



Global Watch[®]

THE NEWSLETTER OF THE INTERNATIONAL IMPORT-EXPORT INSTITUTE
AT DUNLAP-STONE UNIVERSITY
19820 NORTH 7TH STREET, SUITE 100, PHOENIX, ARIZONA USA 85024

NOVEMBER/DECEMBER 2015, VOLUME 15, ISSUE 2

New Online Classroom Commences

To meet growing demand, Dunlap-Stone will be slowly transitioning all beginning classes onto its new online classroom starting in January. The move is expected to be complete and all classes are scheduled to be moved by the end of April. Classes currently in progress will not be moved. Students impacted will be notified individually. The new classroom is located at www.DSU.online.

The friendly moodle-based platform is easy to navigate. DSU technical support is available for any enrolled students impacted by the change that need assistance. Your "Welcome Letter" will tell you when your next course is on the new platform. As before, your enrollment advisor can assist you in navigating around; you can also find YouTube videos from other schools that use this popular platform.

One feature of the new classroom is there is now a down-loadable "APP" that enables students and faculty to access the classroom from their favorite online device such as their tablet, Kindle or smart phone.

The new platform will enable DSU to continue to grow the number of courses offered. It has many other added features that make it easier for students, faculty and our administration to meet their needs. Check it out.

Servicemember and Military Veteran Scholarship recipients receive 25% of tuition discount

-- any service era--

Call an enrollment advisor for details

Careers in Export Controls Require More than Experience

With the rapid maturing of the trade compliance industry, as demonstrated by the increasing employment requirements for new hires and for career advancement, current job holders have reason for concern. Trade compliance staff members who have "grown up" with the industry are discovering with the ebb and flow common in the defense industry, that if they are let go when government contracts expire, they are finding it nearly impossible to find another high-paying, responsible job anywhere near what they were previously being paid. That is unless they gained their formal education along the way that matches the current job requirements for their position.

Those that simply "worked their way up" to their senior or lead manager level in trade compliance over a number of years, but failed to complete their education, aren't able to re-enter the workforce at the level they once had because the competition for those senior level, high-paying jobs is intense.

It has been estimated that with the present maturity level of trade compliance as evidenced by the pay now being offered, those applying for entry level positions will require a bachelor degree in a related discipline such as logistics, management or trade compliance law. With the number of candidates seeking these high paying positions the competition will be intense, even among bachelor degree holders. Without a college degree, like most professional careers, they will be shut out.

Competition is coming from an unexpected direction: Recent law school graduates. Unable to find traditional law positions due to the upheaval in the legal profession, some law school graduates are entering the trade compliance field

Concern Continued on page 8

Trade Compliance Survey Shows Specialists Continue to Experience Above Average Salary

Braunfels, Texas - Gateway Recruiting, one of the nation's leading recruiters for the trade compliance industry, has published its much anticipated annual "SALARY SURVEY Trade Compliance 2016". The survey, which queries industry leaders worldwide, revealed that trade compliance specialists are continuing to be in high demand and that their pay continues to increase,

Survey Continued on page 10

What is your Company's Value Proposition
Page 3

BIS: NEWS & Sanctions
Page 4

DDTC Update
Read about ECR timeline updates
Page 5

In-Compliance: "What do you need to know?"
Page 6

Read about "Cheating Yourself"
Page 5

Read "Building Research Skills."
Page 8

See our Newest Graduates
Page 9

See Classes Starting Soon
Page 11

GlobalWatch® is a publication of
**The International
 Import-Export Institute**
 AT DUNLAP-STONE UNIVERSITY
 Phoenix, Arizona, USA

Executive Board Chair

Dr. Donald N. Burton
President, Dunlap-Stone University
 Dr. Gerry Bedore, Jr.
Former President EDMC Online

IIEI Advisory Board

Fortunato J. Gerardo, Managing Director,
Filinter Group Trading Co. Ltd.
Aurora, Ontario, Canada

Roger H. Marks, President,
National Safety Council
Washington D.C., USA

Scott Arne Maynard, Senior Consultant
 & Principal, *Exim*trade Int'l*,
Austin, Texas, USA

Chad A. Twitchell, Policy & Contracts
 Team Leader, *Sandia National
 Laboratories, Albuquerque,*
New Mexico, USA

Dr. Marsha Vande Berg, Principal,
International Business Associates,
San Francisco, California, USA

Frank Woods, Former Director,
U.S. Dept. of Commerce,
Export Assistance Center,
Phoenix, Arizona, USA

Dunlap-Stone University Program Director

Caulyne Barron, *Ed.D., V.P. -Online Programs*

GlobalWatch® is published bi-monthly
 by the
 International Import-Export Institute at
 Dunlap-Stone University.

Publication policies are at:
<http://iiei.dunlap-stone.edu/globalwatch-r-publishing-policies/>

"GlobalWatch" is a registered trademark of Dunlap-Stone University, Inc. All rights reserved.

Notes from the President

Do you feel it?

by **Dr. Donald N. Burton**



The year 2015 was an interesting year here at Dunlap-Stone University. It was filled with several "firsts" for us; Our College of Arts and Sciences was the first in the nation to offer online an accredited college course on the modern cannabis industry (see page 12). And it was the first time in a long time that we got so busy and spread thin that we postponed editions of GlobalWatch®. I apologize for that happening. As this issue shows, there is and was much going on.

The front page of this issue shows three very important pieces of news. You learn about the major change in our learning platform and I am confident everyone will find to their liking. The article about DSU partnering with law schools nationwide really reflects what is going on in the industry as a whole. Trade law is rapidly maturing as a stand alone legal discipline. That is further demonstrated in the Salary Survey conducted by Gateway Recruiting that begins on page 1. The survey ties closely with the In-Compliance column on page 6 that examines the education and training needed by compliance professionals in order to hold the high paying positions identified in the survey.

As the industries we serve continue to evolve, the article on Page 3 "A Company's Value Proposition" seems to come into focus for some strategic thinkers. I hope you find it interesting and relevant. Over the past couple of months, BIS has laid out some new rules that are chronicled on page 4 that many should find interesting.

On page 7 there is an informative article about plagiarism in university campuses and how those that

do it are only cheating themselves. When you look at page 11 you begin to see why we have gone to the new classroom platform. In the first quarter of 2016, we have nearly one hundred classes scheduled. The new classroom will enable us to keep growing the number of class start dates.

Those who have friends or relatives trying to decide which college to attend may find the article on page 12 about DSU's Bachelor of Science in Health Care Administration worth exploring. Not only is healthcare one of the most in-demand, well-paying career fields, but with DSU low tuition rates, your friends and relatives can complete their degree at a fraction of the cost of many state universities, which now cost upwards of \$40,000 per year at those schools. DSU's tuition cost is less than \$40,000 for all four years.

Our list of graduates keeps growing. I am so proud of them for their accomplishment. Congratulations to all. The same goes to all those who made the Honor Roll. Well done! And as always, thank you for your strong continued support. Be well.

Advertisement

IIEI Certification



**"The Global Trade
 Certification Standard"**

www.industrycertification.org

A service of International Trade
 Certification Authority, Inc.

A Company's Value Proposition

By Dr. Donald N. Burton

Determining the lasting value your company has in the marketplace is based on two closely tied concepts. Think of measuring this overall value by counting the number of curious coins you have in your company pocket. The more of these coins you have the greater your company's value proposition in the marketplace. As you ponder this concept, keep in mind that these are indeed very unusual coins. As you would expect, every coin has two sides. Each side is dependent on the opposite side in order to exist. You might argue as to which side came first in producing one of these coins and you might argue how many coins you have, but a careful analysis will reveal the correctness of your views. So what is so special about these coins? If we look at the sides to this coin, we'll find the answer.

One side of a single coin reflects a single "Key Factor of Success" (KFS) for your business. Identified on this one coin is a single reason why customers come to you—stated in their own words! (This is critical.) You may have any number of KFS and thus many coins, but minimally you must have one of these unusual coins to be a viable business; remember it is the reason customers come to you. A

coin can not exist without its other side; the same is true for our unique coins. So what is on the other side supporting your KFS?

Carefully protected by your company, residing on the other side of your coin, is one of your company's Core Competencies (CC); it is directly tied to the specific KFS it supports. Although each company may have many competencies, a CC is different. It is a foundation bedrock on which a company is built. Every core competency is tied to and directly supports a KFS. A CC might be the expert knowledge of your people, your organization's expertise in filling customer's needs, your engineering excellence, manufacturing acumen, your design or creative abilities, your customer service support expertise, your perfectionist qualities that ensure you provide exceptional quality. Or many other attributes. Whatever your CCs are, they need to be identified as important to those you serve (customers) and they need to be built upon, sustained and invested in. After all, they support the reasons why your customers come to you. And you want as many reasons for them to come as possible. Notice that core competencies start and end with people.

Examples:

If a CC of your company is your creative engineering excellence, your KFS might be your customers come to you for your ability to create unique solutions for them. They have confidence in this feature.

If a CC is your expertise in picking a location for your retail outlets, your KFS might be your ability to locate outlets where customers are.

If your CC is your teaching ability a KFS may be people come to you because they believe they can learn more from you. They respect and treasure you as a knowledge source.

If a CC is your ability to listen to customers and hear their true needs your KFS may be customers come to you because they feel you fill their needs better than others. They feel they connect with you.

What turns competencies of your staff into the company's core competencies? It is your recognition of the organizational interface needed between the skill sets of your staff so they create from them avenues that fill peoples' (customers) needs. For an engineering firm, it may be first making sure the professional competencies needed are present in the customer interface and second demonstrating the competencies in such a way that the customer perceives them as a KFS for you. Once this has been accomplished, there is more work to be done to ensure the coins don't disappear.

Realizing that CCs require constant evaluation and constant organi-

Active Links Embedded in GlobalWatch®

If you are reading GlobalWatch® using Acrobat Reader, and want to know more, you are able to click on [blue](#) links within articles or links shown as the source or reference for the article.

BIS Update NEWS and Sanctions

New Rules Announced Affecting Export Administration Regulations

| Publication Date | Federal Register Citation | Title of Federal Register |
|------------------|---------------------------|---|
| 9/21/15 | 80 FR 56898 | • Enhancing Support for the Cuban People |
| 9/18/15 | 80 FR 34266 | • Implementation of the Australia Group (AG) November 2013 Intersessional Decisions |
| 9/02/15 | 80 FR 34266 | • Availability for Consumer Communications Devices and Licensing Policy for Civil Telecommunications-Related Items Such as Infrastructure Regarding Sudan; Correction |
| 9/02/15 | 80 FR 52963 | • Addition of Certain Persons to the Entity List |
| 8/26/15 | 80 FR 51725 | • Export Administration Regulations: Removal of Special Comprehensive License Provisions (final rule) |
| 8/07/15 | 80 FR 47402 | • Russian Sanctions: Addition to the Entity List to Prevent Violations of Russian Industry Sector Sanctions (final rule) |
| 7/28/15 | 80 FR 44846 | • Addition of Certain Persons to the Entity List; and Removal of Certain Persons from the Entity List Based on Removal Reque |

Source: <https://www.bis.doc.gov/index.php/regulations/federal-register-notice>

Guidelines for Preparing Agreements

A proposed revision to the "Guidelines for Preparing Agreements" has been posted for public comment. Comment period ends February 5, 2016. Comments should be emailed to:

DDTCResponseTeam@state.gov with the subject line "Agreement Guidelines."

New DSP Forms Required Usage

Updated Forms - In support of OMB form expiration date updates the following forms DSP -5, -6, -61, -62, -73, -74, -83, -85, -94, and -119 have been updated. Beginning Thursday, November 26, 2015, DTrade users must use version 9.1 for forms DSP-5, -6, -61, -62, -73 and -74. Additionally, DDTC users must use version 3.1 of the DSP-85, and version

Major Export
Enforcement Case
Summaries

can be viewed at:

www.pmddtc.state.gov/compliance/documents/OngoingExportCaseFactSheet.pdf

Click link for Document

2.0 of the DSP-83, -94, -119 must be used.

Source: <https://www.pmddtc.state.gov/>

Advertisement



IIEI Certification

A service of International Trade Certification Authority Inc.

“The Global Trade Certification Standard Authority”

(877) 299-7637 (U.S. only)
(602) 792-1321

www.iiei.org

Email: info@industrycertification.org

DDTC

Directorate of Defense Trade Controls

Update**Check these Dates:**

| USML Category | | Key Milestones | | Federal Register Notice(s) | |
|---------------|--|----------------|---------------------|-----------------------------|-----------------------------|
| No. | Description | Effective Date | Transition End Date | Final Rule | Correction Rule |
| I | Firearms | TBD | TBD | TBD | TBD |
| II | Artillery | TBD | TBD | TBD | TBD |
| III | Ammunition | TBD | TBD | TBD | TBD |
| IV | Launch Vehicles, Guided Missiles, Ballistic Missiles, Rockets, Torpedoes, Bombs, and Mines | 07/01/2014 | 06/30/2016 | 79 FR 34 | 79 FR 36393 |
| V | Explosives and Energetic Materials, Propellants, Incendiary Agents, and Their Constituents | 07/01/2014 | 06/30/2016 | 79 FR 34 | 79 FR 36393 |
| VI | Surface Vessels of War and Special Naval Equipment | 01/06/2014 | 01/05/2016 | 78 FR 40922 | 79 FR 26 |
| VII | Ground Vehicles | 01/06/2014 | 01/05/2016 | 78 FR 40922 | 79 FR 26 |
| VIII | Aircraft and Related Articles | 10/15/2013 | 10/14/2015 | 78 FR 22740 | 78 FR 61750 |
| IX | Military Training Equipment | 07/01/2014 | 06/30/2016 | 79 FR 34 | 79 FR 36393 |
| X | Personal Protective Equipment | 07/01/2014 | 06/30/2016 | 79 FR 34 | 79 FR 36393 |
| XI | Military Electronics | 12/30/2014 | 12/29/2016 | 79 FR 37536 | 79 FR 77884 |
| XII | Fire Control/Sensors/Night Vision | TBD | TBD | TBD | TBD |
| XIII | Materials and Miscellaneous Articles | 01/06/2014 | 01/05/2016 | 78 FR 40922 | 79 FR 26 |
| XIV | Toxicological Agents | TBD | TBD | TBD | TBD |
| XV | Spacecraft and Related Articles | 11/10/2014 | 11/09/2016 | 79 FR 27180 | 79 FR 66608 |
| XVI | Nuclear Weapons Related Articles | 07/01/2014 | 06/30/2016 | 79 FR 34 | 79 FR 36393 |
| XVII | Classified Articles, Technical Data, and Defense Services | 10/15/2013 | 10/14/2015 | 78 FR 22740 | 78 FR 61750 |
| XVIII | Directed Energy Weapons | TBD | TBD | TBD | TBD |
| XIX | Gas Turbine Engines and Associated Equipment | 10/15/2013 | 10/14/2015 | 78 FR 22740 | 78 FR 61750 |
| XX | Submersible Vessels and Related Articles | 01/06/2014 | 01/05/2016 | 78 FR 40922 | 79 FR 26 |
| XXI | Articles, Technical Data, and Defense Services Otherwise Not Enumerated | 10/15/2013 | 10/14/2015 | 78 FR 22740 | 78 FR 61750 |

Source: <https://www.pmdtc.state.gov/ECR/index.html>

**Click the link
above to visit
the chart online
at DDTC**



(800) 474-8013

Discover why training to become a Certified U.S. Export Compliance Officer® is important to all U.S. aerospace & defense contractors and their trade compliance personnel.

In Compliance....

Trade Compliance Education and Training - What Do You Need to Know?

By Dr. Donald Burton

When attending or speaking at events, I often get asked what trade compliance education and/or training should someone take. Our office staff at the International Import-Export Institute (IIEI) at Dunlap-Stone University (DSU) frequently get the same question. Of the many learning methods offered: internal, external, computer based, face-to-face, one-day seminars/workshops, two-day conferences, shorter WebEx or Webinars, conference calls..., or fully accredited college courses on-ground or online, which is better?

The answer is simple. It depends. They all have pros and cons. The best advice is to take the ones that meet your organization's specialized needs! Each mode has different value. The two-day seminar is great because it gets you out of the office, mingling with other compliance types as you focus on timely relevant issues. If you make an extra effort the networking at these events is as valuable as the event itself. In all cases the in-

formation presented should be accurate, current, and complete. Don't be afraid to be selective about where you spend valuable and usually limited education and training dollars. If you are not careful, you can expend a lot of money and end up with poorly presented, incorrect or out-of-date information.

One-day seminars and workshops are also good because they allow you to better focus on a limited number of issues and not get "overloaded." Web-based activities are convenient and are a wonderful way to "listen in and ask questions" as experts present their views on topics. Full length college courses are outstanding because they cover the topics in greater detail. Again every delivery method or mode is valuable, but no one approach alone can do the job. Computer based or online activities by themselves are not sufficient. A combination of these modes with an appropriate level of initial and recurring face-to-face education and ongoing training are essential to maximize communication and knowledge retention.

One downside to attending conferences is information saturation.

This often happens to people new to trade compliance. By the afternoon of the first day, you can see the glazed look in their eyes. And by the end of the second day newcomers look like deer in the headlights. An enormous amount of material is presented in a constant stream. Newcomers tend to leave such events with their head spinning.

One-day seminars and training sessions also bring incredible value.

Compliance Continued on page 9



This lapel pin signifies the wearer has attained IIEI Certification's highest-level of industry recognition of proficiency over the ITAR regulations and its administration.

A service of International Trade Certification Authority, Inc.

Advertisement

Enroll Today!

Dunlap-Stone University's

Professionally Significant Degrees® Program

Bachelor of Science - International Trade Management

Emphasis: **Trade Compliance Law**

Ask an Enrollment Advisor for details -. (800) 474-8013 - (602) 648-5750

Classes Now Enrolling

**Cheating Yourself:
Consequences of Plagiarism**

Academic plagiarism is the act of presenting material created by others as though it was created by the student. Faculty members and administrators routinely use software programs to screen for it, instructional methods to discourage it, and negative consequences for offenders, but it is critical to approach the topic from the student perspective.

Lack of time, lack of interest, and lack of care are three things that seem to drive students to cheat and simply copy and paste another person's work and submit it in a class. Yes, the Internet is full of source material that may be appropriate or related to the topic that a student is required to write about. The key is the student is required to be the author. As busy, working adults, the temptation may be there to use someone else's work as a deadline looms large. However, representing someone else's work has multiple consequences.

1. Students don't learn the material. Copying and pasting something is not the same as learning it, internalizing it, and presenting the material as you understand it. If you or your organization is paying for courses, you do not get your money's worth if you are not the one demonstrating your mastery of the material. When the course is over, material you pasted will not be the valuable take-away from the class. It will simply not exist in your memory because it was never there.



Education Requirements for Advancement within the Trade Compliance Industry are changing quickly. Are you Prepared?



Graduate Law Degrees

Master of Science (MSc) -

Regulatory Trade Compliance

This online 36 credit-hour, year and a half accredited masters of science degree is open to those who possess an accredited bachelor degree from a U.S. institution (or equivalent) and who meet the program's entry requirements.

**Next Start Date
February 4th**

Master of Laws (LL.M.) -

Regulatory Trade Law

This is DSU's first online accredited law degree. Students enrolling in this one year (28 credit-hour) program are required to have earned a Juris Doctorate (JD) degree and meet the university's other entry requirements.

**Next Start Date:
Call**

Now Enrolling

Space is Very Limited - Reserve your Place Early

*The class dates shown have space available at this time. The school's web site may show other dates that have been filled.

Graduate Law Center

at Dunlap-Stone University

Call (800) 474-8013 - Outside the U.S. 01-602-648-5750
www.dunlap-stone.edu

2. Students diminish the quality of the credit earned. By cheating, which is what using unattributed work of others is, students diminish the integrity of the institution and the quality of the credits earned by themselves and others.

3. Students can be barred from future courses. Beyond receiving no credit for assignments

that include academic integrity violations, students may fail courses, and can be placed on disciplinary probation or removed from their course of study for multiple violations. Repeated violations can result in the student being expelled from the university permanently.

The best way to avoid unintentional plagiarism is to simply cite

Coins *Continued from page 3*

zation investment is paramount as time erodes any competencies. If your CC is engineering excellence, you must evaluate the “state of the art” of your engineering skills and technology and update the knowledge base and tools as things change; if not you stand to lose this CC. Stagnant CCs have no market value as the market moves on. To maintain CCs that serve as a foundation for your company’s value proposition requires that the CCs be identified, supported, and require constant investment. Your customers do not value as KFS outdated competencies or competencies that are beneath competitive standards. This close watch must be done for every competency within your organization, but especially for core competencies.

The task for any company is to identify what competencies are your CCs and what are the corresponding KFS. You need to ask what competencies do you possess now or seek to develop that could be elevated through investment or allocation of resources to become a core competency? You always want to add more of these unique coins into your pocket.

After many years of being in business, with no one watching the company’s CCs or even realizing their importance because the company has many competencies, it isn’t uncommon for a once thriving market leader to find no trace of the core competencies that once lifted them in the marketplace. Core competencies cannot be created overnight and even if they could be they couldn’t gain recognition in the marketplace

Cheating *Continued from page 7*

sources referenced in your work, give the author credit for the material you are using. A direct copying of someone else’s words should be in quotation marks, with the source cited. Borrowing ideas, even if they are not the exact words, should also be cited. Of course there are limits to how much of your paper should be created by you. The general feeling is the citation should only be a very small amount of your final paper and that the material cited should serve as reference and support for your more lengthy scholarly work.

Of course there are limits...

For more information about academic writing and citing one’s sources, the APA Style Manual, is a great starting point. The OWLS site at Purdue University is also a valuable online resource for all citation and academic writing questions.

quickly. This is why many once great companies are no longer around.

Who in your organization should make the final determination of what competencies should become core competencies of the organization? How will you marshal your resources to support your CCs? What should be the criteria used in selecting CCs? You will never answer a more important set of questions about your organization than these as they will determine your success or failure.

Copyright © 1989-2015
Dr. Donald. N. Burton All rights foreign and domestic reserved

Concern *Continued from page 1*

after gaining their trade compliance certification—even though these positions generally don’t require a JD degree, it is the pay that is attracting them, plus the fact they are still in one sense practicing law. What this means to any worker that is looking for employment due to down-sizing is competition, stiff competition, especially if the out of work person does not have a college degree. A sharp JD with industry certification but with little experience in export controls may seem a better long-term fit to an organization that is seeking someone to groom for a higher level position.

Experts agree that as the trade compliance industry matures, the employment requirements for those serving in the high paid positions will have not only the experience but the formal education similar to other mature industries. It signals to those that have their career ahead of them that they had best complete their formal education, if they expect to remain a trade compliance professional for the remainder of their career.



Become a CIP

The highest industry standard of proficiency offered by IIEI Certification for those charged with administration of the International Traffic in Arms Regulations.

To discover how you can train for the exam to become an elite, in-demand ITAR professional, call a training Advisor TODAY.

(800) 474-8013

(602) 648-5750 (Outside the U.S.)

Experienced ITAR Professionals are in demand throughout industry

Compliance *Continued from page 6*

They tend to provide knowledge on the hot topics in industry, but in an amount that people can handle. The downside is the challenge of traveling great distances for a single day event. Many organizations don't see value of having you away from the office for a total of three or four days for just one day of training.

US Department of Commerce (DOC) Bureau of Industry and Security (BIS) regional one and two-day training sessions covering the Export Administration Regulations (EAR) are superb. They generally are aimed at the person new to compliance, but also have more in-depth sessions as well. Travel is limited because these events are held around the country to best serve their constituency. They are generally smaller in size and offer more one-on-one guidance. The downside is if you have a complex problem you wish to discuss, the expertise of the trainers may not be sufficient to fully assist you. They may have to refer you to someone else. Note the BIS is generally very responsive. They actually answer their phones and return phone calls. Additionally, the annual DOC BIS Update Conference on Export Controls and Policy in Washington DC is exceptional.

There are several questions you need to ask yourself. The first is what do you want out of the training? Do you simply want to brush up on the latest changes to the regulations? Or do you need general awareness or a detailed discussion on a specific issue? Or do you need to learn the regulations from the ground up? Each venue has a specific purpose. Remember too, due diligence in selecting

which events you attend is essential to get the best bang for your buck. Always look for seasoned professionals who really do know what they're talking about. Check with your peers and counterparts and find out what events have proven themselves over time and are worthy of your time and effort to attend.

Another question is how much support does your organization give to education and training? If your organization has a history of sending people to a two-day conference once each year or only performing in-house training then you should be very selective in which sessions you attend. Some two-day events focus primarily on the US Department of State (State) International Traffic in Arms Regulations (ITAR). Unlike like the DOC, the State's Directorate of Defense Trade Controls (DDTC) does not provide their own conferences, seminars and workshops. The DDTC relies on other organizations such as SIA to fill that gap.

However, if you need broader more comprehensive State, Commerce, Customs and Border Protection education and training, your

best bet is a conference that provides a wide-variety of breakout sessions covering a full range of trade and related topics (i.e. imports, exports, customs, supply chain...) Again, choose the events that best fit your organization's expanding global trade compliance needs. You can see a complete listing of providers approved by the IIEI Certification's web site. Go to www.iei.org and select "Providers."

If you want to thoroughly learn the regulations, the only way to really do that is by immersing yourself in the whole topic over a longer time period. That is the distinct value of the longer and more concentrated online and on-ground courses and programs that range from six to 24 weeks, depending on the source. DSU has a full range of general and narrow topic online six-week courses to fit your unique training and educational needs.

Specifically, if you want to learn the regulations in depth, whether it is the EAR or ITAR, DSU offers courses to meet your need. The school's online 24/7 format makes it easy for a busy professional to find the time to complete the training. The fact that there are others in the online classes with you allows you to build a strong network of like minded professionals that lasts long after the courses end. If you're up to the challenge, the DSU's curriculum prepares individuals to sit for various industry certifications, which can be valuable career achievements and increase your knowledge and credibility in our demanding and regulatory driven global marketplace. Earning the cov-

Prepare Yourself for Career Opportunities

Non-Attorneys

Having a
**Regulatory Trade
 Compliance Law
 Masters of Science
 Degree gives you an
 advantage in pursuing
 Senior Level
 Positions In Industry**

Next Start Date Feb 4th

Compliance *Continued on page 10*

Compliance *Continued from page 9*

eted Certified U.S. Export Compliance Officer® designation helps differentiate you from other less prepared individuals.

What is the downside to taking Internet-based, in-depth courses? Most people think it's the "online" aspect that is going to be the problem. It does take a little time to get used to the electronic classroom environment, but in truth that isn't the sticking point. Like most things, to get real value from any of DSU's courses you **MUST** do the work.

The classes are set up so that you get real life scenarios and problems that require time and effort on your part to study and learn so that you have complete mastery of the content. Some people aren't up to the task. They want it easy with little or no effort. Unfortunately, really learning is never passive. It requires time, active participation and hard work. Because of the cooperative mindset of classmates and the DSU's focus on sharing lessons learned, even the most confusing and confounding parts of the regulations become clearer as practitioners—your fellow classmates—help you understand based on their real-world hands-on experience.

Further, because the learning is spread over six weeks, the retention rate is very high—over 90% nearly three months later as compared to less than 10% over the same period for material learned in a two-day seminar. At one year, the retention remains high (60-70% for DSU's courses as compared to less than

5% from two-day seminars). When you study a topic over time, you are able to internalize the material!

Because of the way DSU's online courses are built, all three learning modalities are used. Some people learn by reading, others by hearing and still others by doing. The learning outcomes for all IIEI courses are reinforced this way. The tremendous success rate is easy to understand. However, if someone wants it easy and does not want to learn, IIEI courses won't help. To learn students must expend the required level of effort.

It is recommended that trade professionals do all of the above training methods in the proper balance. Each modality has its advantages and disadvantages. No one type is the sole solution for every person either. The challenge is to find the right combination that best fits you and your organization. Taking the time and making a proper determination is well worth your effort and will pay big dividends over the long haul.

Is Trade Compliance your chosen career destination?

Got the ticket?

Are you prepared for the stiff competition emerging as you move up the career ladder?

Solid experience coupled with formal university education is the winning ticket

**BS - Trade Compliance Law
MS - Trade Compliance
LL.M - Trade Law**

Contact an enrollment advisor to get your ticket punched

(800) 474-8013

Survey *Continued from page 1*

placing them among the higher paid roles within the international trade industry.

From entry level to senior level, those who have the experience and knowledge are in high demand. For example, Trade compliance associates average as high as \$76,000 annual salary. Senior associates, with five to eight years experience, can expect to earn as much as \$86,806.67 annually, depending on region and company size. Whereas Senior Trade Compliance Associates in Europe are a bit lower at \$67,309.84.

A sample of some of the other statistics from the survey show: Trade Compliance Managers with No Direct Reports, but who oversees trade compliance of a business unit or entity, often as the Empowered Official, can earn up to \$110,210.00. Trade Compliance Managers with Direct Reports are paid even higher, up to \$124,754.34. These are only a few of the statistics contained in the survey. Read the complete report and see the Average Salary Globally per Title; the percentage of trade compliance personnel receiving bonuses and stock options and much more.

Download the complete survey at:
http://gatewayrecruiting.com/Salary%20Survey/Report_Salary%20Survey%202016.pdf

Contact information:
Gateway Recruiting, INC –
www.GatewayRecruiting.com
830-237-4443
info@GatewayRecruiting.com

Classes Starting Soon

January 2016

BUS-102 Introduction to Business
 BUS-111 Introduction to Customer Service
 BUS-113 Topics in Contemporary Business
 BUS-303 International Business Ethics
 BUS-403 Global Marketing
 HAS-103 Critical Thinking Analysis
 SCM-125 Port Authority
 SCM-202 21st Century International Logistics
 SCM-379 Warehousing: Principle and Practices
 STM-385 Information Systems in a Global Business
 TRD-201 Exporting/Importing Environment
 TRD-307 Understanding the EAR
 TRD-320 Ethics in Trade Compliance
 FAE-263 Principles of Micro Economics
 TRD-141 Incoterms® 2010
 TRD-304 US Customs Broker Exam Prep
 FAE-230 Business Accounting Concepts
 TRD-510 Import Trade Fundamentals
 TRD-532 Foreign Compliance Regimens
 TRD-540 Management of Trade Compliance
 HCA-172 Modern Cannabis Industry
 HAS-188 Introduction to The Revolutionary War
 STM-106 Computing Essentials
 TRD-214 Trade Compliance Environment 1
 TRD-308 Mastering ITAR Exemptions
 TRD-5001 IITAR: Legal and Practical Considerations
 BUS-204 Innovation and Entrepreneurship
 TRD-304 US Customs Broker Exam Prep
 TRD-306 Understanding the ITAR
 BUS-404 Researching the Global Village
 TRD-311 Documentation for Export Compliance
 TRD-307 Understanding the EAR
 TRD-309 Commerce License Exceptions

February 2016

TRD-215 Trade Compliance Environment 2
 TRD-350 China Export Controls Overview
 TRD-317 Introduction to FCPA
 TRD-505 Export Fundamentals
 TRD-320 Ethics in Trade Compliance
 TRD-528 Trade Compliance Treaties & Guidelines
 TRD-143 Introduction to C-TPAT
 TRD-304 US Customs Broker Exam Prep
 TRD-299 Agreements Under the ITAR
 TRD-307 Understanding the EAR
 BUS-118 Introduction to Business Writing
 BUS-401 Global Culture
 FAE-302 Introduction to Global Finance
 HAS-105 Writing Across the Curriculum
 HAS-132 Introduction to Psychology
 MGT-135 Introduction to Leadership
 MGT-335 Modern Management Principles
 MGT-402 Global Strategic Management
 MGT-445 Competitive Human Resource Management
 SCM-376 Purchasing in the Global Marketplace
 STM-108 Introduction to Mathematics I
 TRD-225 Documentation for the Global Village
 TRD-306 Understanding the (ITAR)
 TRD-129 Importing
 TRD-216 Trade Compliance Environment III
 SCM-127 Freight Forwarder Practices
 HAS-184 Introduction to the Short Story

Current MILITARY or EX-MILITARY? 25% Discount

Get a 25% Discount on Tuition
for All DSU Classes!

Apply for Dunlap-Stone University's
Military Scholarship!

Available TO ALL SERVICE MEMBERS
FROM EVERY ERA
and THEIR FAMILY MEMBERS *

Vietnam, Iraq or Afghanistan

Have Questions? Call an Advisor
Today!

Enroll Today -800-474-8013 -
Outside of the U.S. 602-648-5750

*Certain conditions and restrictions apply. Call for details

March 2016

TRD-5002 EAR: Legal and Practical Considerations
 TRD-550 MSc Capstone Thesis
 TRD-525 Auditing & Assessing Trade Compliance Processes
 STM-171 Introduction to Physical Science
 TRD-311 Documentation for Export Compliance
 BUS-405 Global Business Plan
 TRD-320 Ethics in Trade Compliance
 TRD-306 Understanding the ITAR
 TRD-201 Exporting/Importing Environment
 TRD-307 Understanding the EAR
 TRD-257 Empowered Official Essentials
 TRD-101 Getting Started: a New International Business
 TRD-318 Introduction to OFAC
 TRD-306 Understanding the ITAR
 BUS-403 Global Marketing
 BUS-440 Legal Environment of Business
 FAE-230 Business Accounting Concepts
 FAE-450 International Economics
 HCA-133 Introduction to Public Health
 MGT-345 Organizational Behavior
 SCM-412 Global Supply Chain Strategies
 STM-160 Statistics in Business
 TRD-140 Importing: Duties and Regulations
 TRD-311 Documentation for Export Compliance
 TRD-510 Import Trade Fundamentals

Click here to go to Classes Starting Soon

Class start date schedules are subject to change based
on class enrollments and other factors.



Dunlap - Stone University

Professionally Significant Degrees®

Building Research Skills

Dunlap-Stone University is committed to increasing the level of information literacy in its students. What this means in layman's terms is that we want to make sure that our students know what credible sources look like, what information is valuable to strengthening an academic or business argument, how to use evidence and textual support, and how to cite those sources.

Library resources are an intrinsic part of the process. Students have access through the classroom to a range of appropriate academic and popular press sources. By developing a list of key words or ideas, you can generate a quality search. From there, evaluate articles based on their appropriateness to your topic and what sort of sources you need. Are you explaining a process? Looking for a historical perspective? Providing a point and counterpoint to an issue? Scholar.google.com may also be a good place to find academic articles appropriate in a college-level or graduate class.

While the internet is filled with articles to support just about any position, it is the discerning student that knows how to differentiate between quality sources and questionable ones.

First and foremost, while Wikipedia is a great place to get an overview of a topic, or even links to

credible sources, it is not an appropriate academic source. Why? Because it is editable by anyone. While others can change incorrect information, it is not considered a peer-reviewed source. No one has explicitly fact-checked the information.

When you evaluate a source, ask who is providing the information, what their credentials are, who they are affiliated with. Do they take responsibility for the content? Are there references? Is the language biased? Emotional? Does it seem professional? What about the site that you found it on? Up to date? Lots of ads? These are all clues to the content's value in an academic setting.

When in doubt, ask your instructor.

New Elective Course Explores the Modern Cannabis Industry

Need elective course credits to complete your healthcare or trade compliance law degree, or you are just curious about this controversial topic? Consider DSU's newly accredited course, The Modern Cannabis Industry (HCA-172).

In this six week, three-credit hour course you learn about the evolving medical marijuana industry from the perspective of jobs and careers. Explore the challenges and myths surrounding the phenomena that is changing the landscape of medicine in the U.S. and the world.

Contact your enrollment advisor for start dates and details.

See course description by clicking this link:

<http://www.dunlap-stone.edu/courses/hca-172/>

Healthcare Administration Degree

DSU's affordable Healthcare Administration Degree helps ready the next generation of knowledge workers to launch their careers at 1982 Tuition Rates*

Designed from the ground up in 2013 to meet the professional and career needs of healthcare administrators in the 21st century, Dunlap-Stone University's Bachelor of Science in Health Care Administration degree <http://www.dunlap-stone.edu/degrees-and-programs/bachelors-degrees/bs-health-care-administration/> provides students with one of the most up-to-date and lowest cost quality educations available anywhere. The high demand for healthcare administrators isn't slowing down, which means that those who possess the knowledge and skills needed in industry have a very bright future. DSU's new degree was built from the ground up with input from industry leaders to ensure that the program meets employers' needs.

Healthcare has been identified by experts as a growth industry. As the population ages worldwide, the need for trained professionals is expected to be greater than the supply. DSU's Health Care Administration degree is ideal for those who want to work in the healthcare field but may not want a clinical role in providing healthcare.

World Class Education for Less

* Compared to state universities that may charge over \$40k per year tuition only (2015-16 school year), at under \$10k per year, DSU's tuition for all students compare to other schools 1982 tuition rate.

Attorneys

Master of Laws in
U.S Regulatory Trade Law

Call for Next Start Date

Space is Very Limited

GRADUATION ANNOUNCEMENT

Connie Allen

Degree Awarded: **Associate of Arts**
 Emphasis: Business Administration
 Graduated with Honors: *Summa Cum Laude*

Jennifer Bedingfield

Degree Awarded: **Bachelor of Science**
 Emphasis: Trade Compliance Law
 Graduated with Honors: *Cum Laude*

Kimberly Gurski

Degree Awarded: **Bachelor of Science**
 Emphasis: Global Supply Chain Management
 Graduated with Honors: *Magna Cum Laude*

Kimberly Harper

Degree Awarded: **Bachelor of Science**
 Emphasis: Global Supply Chain Management
 Graduated with Honors: *Magna Cum Laude*

Susan Haerting

Degree Awarded: **Bachelor of Science**
 Emphasis: Trade Compliance Law
 Graduated with Honors: *Magna Cum Laude*

Congratulations!



Jennifer King

Degree Awarded: **Bachelor of Science**
 Dual Emphasis: Trade Compliance Law &
 Global Supply Chain Management
 Graduated with Honors: *Magna Cum Laude*

Sharon May

Degree Awarded: **Bachelor of Science**
 Emphasis: Trade Compliance Law
 Graduated with Honors: *Cum Laude*

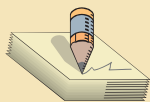
Henry Pizarro

Degree Awarded: **Bachelor of Science**
 Emphasis: Trade Compliance Law

Kimberly Pritula

Degree Awarded: **Bachelor of Science**
 Emphasis: Trade Compliance Law
 Graduated with Honors: *Summa Cum Laude*

The administration, faculty, and staff of Dunlap-Stone University are proud to announce these outstanding graduates. Congratulations to all the supportive families and friends for helping them achieve this life milestone!



Dunlap-Stone University Student Honor Roll

The students shown here have demonstrated outstanding "A" performance .

Honor - Distinction - Excellence

Amina Ahmad
 Ashley Akers
 Diana Albert
 Leopold (Lee) Alvarez
 Cigdem Atahan
 Aidos Bekturganov
 Sean Black
 Andrew Booth
 Terri Bravo
 Carly Bull
 Kevin Carlson
 Andre Cavazos
 Natalia Cepeda
 Lisa Chapin
 Erik Chen
 John Chew
 Valerie Chu
 Joshua Clepper
 Michael Cook
 Pamela Danisiewicz
 Susan Daviess
 Danielle De Graaf
 Wendy Epley

Carla Felton
 David Ferrier
 Alicia Fowler
 Michelle Gallagher
 Daniel Gallego
 Alesia Griesmyer
 Teresha Groseclose
 Reid Gustafson
 Patrick Hamker
 Kimberly Hawke
 Annette Hayden
 Torsten Helk
 Claire Hoberecht
 Jan Hoffman
 Richard Hornfischer
 Christina Huelsman
 Patricia Jeffrey
 Bradley (Ryan) Jones
 Luke Juarez
 Suzanne Kachigian
 Jennifer King
 Erica Krauss
 Nicole Long

Rajesh Malle
 Janet Mantell
 David Martell
 Teena Mathis
 Andrew Mell
 Braulio Mercader
 Katrina Michaelis
 Barbara Milam
 Angela Miner
 Danielle Mulka
 Tracy Perreault
 Mery Jones-Prout
 Renate Radford
 Laura Roberts
 Cheryl Rockwell
 Gisela Schaefer
 Ulla Skeffington
 Nikita Stamm
 Amy Styers
 Lesley Tart
 Andria Toscano
 Brenda Trinko
 Jeanine Turell

Pamela Turinsky
 Mark Tylicki
 Cheryl Van Achte
 Susan Washburn
 Francoise Caroline Richardson
 White
 Cynthia Whitecotton
 Stephanie Wood
 Aaron Yip
 Betty Zambrano
 Nicole Zamora

Congratulations to these Outstanding Students.

Your Dedication,
 Perseverance and Hard
 Work are to be commended.
 Well done!



The International Import-Export Institute

at *Dunlap-Stone University*

19820 North 7th Street, Suite 100

Phoenix, Arizona USA 85024

Phone: (800) 474-8013 Outside U.S. (602) 648-5750

Fax: (602) 648-5755

Email: info@dunlap-stone.edu

Visit us Online at: <http://www.dunlap-stone.edu>

Sign up for your FREE email subscription to GlobalWatch® today!



Dunlap-Stone University's International Import-Export Institute



Bachelor of Science International Trade Management

With an Emphasis in:

Trade Compliance Law Now Enrolling

Professionally Significant Degrees®

**Great careers don't just happen.
They are planned!**

Speak to an Academic Advisor today about your goals for tomorrow!

Visit our Website at iei.dunlap-stone.edu
or Call (800) 474-8013 - Outside the U.S. 01-602-648-5750