



IIEI's GlobalWatch™

THE INTERNATIONAL IMPORT-EXPORT INSTITUTE ~ P.O. BOX 11376 ~ GLENDALE AZ USA 85318-1376

AUGUST 1996

VOLUME 1, ISSUE 2

The International Import-Export Institute

Often the phone rings at The International Import-Export Institute (IIEI) and it is someone who has just heard about us and wants more information. What do we do and why do we do it? Generally to answer their questions we send them a brochure. Here is part of what it says.

IIEI was established to:

- ◆ Create an internationally recognized certification body to certify the proficiency of import-export professionals.
- ◆ Provide standards of excellence in the field of export management.
- ◆ Meet the growing need for knowledgeable export professionals.

- ◆ Fulfill the need for standardization of export terminology and procedures.
- ◆ Provide members with an interface to international, federal, state & local trade organizations.
- ◆ Keep members in touch with the latest world trade events through newsletter, journal and on-line services.
- ◆ Develop a strong network of export professionals.

Usually the next time we hear from them is when we receive their membership application. Thanks for the vote of support!

NOTES FROM THE DIRECTORS...

Many things seem to be happening all at once here at IIEI. It's very hard to keep track of just how fast we are growing. Here are just a few of the changes and additions.

Very shortly we will have our very own bulletin board and Internet web site. Though two completely separate items, they give us immediate access to our growing membership. Dr. Gerry Bedore is heading the effort with many people involved, one of whom, Bob Irons (one of our interns), already has an IIEI web page that he has completed as a student project.

This is our first full-blown newsletter. The circulation is growing. Copies of this newsletter are being sent literally "all over the world." IIEI is growing rapidly. Memberships are continuing to be received on a daily basis as more and more of the import-export community hears of our existence.

Our first global test date is coming up soon: September 7, 1996. Exams are scheduled semi-annually with the next testing date being March 8, 1997. If you weren't able to order your test before the

deadline passed for September, it won't be long until March is here. This will give you extra time to study. Those of you who enrolled in an IIEI co-sponsored program in your local communities may have different test dates. Contact your school officials for time and location. For those of you who reside outside the United States, the earlier you notify us of your intention to take the certification exam, the better. For all testing sites, however, it is critical that you list several local colleges and universities so that we can be sure to secure a test site for you.

Our internship program continues to grow. One new aspect of the internships is that we are now able to work with colleges and universities in "for-credit" internships. The requirements deemed appropriate by the institution will be monitored by our Director of Interns. If you are interested in "for-credit" internships, please have your school contact John Granillo at IIEI directly.

The Certificates issued to those passing the exams have a new look and feel. Comments from the recipients have been very positive.

Local Chapters Forming

Continuing IIEI's tradition of networking and developing ties within the import-export community, three new chapters are forming. These chapters, two in the Phoenix, Arizona area, are being formed to meet the growing demand locally among new members. Also, a chapter is in the early formation stages in Dallas, Texas to accommodate the ever increasing numbers of IIEI members there.

IIEI is pleased to welcome all the new members at the University of Phoenix, Arizona State University's School of Business International MBA Association, and all those in Dallas.

A chapter may be formed with as few as ten starting members. You can be located anywhere in the world. A chapter organization is not only a great way to network with industry people, it aids in fostering international activities in your area.

Those interested in bringing a chapter to their area should contact Shar Moore at the International Import-Export Institute for further information, including the necessary chapter charter and supporting documentation.

Internships!

In conjunction with the appointment of Mr. John Granillio as Director of Interns, the International Import-Export Institute is pleased to announce that internships are available around the world for IIEI members. Internships provide an individual the opportunity to work within the global market place, attend informative events, and publish articles within IIEI publications. It takes a minimum of three hours a month to serve as an intern, yet the benefits are countless. Completion of an IIEI Internship includes the presentation of a Certificate of Completion, a special listing within IIEI's database denoting this status, as well as written and verbal confirmation to inquiring parties. An IIEI internship is not just a great resume building distinction, it is a valuable experience to perfect skills deemed necessary by many organizations in the international arena. These one year, renewable, non-paid positions are open to IIEI members in good standing. If this sounds right for you, mail a request for an application to: Director of Interns, The International Import Export Institute, P.O. Box 11378, Glendale, AZ, 85318-1378 USA, or call: (602) 561-1793.

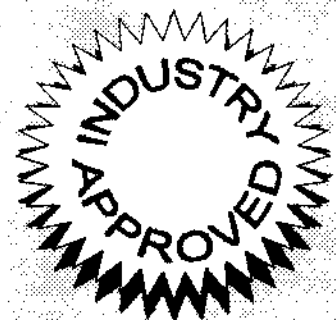
IIEI Wins Industry's Approval

As the International Import-Export Institute continues to grow and prosper, it has come to the attention of those within the industry. Their overwhelming response has been that of the best type of praise: Companies are hiring our members for important jobs within the industry. (See Applause section)

Companies are quickly realizing the importance of certification as a means of

identifying qualified individuals within the international trade arena. Joe Carusone, Manufacturing Export Logistics Liaison, Proctor & Gamble Corporation said "something like this has been needed for some time. Knowing someone is truly certified as proficient will aid greatly in conducting business with them." Others have commented on the quality which IIEI demands, aligning

their own approach to the market with IIEI. Hiring IIEI board certified personnel is the best way to show industry approval!



Executive Board

Dr. Gerry Bedore,
President, Business
Consulting Services
Donald Burton,
President, Burton Arizona
Bonny Carney,
President, Clayton, Ray
& Associates

Advisory Board

Arlita Gattisoni, Chair
President, Bright Star
Trading Company
Joseph Caruoso,
Manufacturing Export
Logistics Liaison,
Proctor & Gamble Corp.
Deen Rao Dell,
Middle East Logistics
Coordinator, DHL
Worldwide Express
Dianne Marsel,
Director, Assistant Vice
President, Strategic Design
Europe, Middle East, Africa
AT&T Corporation
Massimo Peullo,
Vice President Marketing
World Trade Center
Arizona
Frank Woods,
Trade Specialist for Arizona
U.S. Department of
Commerce, Int'l Trade Div.

Director of Interns

John Granillo,
President, Export Arizona

Program Consultants

Shir Moore
Paul Zagnoni

Graphic Design Specialist

Caulyne Burton,
University of the South

New Programs Aimed at Colleges and Universities Unveiled

In a recent interview, Dr. Gerry Bedore, Executive Director and head of IIEI's educational programs, announced that IIEI's program and educational materials will be ready for use by member colleges and universities in the first quarter of 1997.

These programs include corporate education offerings such as certificate programs, customized undergraduate degree emphasis, and in late 1997 IIEI expects to have ready its graduate level degree emphasis. All of these programs are tailored to each institution's needs. Dr. Bedore said the corporate education and undergraduate programs can be ready for institutional use within about four months from date of commitment. He further stated that in addition to curriculum and supporting materials, IIEI can train, as needed, the institution's staff for delivery of the program.

continued on page 7



Gene Edmiston, CEP, has recently been hired by AT&T to manage the export documentation needs of AT&T's worldwide miscellaneous parts as an Import-Export Compliance Manager. This included a move to Texas. Well done, Gene.

Deen Dell, CEM, has also been hired by AT&T. She brings with her a wealth of experience gained at DHL International that will aid her in the new position of Import - Export Compliance Manager, as well.

Bob Irons, CEP, has recently completed a home page for IIEI. Bob is helping bring IIEI onto the information super highway. Look for the address in future publications.

If you know an IIEI member who has recently made a career change, received a promotion, or accomplished an notable task, give them a round of applause via IIEI's GlobalWatch. Send the information to:

IIEI Applause
P.O. Box 11378
Glendale, AZ 86318-1378
USA

or call: (602) 561-1793

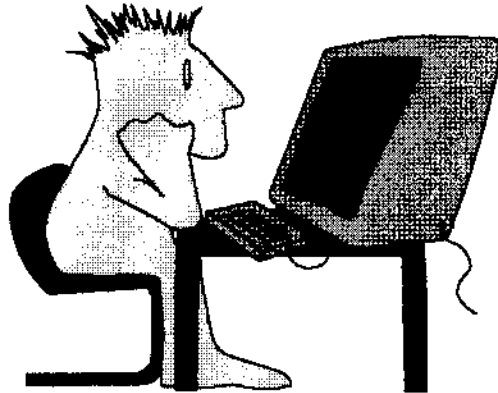


REMEMBER
The next IIEI testing date is
September 7, 1996.

DR. GERRY L. BEDORE

TECHNOLOGY CORNER

"Technology" is one of the more frequently used words today. It seems like every time you look at the local newspaper, listen to a news broadcast, or even look at the latest movie, technology is mentioned in some way. This is because technology is effecting the way we live, the way we do business, and just about everything else along the way. It is viewed as a change agent by some, and enabler by others, and yes - a negative force by others still.



business, or even study for one of many planned degree programs with one or more of our sponsoring colleges or universities.

Stay tuned for further developments! IIEINET™ will soon become your **TECHNOLOGY TOOL TO TOMORROW** and your door to developing your personal international networks and relationships.

The growth in world business depends on the availability of technology to support the massive information needs and short-term requirements associated with today's fast paced business environment. It is hard to visualize international trade without computers, telephones, satellites and the wide range of other technologies that support the many facets of international business.

IIEI recognized the importance of technology as both a change agent and an enabler. This column is dedicated to bringing the latest perspectives on technologies to our membership. We will share existing applications, and a look at the latest trends in the technologies that are affecting international trade- now and in the future.

Soon, the IIEI network, which will be called IIEINET™ will be available to our membership. Initially, the network will be implemented as a bulletin board system (BBS) where you will be able to network with other IIEI members, chapters and sponsors. Later, this facility will be linked to the Internet to form the essential linkages to our worldwide membership and to a plethora of information options. Technology will become the solution to our goal of serving the IIEI membership almost instantly.

The technology plans for IIEI do not stop here! Within the next year (and before many of you are ready for your certification examinations) IIEINET™ will provide a virtual testing site which will allow you to take your exam on-line! At the same time, developmental courses will be offered to help you prepare for your examination, achieve certification in a specific area of international

Certified !

Newly Certified IIEI Members:

Certified Export Professional

Roger E. Beck
Gene Edmiston
John H. Granillo
Robert P. Irons
Oscar Enrique Machado Leon
Shar Moore

Certified Export Manager

Deen Dell
Bobby J. Griffith
Ana M. Logan- Robledo

Would you like to comment on or contribute to IIEI's GlobalWatch?? Send all newsletter related correspondence to:

Newsletter Editor
c/o IIEI
P.O. Box 11378
Glendale AZ 85318-1378 USA
or call : (602)561-1793

◆ Products and Services ◆

Bonny Carney

It's true, the International Import-Export Institute was established to certify the proficiency of international trade professionals, but there's more to it than just certification. Membership in IIEI is also a very valuable benefit. As a member, you establish an affiliation with a local membership chapter through which you have the opportunity to network with other working professionals in the import/ export field.

Networking with others in the field allows you to interact with people who may be experiencing some of the same issues. If you need help with a particular situation, other members may be able to accommodate you. If you are venturing into unfamiliar situations in the international arena and need some advice or guidance, other members are eager to share their knowledge. If you're considering a career move to a different area of international trade, other members are a great source of support. Getting actively involved with chapter activities allows you to meet many people in your field.

This newsletter and the various other membership publications can help you remain up to date on current events. Interactions with other members is also a great way to remain current. In this age of information overload, the various IIEI media provide a great way to get

the important information without having to read through huge amounts of unimportant material. Memberships have a monetary benefit as well. Members enjoy discounts on publications, subscriptions, exams, seminars and conferences. And if you're looking for a job, thinking about changing jobs, or looking for someone to fill an open position at your company, IIEI JobNet offers on-line listings free of charge to members.

Individual membership is \$25 annually, a very small fee compared to the many benefits members realize. Student membership is available to any student currently enrolled in a recognized educational institution. Student membership is similar to individual membership in all aspects except the membership fee. Because students are frequently unemployed or only employed part-time, IIEI offers reduced membership fees of \$15. Corporate/business memberships and educational institution memberships are also available. The benefits associated with corporate and educational memberships are different from those of individual memberships. These will be covered in more depth in a future newsletter, however, if you are interested in more information right away, please contact IIEI.


Come join us at IIEI. If you are not already a member, just fill out the membership application in this newsletter and send it in today. We welcome new members as our network continues to grow.

I'd like to join IIEI !!

Name: _____	Date: _____	Membership Fees
Company: _____		Individual \$25
Address: _____ Apt. No. _____		Student \$15
City/State/ Zip: _____		Corporate \$ 450
School Affiliation (in any): _____	Phone _____	
Payment Method:	\$ _____ TOTAL ENCLOSED	
<input type="checkbox"/> Payment enclosed (Payable in US dollars only.)	Make Payable to <i>International Import Export Institute</i>	
<input type="checkbox"/> Check Enclosed (Outside the US must use money order)		
<input type="checkbox"/> Charge Account # _____	Exp. Date _____	Mail to: ATTN: Membership
Charge my <input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> AMX <input type="checkbox"/> Discover Account		International Import-Export Institute
Signature _____		P.O.Box 11378
		Glendale, Arizona USA 85318-1378

IIEI Certification Requirements

Because certification is the reason we were created, members have requested that we include the current, full requirements for the different levels of IIEI certification.

<p>Certified Export Specialist</p> <ul style="list-style-type: none"> + successful completion of the exam + involved primarily in one or two aspects of import/ export operations, i.e. customs, export documentation, export financing + no letters of recommendation required. + no resume required 	<p>Certified Export Professional</p> <ul style="list-style-type: none"> + successful completion of the exam + involved in many aspects of import/export. + requires mastery of entire international arena + two years work experience + resume and two letters of recommendation required
	
<p>+ successful completion of exam</p> <p>+ involved in the management of the import/export functions within a firm, including strategic planning and market development</p> <p>+ five years work experience</p> <p>+ resume and three letters of recommendation required</p> <p>Certified Export Manager</p>	<p>+ successful completion of the exam</p> <p>+ a person trained and certified by IIEI as an instructor or/ and instructor trainer</p> <p>Certified Export Training Coordinator</p>

I'd like more information!

Name: _____ Date: _____

Company: _____

Address: _____ Apt. No. _____

City/State/ Zip: _____

School Affiliation (in any): _____ Phone _____

Send me more information about:

[] Certification

[] Internships

[] Sponsorship

[] Contributing Articles or Reviews

[] Add me to your mailing list

[] other: _____

Mail to: International Import-Export Institute
P.O.Box 11378
Glendale, Arizona USA 85318-1378



CORPORATE SPONSORSHIPS

For the first time IIEI is offering corporate sponsorships to those companies that subscribe to IIEI's ethical and professional standards. Sponsors have several choices of involvement, depending on their business activities: Local Sponsor; National Sponsor; Regional Sponsor; International Sponsor.

Generally what separates all the levels noted above is the scope of the support. International Sponsors are noted on all mailings made by the International Import-Export Institute worldwide. This includes a masthead miniature logo for the sponsor on all IIEI stationary, notation of the sponsor's support, including logo, at all IIEI functions and events worldwide. All mailouts also will include sponsorship notation and the logo of the sponsor.

The scope of each of the other levels corresponds to the level's title: Local Sponsor will be noted on all local (chapter) mailouts, events and letterheads; Regional for regional; National for one specific country, etc. Pick the one that best meets your need and budget.

The annual fees are:

Local Sponsor	\$ 5,000
National Sponsor	\$ 10,000
Regional Sponsor	\$ 15,000
International Sponsor	\$ 25,000

If you would like a completely detailed packet of information on corporate sponsorships, please call or write: Paul Zagnoni or Shar Moore here at IIEI.

Leadership Appointed

IIEI's Executive Board is pleased to formally announce two appointments. Anita Gettleson has been appointed chair of the Advisory Board. This one-year term began July 1, 1996. The purpose of this position is to coordinate the activities of the Advisory Board to insure that IIEI continually meets the professional, certification and testing needs of the global marketplace.

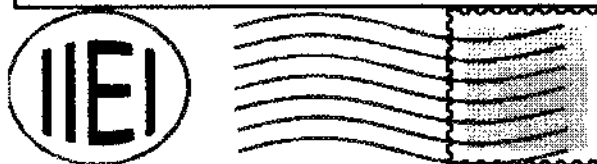
The role of the Advisory Board is crucial to the success of IIEI's mission of meeting the needs of the import-export community worldwide. IIEI's Executive Board feels strongly that Ms. Gettleson is the right person to handle the important task of directing the Advisory Board. She is the president of Bright Star Trading Company.

Also, formally joining IIEI is John Granillo. He will serve as IIEI's first Director of Interns. Mr. Granillo will manage the fast-growing internship program, chair monthly intern meetings, develop intern work assignments, and monitor and maintain quality standards within the work assignments. He brings with him work experience from industrial sales, export management and public service. The Executive Board is looking forward to working with Mr. Granillo in this crucial endeavor.

For more information on becoming an intern, see page 2.

continued from page 3 NEW PROGRAMS

If you know of any institution in your region that we should include on our mailing list, please contact us with the college or university's complete address. Send your inquiry to Paul Zagnoni, Educational Programs, here at IIEI.



Know someone who should be added to IIEI's mailing list? If so, just have them fill out the slip on page six for more information.

And thanks for helping us get the word out about IIEI!

INSIDE....



- + **CALENDAR OF EVENTS***
- + **TECHNOLOGY CORNER**
- + **IIEI'S PRODUCTS AND SERVICES**
- + **DIRECTOR'S NOTES**
- + **ADVISOR'S NOTEBOOK***
- + **WHAT'S UP**
- + **NEW CERTIFICATIONS**
- + **APPLAUSE**
- + **REVIEWS***

*** DEBUTING NEXT ISSUE**

**REMEMBER, OUR PHONE NUMBER HAS CHANGED!
CONTACT US AT (602) 561-1793**



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

THINK GLOBAL!