



# IIEI's GlobalWatch™

The International Import-Export Institute ~ P.O. Box 11378 ~ Glendale, AZ USA 85318-1378

Winter 1998, Volume 2, Issue 1

## The International Import-Export Institute Online Courses Now Available

IIEI's new **Certificate in Export Management Program**, which consists of four online courses that train individuals for careers in international trade and also prepare them for the various rigorous IIEI industry certification tests, is now available.

Students enrolling in these courses may live anywhere in the world where they have access to an Internet provider. Living in China, United States of America, South Africa, Brazil, or Germany, it makes no difference. The classroom is open 24 hours a day, 7 days a week.

The international diversity typically not found in the traditional classroom is now provided online; in discussion sessions participants share ideas and points of view with fellow students from around the globe. It is an exciting and rewarding learning environment, even for the experienced professional.

New Online classes start regularly. With class size limited to 20 students, the learning environment is optimal. Visit our web site to see a list of institutions and course start dates. Check often to see new class start dates. You can even sign up for classes and order text books all online. If you have questions, a registration counselor is ready to assist— email, phone or mail..

All courses are taught by IIEI Certified Instructors (Certified

Export Training Coordinators®). Most courses are six weeks long.

The certificate courses are:

- Basic Exporting Skills
- Strategic Marketing to the Global Village
- Exploring the Global Village: an applied research approach
- Exporting to the Global Village

**Basic Exporting Skills:** This is an excellent basic exporting skill building course and a great refresher course for those wanting to revisit the discipline as preparation for the various industry examinations

**Strategic Marketing to the Global Village:** This course is designed to help the student apply the modern principles of strategic marketing toward solving the practical problems of entering the global marketplace. The course focuses on the need for awareness of, and accommodation to, change in a company's internal and external environments. The student performs a strategic analysis of a real firm chosen by the student, and then completes a domestic marketing plan for the proposed export (or import) product and company as preparation for entry in the global marketplace.

**Exploring the Global Village: an applied research approach:** In this course students individually

assume the role of an Export/ Import Manager who is seeking a new international market for his/her firm's product(s). The research techniques and knowledge learned in earlier courses are applied toward answering this real world export/import problem.

### **Exporting to the Global Village:**

The research data compiled in Exploring the Global Village course, along with other knowledge gained throughout the other export courses, is used in completing (assembling) a practical EXPORT PLAN for a real company.

### **Entrance Requirements:**

Presently, the only requirement is the ability to read and write English. (Each institution sets its own entrance requirements. Check with the specific institution for entrance requirements.) Although helpful, no prior college experience is required.

More information on how to sign up for these courses is available on our web site. Visit us at:

**[http:// www.intlimport-export.com](http://www.intlimport-export.com).**  
Click Education Opportunities!

### **Certificate Highlights**

- Four courses
- 24 weeks total time required
- All courses are Online
- Live anywhere in the world



## Chapter Activities

IIEI members are currently forming an IIEI Chapter in San Diego, California, USA. Forming members include Jesse Lopez, CES, and Paul Louer, CES. Those interested in joining should contact Paul Louer at [louer@home.com](mailto:louer@home.com). Meetings are the 3rd Wednesday of the month.

Dallas, Texas is also organizing to form a chapter. Those interested should contact Deen Dell, CEM, at [ddell@lucent.com](mailto:ddell@lucent.com).

The Greater Los Angeles California Chapter is forming. Forming members are Tim Le and Edward Levi. Email the chapter at [lavi1@ix.netcom.com](mailto:lavi1@ix.netcom.com). Lexington Kentucky Area Chapter is also forming. Contact Kelly Walters at [kwalters@lexmark.com](mailto:kwalters@lexmark.com). Cyril Joyce is heading up the London England Chapter formation effort. Email: [cyril@miradero.demon.co.uk](mailto:cyril@miradero.demon.co.uk)

Other regions which are currently beginning the process of forming chapters include Ontario, Canada, Mexico, and Pakistan. If you would like to start a chapter in your area, or would like to help those interested in starting in these areas please email us at: [chapters@intlimport-export.com](mailto:chapters@intlimport-export.com)

# Internships

IIEI's Internship Program is growing! Interns are receiving their assignments in a wide variety areas. If you are currently an IIEI Member, you are eligible to become a part of this exciting program. In many instances, you can perform your internship duties online (from your home or business) or in your community. For more information and an application, simply write to:

John Granillo, Director of Interns  
c/o IIEI  
P.O. Box 11378  
Glendale AZ 85318 USA

or online at: <http://www.intlimport-export.com>  
e-mail: [interns@intlimport-export.com](mailto:interns@intlimport-export.com)

### IIEI JobNet is now Online

Members seeking employment can now post their resume and job interests to a worldwide audience. Go online to our site and then click RESOURCES then JOBNet and then SUBMISSION REQUIREMENTS. It is easy and it is FREE to members!

There are no longer third-world countries; they have become emerging countries.

## IIEI's Journal of Practical Global Business<sup>®</sup>

IIEI is excited to announce the upcoming publication of the International Import-Export Institute sponsored Journal of Practical Global Business. The articles slated to be in the first issue include:

The Global Village: The Ties that Bind and Those that Don't.

Heidi Vernon, Northeastern University

What is the Global Village Concept?

Frank Morelli, Western International University

International Marketing as a Consequence of Emerging Markets

Thomas Powers, University of Alabama/Birmingham

Open-book Management: Implications in Gaining a Competitive Edge in Global Markets

James Terborg, University of Oregon

Effective versus Efficient Decisions: A Paradigm Shift

Donald Burton, Nova Southeastern University

Global Benchmarking: Seeing is Believing

Frank Toney, University of Phoenix

A Sawmill in Siberia: A Second Look

Gayle Gardner, Nova Southeastern University

International Financial Instruments: Letters of Credit, Risks and More

F. John Mathis, The American School of International Business

A publication of  
**The International Import-  
Export Institute**  
Glendale, Arizona

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**Journal of Practical Global Business®**

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Editor

**Graphic Design Specialist**

Caulyne Burton,  
University of the South

# New Faces

The International Import-Export Institute is proud to announce the involvement of the following new faces.

## **NEW ADVISORY BOARD MEMBER APPOINTED**

Dr. Tevfik Dalgic, who has served as an export training consultant for the UNCTAD/GATT-ITC of WTO, and who is widely published has accepted a position on the IIEI Advisory Board. Professor Dalgic will also be serving on the Peer Review Board for the Institute's Journal of

Practical Global Business.

Paul Louer, CES, of San Diego California, is currently working with IIEI both in the development of a chapter in San Diego as well as assisting in contacting schools for our certificate program.

Jesse Lopez, CES, is also a forming member of the San Diego chapter, and will also be working with IIEI specifically in Latin America, to bring IIEI courses to Spanish speaking export regions.

## **Notes from the Executive Director**

The key word to all of us here at IIEI is *growth*. We've seen huge growth in memberships, chapter formations, school partnerships (and course offerings), and interest in IIEI's various other programs.

We appreciate your support. The stream of membership requests from around the globe is very rewarding to everyone here. It confirms that we are meeting the needs of those involved in our industry. Thank you for the vote of support.

One only needs to visit us online and look at the world and U.S. maps to note the growing network of IIEI Chapters. Those chapters noted on the map only represent a

very small fraction of the number of chapters now forming!

Over the past few months our staff has attempted to contact schools worldwide about our four course certificate in Export Management. As a result, numerous colleges and universities worldwide are now in the process of partnering with IIEI in offering this valuable education and training.

The growth and support of IIEI's programs over this past three and a half years is truly amazing. If this is your first exposure to IIEI, welcome. If you've been around a while, you know that this is only the beginning. Together we can make the global village happen!

### **IIEI Examination Dates**

The next scheduled worldwide IIEI examination date is: **March 20, 1999**

You must register 90 days in advance to take this exam. The Fall 1999 Examination date is September 18, 1999.

# Academic Corner

## CONTINUING EDUCATION

IIEI's newest course offerings in continuing education. Available in the Summer of 1999, IIEI will offer the first of these short Online courses on **specific topics** of special importance to those involved in international trade. Each course generally focuses on a narrow topic, providing an in-depth look at the major topics and issues surrounding the subject. Continuing Education Credits (CUE's), which meet certification requirements, are awarded upon completion. These are hands-on practical courses intended to provide usable skills that are relevant to today's working international trade professional. These courses go into much more subject depth than the general certification courses offered through IIEI. These are excellent short courses for anyone wanting to understand the topic covered. There are no entrance requirements to enrollment in a course except the ability to read and write in English. Topics range from understanding International Intellectual Property Laws to Knowing How to Use a Letter of Credit.

Certification classes for IIEI's Certificate Programs are currently being offered by several schools on-line. To see the schedule for the next round of courses, please visit IIEI on-line at <http://www.intlimport-export.com>. There you will find the course schedules for online classes through the American Institute of Commerce as well as the Academy of Business College.

The soon-to-be available **Contiuing Education** classes are as follows. *Knowing how to use a Letter of Credit* (2 weeks) *Documentation (General survey of documentaion used in int'l trade)* (2 weeks), *Preparing an Ocean Bill of Lading* (1 week), *Responding to a foreign inquiry* (1 week), *General Legal issues of export* (2 weeks), *International Intellectual Property Laws* (2 weeks), *Export Licenses (US) and your Firm* (1 week), *Export Intermediaries: EMC or EMT- when to Export Licenses (US) and your Firm use one* (2 weeks), *Effective Pricing for Exports* (1 week), *Using a foreign agent or distributor* (2 weeks), *Performing a foreign competitive audit* (1 week), *Visiting a foreign market* (1 week), *Researching foreign markets* (2 weeks),

General Information Courses *Using the National Trade Data Bank* (2 weeks), *Understanding the EU* (3 weeks), *Understanding NAFTA* (2 weeks).

## Congratulations

To Gene Edmiston, CEP on his new position with Dell Computer as their worldwide Export Compliance Manager.

To Deen Dell, CEM, on her promotion to Senior Export Compliance Manager, at Lucent Technologies



### Newly Certified IIEI Members: **Certified Export Specialist:**

**Thomas P. Andersson** *Logistics Specialist*

**Raul Diaz**

**Arlene Joy Davison**

**Umar Hayat**

**Cynthia Li** *Documentation Specialist*

**Jesse Lopez**

**Paul Louer** *Documentation Specialist*

**Muhammed Hussain Nayani**

**Y. C. Pang** *Logistics Specialist*

**Gil Rotstein** *Finance Specialist*

**Dmitrij Veretennikov** *Logistics Specialist*

**Kelly Scott Walters**

### **Certified Export Training Coordinators**

**Deen R. Dell**

**Tim D. Le**

**Frank Morelli**

**Massimo Paolillo**

**Richard Worth**

# ◆ Products and Services ◆

## The Journal of Practical Global Business

The **Journal of Practical Global Business**, IIEI's peer-reviewed professional journal, is published four times per year. An annual subscription consists of four issues.

If you would like to volunteer to be a member of the Journal's peer review board, to read articles with potential for publication, you may direct your interest to the e-mail addresses below.

There are four categories of Annual Subscriptions to choose from:

- Individual Annual Subscription @ US\$ 70.00 (U.S. domestic only)
- Individual International Annual Subscription @ US\$ 125.00 (Outside U.S.)
- Institutional Annual Subscription @ US\$ 155.00 (U.S. domestic)
- Institution International Annual Subscription @ US\$ 210.00 (Outside U.S.)

[mbedore@primenet.com](mailto:mbedore@primenet.com) or  
[journal@intlimport-export.com](mailto:journal@intlimport-export.com)

or send your correspondence to:

*Journal of Practical Global Business*  
 c/o The International Import-Export Institute  
 P.O. Box 11378  
 Glendale, AZ 85318-11378 USA

### Call for Papers: Volume 1 Number 2

The second issue of IIEI's journal, **Journal of Practical Global Business**®, is scheduled for late **Summer 1998/99**. Academically sound articles that offer a practical approach to international business matters are the central theme of the publication. Interested parties, who would like to have their articles considered for publication in this peer-refereed journal, should direct them to Dr. Marlene Bedore, Editor. The deadline for receipt of articles is May 20, 1999.

### IIEI Export Orientation Course

**New Course Offering**

This six-week online course is intended for the new entrant into the international trade arena who is employed by the U.S. Department of Commerce, International Trade Division, or other government agencies and their employees (such as Embassy and Consular staffs) that need to understand the basic tenants of exporting and the global marketplace. Specific attention is given to the exporting process from a practical implementation viewpoint. The course provides the basic exporting skills and knowledge necessary to work effectively with those involved in international trade.

#### Journal of Practical Global Business Subscription Information

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ Apt. No. \_\_\_\_\_  
 City/State/ Zip: \_\_\_\_\_  
 School Affiliation (in any): \_\_\_\_\_ Phone \_\_\_\_\_

Type of Subscription

Individual Annual - US\$ 70  
 Individual Int'l - US\$ 125  
 Institution Annual - US\$ 155  
 Institution Int'l - US\$ 210

Total Enclosed: \_\_\_\_\_

Payment Method:  
 Payment enclosed (Payable in US dollars only.)      Make Payable to *International Import Export Institute*  
 Check Enclosed (Outside the US must use money order)  
 Charge Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Charge my  MC  Visa  AMX  Discover Account

Signature \_\_\_\_\_  
 \_\_\_\_\_  
 Print Name on Card \_\_\_\_\_

Mail to:      ATTN: Journal Subscriptions  
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 P.O.Box 11378  
 Glendale, Arizona USA 85318-1378

# IIEI READERS SURVEY

Your help is needed. Please take a few moments to complete and return this **International Trade Industry Pay Survey**. You may duplicate this form, as needed, to hand out to other knowledgeable people. The results will be published in future issues of the GlobalWatch Newsletter. Thank you.

1. In your geographical area, what is the starting yearly pay for Entry level position- lacking real world experience as an export/import professional?

- Less than \$16,000
- \$16,001 to \$17,999
- \$18,000 to \$19,999
- \$20,000 to \$23,999
- \$24,000 to \$27,999
- \$28,000 to \$31,999
- \$32,000 to \$35,999
- \$36,000 to \$39,999
- above \$40,000
- Other write-in \_\_\_\_\_

2. In your geographical area, what is the starting yearly pay for Entry level - Certified Export Specialist without real world experience as an export/import professional?

- Less than \$16,000
- \$16,001 to \$17,999
- \$18,000 to \$19,999
- \$20,000 to \$23,999
- \$24,000 to \$27,999
- \$28,000 to \$31,999
- \$32,000 to \$35,999
- \$36,000 to \$39,999
- above \$40,000
- Other specific write-in \_\_\_\_\_

3. If that same Certified Export Specialist has two-years on-the-job practical experience, what pay level?

- Less than \$16,000
- \$16,001 to \$17,999
- \$18,000 to \$19,999
- \$20,000 to \$23,999
- \$24,000 to \$27,999
- \$28,000 to \$31,999
- \$32,000 to \$35,999
- \$36,000 to \$39,999
- above \$40,000
- Other write-in \_\_\_\_\_

4. What would be the starting pay for a Certified Export Professional? An industry certified individual with a minimum of two-years (but less than 5 years) industry experience, who has mastery of all required aspects of the

assigned import-/export function job duties.

- Less than \$19,999
- \$20,000 to \$23,999
- \$24,000 to \$27,999
- \$28,000 to \$31,999
- \$32,000 to \$35,999
- \$36,000 to \$39,999
- \$40,000 to \$44,000
- Above \$44,000
- Other write-in \_\_\_\_\_

5. What would be the starting pay for someone described in the last question, but without industry certification as a Certified Export Professional? An individual with a minimum of two-years (but less than 5 years) industry experience.

- Less than \$19,999
- \$20,000 to \$23,999
- \$24,000 to \$27,999
- \$28,000 to \$31,999
- \$32,000 to \$35,999
- \$36,000 to \$39,999
- \$40,000 to \$44,000
- Above \$44,000
- Other write-in \_\_\_\_\_

6. What would be the starting pay for a Certified Export Manager? An industry certified individual with a minimum of five-years industry experience at a high level of responsibility, who has mastery of all required aspects of the assigned import-/export function job duties and who has overall responsibility for the export function within the firm.

- Less than \$31,999
- \$32,000 to \$37,999
- \$38,000 to \$41,999
- \$42,000 to \$45,999
- \$46,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$129,999
- \$130,000 to \$150,000
- Above \$150,000
- Other write-in \_\_\_\_\_

7. The same as the last question, but without industry certification.

- Less than \$31,999
- \$32,000 to \$37,999
- \$38,000 to \$41,999
- \$42,000 to \$45,999
- \$46,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$129,999
- \$130,000 to \$150,000
- Above \$150,000
- Other write-in \_\_\_\_\_

8. Do you believe industry certification will become an accepted requirement for those working within the international trade industry?

- Yes
- No

9. If you answered YES to the previous question, in what time-frame would you expect this to happen?

- Within the next year
- In two to five years
- In six to eight years
- In nine to ten years
- More than ten years

10. In the future, industry certification of individuals will be more important to which size company? (Check one only)

- 10 fewer employees
- 11 to 50 employees
- 51 to 200 employees
- 201 to 500 employees
- 501 to 1000 employees
- more than 1000 employees
- All of the above

Please complete and return to:

**ATTN: Survey Information  
c / o IIEI  
P.O. Box 11378  
Glendale AZ 85318 USA**

or fax to: (602) 561- 2581

## Certified Exporter®

### IIEI's Certification Board initiates new level of certification

This new entry-level certification denotes an individual who has mastered the basic knowledge required to be proficient at international trade, but has no related work experience. This new level of certification will be available starting with the March 2000 examination date. The elements required for this level of certification are:

- Bodies of Knowledge: Mastery of all basic bodies of knowledge set forth in the IIEI policies.
- Satisfactory passing (80% or higher score) on IIEI Comprehensive Examination (3-4 hours) Session One
- No work experience required.

With the introduction of this new level of certification, the Certified Export Specialist® (CES) requirements will change effective January 1, 2000. After that time, individuals must have a minimum of one year related work experience to sit for the CES exam.



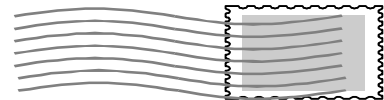
## Become a Member

You can now register or renew your IIEI membership, on-line.

Simply visit our website at:

<http://www.intlimport-export.com>

And click on Membership or IIEI Resources. We know how valuable your time is, so we have made it even easier for you to use our resources to the fullest.



Know someone who should be added to IIEI's mailing list? If so, just have them fill out the request for info slip found in the publication and mail it. And thanks for helping us get the word out about IIEI!

### Do you know of any schools, worldwide that may be interested in IIEI's Educational programs?

If so, please contact the school, or IIEI and let us start yet another partnership in which we really can change the face of international trade through education. Email: [schools@intlimport-export.com](mailto:schools@intlimport-export.com)

### I'd like to join IIEI !!

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ Apt. No. \_\_\_\_\_

City/State/ Zip: \_\_\_\_\_

School Affiliation (in any): \_\_\_\_\_ Phone \_\_\_\_\_

#### Membership Fees

\_\_\_\_ Individual \$ 55

\_\_\_\_ Student \$40

\_\_\_\_ Corporate \$ 450

#### Payment Method:

Payment enclosed (Payable in US dollars only.)

Check Enclosed (Outside the US must use money order)

Charge Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Charge my  MC  Visa  AMX  Discover Account

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Make Payable to *International Import Export Institute*

\$ \_\_\_\_\_ TOTAL ENCLOSED

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International Import-Export Institute  
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