. Also shown are the HEMCO Internal Auditor Team, to Scott's left are David Campbell, Vice President of Sales and Marketing, Kim White, Office Manager, Kyle Macrander, Project Manager, Brooks Conrad, Logistics Manager. To Mr. Hill's right are Dave Gregory, Production Manager and Larry Fajen, Design Manager.

The International Organizations of Standardization (ISO) has registered HEMCO Corporation as ISO 9001 - 2008 certified. ISO is a Quality Management System that is recognized in 157 Countries World-Wide. The QMS incorporates quality procedures and practices. The QMS contains a policy of continual evaluation and improvement to achieve business results; including the focus and importance of total customer satisfaction.



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Overview of spring 2010 ITC Events

Economic Update - William A. Barnett

On April 14th, members of the ITC gathered at The Kauffman Foundation for the Economic Update with William A. Barnett. Those who attended had the opportunity to learn what will be in Professor Barnett's new book, *"Getting it Wrong: How Faulty Monetary Statistics Undermine the Fed"*. The book isn't available to the general public, but attendees were given a sneak peek long before the scheduled release date in 2011.

In his presentation, Professor Barnett spoke about what he felt were the underlying causes of the current financial crisis. According to journals published by both William A. Barnett and Marcelle Chauvet: preventing measurement errors in monetary aggregates and using better monetary statistics could have signaled the current financial crisis. Both believe that misconceptions, which resulted from poor data, were responsible for the excess risk taking of both financial firms and borrowers. Professor Barnett believes that poor data was the beginning of what would later lead to this economic collapse.

Other topics discussed in the presentation include: Professor Barnett's background with the Federal Reserve, Alan Greenspan and the Federal Reserve, divisional monetary aggregates, and simple sum velocity vs. interest rates; the mysterious structural break in 1974. The event was a wonderful learning experience and very successful.

Intellectual Properties

The ITC held an event on April 21st at the Kauffman Foundation focusing on several different aspects of intellectual properties. Kevin West of Merchant & Gould PC out of Omaha, NE presided over a stimulating presentation and discussion on intellectual properties protection. The main topics related to intellectual property that were covered include: patents, copyright, domain names, and protecting intellectual property in other countries. Mr. West gave an expert synopsis of the many issues surrounding patents and international patent protection.

The material presented on patents sparked many fruitful discussions and the audience's many questions contributed positively to the presentation. The participants also found relevant the material presented regarding online domain



protection, where Mr. West presented many points that most in the audience seemed unfamiliar with before the presentation. Finally, Mr. West covered common pitfalls in protecting intellectual property in other countries, and he discussed the track records of several other countries in protecting intellectual property.

ITC Int'l Career Day Cont.

The Global Research Initiative is an intensive year-long program guided by an ITC volunteer to develop a global strategic plan with the effort and learning experience of carefully-selected college students. TradeWins is a team-based international trade transaction simulation that forces participants to discover the hurdles and solutions inherent to international commerce.

The program was substantially enhanced by the volunteer support of Angela Peterson, Alex Forofeev, and Simona Cibortaru, without whom the program might not have been a success. Irina Kobzeva, ITC's "get-it-done" administrator provided the exemplary and inimitable program leadership necessary.

The students walked away with the fruits of very candid and meaningful comments and questions/answers of a panel of individuals who provided mentorship with a genuine care about our global new generation of leaders.



ITC President Dan Ward presents Professor Barnett with an ITC Certificate of Appreciation.



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MEMBERSHIP APPLICATION/RENEWAL

You may join the International Trade Council by visiting our website at www.itckc.org. **The 2009-2010 business year starts September 1, 2009.** **Dues will be pro-rated by quarter.** If you are a member, please renew your membership and mark your payment "2009-2010."

New Member Renewal

Former Member/New Company

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Tel: _____

Fax: _____

Email: _____

Business Description: _____

Industry: _____

Corporate \$300*

* Up to 5 individual members; \$150 increments for additional five members.

Individual: \$80 Diamond Patron - \$5,000

Educational \$65 Platinum Patron - \$5,000

Retired \$30 Gold Patron - \$1,000

Student \$30

Total: \$ _____ Date: _____

Payment Method

Check MasterCard VISA AMEX

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