

36th Annual SC International Trade Conference Tuesday, May 26th – Thursday, May 28TH, 2009

Charleston Place
Charleston South Carolina

AGENDA

Tue., May 26, 2009

10:00 – 12:00 AM Tennis Tournament – Wild Dunes Tennis Center - Isle of Palms, SC

11:00 AM Registration & Exhibits Open

1:00 – 2:30 Education Session I - International Trade Resources - Riviera Theatre

Moderator: Mike Filchock, Director, Global Trade Solutions, Sun Trust Bank

- International Marketing: Finding New Markets – Fred Monk, President, Find New Markets
- Finding Buyers and Sellers–Chuck Wigand, President, CenTradeX, Center for Trade Intelligence
- “International Contracting and Dispute Resolution” – David Dubberly, Partner, Nexsen Pruet
- “International trade: rules; fairness; and decision-making” Stewart Bauknight, former Logistics Officer, World Trade Organization, Business Development Director, Landmark Enterprises
- Global Trading Consortium – Tom Persons, Chairman, Global Trading Consortium and President/ CEO, South Carolina Technology Alliance

2:45 – 4:30 Education Session II – International Financial Resources–Riviera Theatre

Moderator: Mike Filchock, Director, Global Trade Solutions, Sun Trust Bank

- “Changes in the Global Export Finance Environment – What Do They Mean For Your Company?” James Morrison, Ph.D., President and CEO, Small Business Exporters Association of the United States
- Stimulus Package - Ted Kinghorn – Chairman, Kinghorn, Hilbert & Associates Trade
- Finance and International Payment Methods - Mike Filchock, Director & Sales Manager, Global Trade Solutions, Sun Trust Bank
- Export Working Capital Guarantees - Dan Holt, International Finance Specialist, U.S. Small Business Administration
- Funding Overseas Investments – Judy Gilbert, Outreach Coordinator, Overseas Private Investment Corporation (OPIC)
- “Credit Risk Insurance, What is It?” – Wayne Trotter, President, Export Financial Services, Inc.

EDUCATION CERTIFICATE AWARDED TO ATTENDEES

6:00 – 8:00 Welcome Reception – Outside Circle, Charleston Place Hotel

Wed., May 27, 2009

7:00 AM Registration Opens

7:15 Buffet Breakfast –Cypress Ballroom, Charleston Place Hotel

7:50 **Opening Ceremony and Welcoming Address**

Welcome: Ron Reighter, Vice President Global Trade Solutions,
Sun Trust Bank - 2009 Conference General Chairman – Charlotte, NC

Invocation: Fr. Lenwood Williams, Director, Charleston Port & Seafarers Society, Cathedral of St. Luke & St. Paul

Presentation of the Colors:
Patriotic Songs –Will Purcell

KEYNOTE SPEAKER:

Leslie M. Schweitzer, Sr. Trade Advisor, US Chamber of Commerce

The Chamber leads a two-front battle to knock down trade barriers abroad and keep our markets open at home. Trade is no longer a luxury. It is in the vital self-interest of our nation. One-third of our economy is now trade dependent. Ninety-five percent of the world's consumers live outside the United States.

8:45 Exhibits Open – Riviera Theatre

9:15 **Business Session 1: The Latest In Compliance And Trade Agreements**

Mr. Jonathan Fee, Partner, Alston & Bird LLP

Jon Fee focuses his practice on customs and international trade matters, with particular emphasis on preferential trade programs, free trade agreements and U.S. trade legislation. He has extensive experience in trade issues affecting textiles, apparel, aircraft, heavy equipment, and electronics.

10:15 **Break**

10:30 **Business Session 2: Outsourcing - Third Party Logistics Providers**

Moderator – Kent Gourdin, Chair, Department of Marketing & Supply Chain Management and Director, Global Logistics & Transportation Program, College of Charleston

Speakers:

“Selecting a 3PL” - Kenneth Sine – Director of Trade – Ocean Services, CH Robinson

**“New Trends in the Trade – Transload distribution with a bundled solution”
David Bennett – Vice President, Global Logistics Sales,
Schneider Logistics International**

**“Value Added Solutions Through Supply Chain Management” - Kevin Kendrick,
Senior Director Supply Chain, Maersk Logistics,**

12:00 Noon **World Trade Luncheon** – Cypress Ballroom, Charleston Place Hotel

Introduction & Announcements: Ron Reighter

WELCOME:

The Honorable Joseph P. Riley Jr., Mayor, City of Charleston

Invocation: Fr. Lenwood Williams, Director, Charleston Port & Seafarers Society, Cathedral of St. Luke & St. Paul

Introduction of the SCITC Board Members and past General Chairman

Presentation of International Trade Scholarships: Mr. Byron Miller, Director of Public Relations, South Carolina State Ports Authority-Charleston, SC

Port Update:

David J. Posek, Chairman, Board of Directors, South Carolina State Ports Authority

Maritime Association of South Carolina: Vincent J. Marino, Chairman

Introduction of Keynote Speaker : Vincent J. Marino

KEYNOTE SPEAKER: MIKE VEECK, PRESIDENT CHARLESTON RIVERDOGS, AND AUTHOR OF FUN IS GOOD

Fun Is Good: How to Create Joy and Passion in Your Workplace and Career

Maverick marketing whiz Mike Veeck presents his simple, no-fail formula for business success: make work fun and you'll create a culture where the best people will want to work and customers will want to spend their money. Mike Veeck runs six minor-league baseball teams, and for each of them he's drafted a business plan that begins with three simple words: "Fun is good." The fun-is-good philosophy not only has worked to make an evening at one of his ballparks--full of laughs, zany promotions, and free giveaways--enjoyable for everyone; it has transformed a half-dozen money-losing or start-up teams into a thriving \$25 million business. In this book Veeck, son of legendary baseball owner Bill Veeck, shows why an injection of fun, creativity, and passion is so essential to business success. We learn: Why customer service, the lifeblood of any business, suffers when employees aren't having fun at work How just a few people with the fun-is-good attitude can transform an entire workplace What companies should look for when hiring people and how employees can forge a fun-is-good career path Throughout, the book is peppered with vignettes, where we hear firsthand from people who have benefited professionally and personally from the fun-is-good philosophy and how they have applied it specifically to their own industries and careers.

Introduction of 2010 Conference General Chairman Luncheon Closing

2:30 – 4:30 PM Business Session 3: Workshop: Sharpen your Leadership Edge – Don't get in your Own Way! Margaret Seidler– Consultant & Master Trainer, Seidler & Associates LLC.- Riviera Theatre

Leadership is a science, an art and an evolution. If you're looking for ways to evolve into an enlightened leader in your personal and professional lives, **Power Surge: A Conduit to Enlightened Leadership** (HRD Press) provides an opportunity to gain a new and deeper awareness of what it takes to achieve and sustain leadership greatness in today's complex world. Shine a light on your blind spots and begin your journey of self-discovery today. Once you learn how to do this for yourself, you can apply it to managing ongoing organizational challenges.

4:30 PM Adjourn for the day

**6:30 –10:30 PM Evening Entertainment: Charles Towne Landing
Silent Auction for the benefit of The Storm Eye Institute and the
Charleston Port & Seafarers Society – ends at 8:30
Dress Casual, Buses leave the Charleston Place horse circle starting at 6:00 to
7:30 - Buses return at 9:00 with last bus at 10:30**

Thursday, May 28, 2009

7:00 AM Breakfast Buffet- Cyprus Ballroom, Charleston Place Hotel

8:00 AM Introduction of Keynote Speaker: Clarke Thompson

KEYNOTE SPEAKER Charles Bierbauer

Dean of the College of Mass Communications and Information Studies at the University of South Carolina, Consultant, and Senior Contributing Editor Mr. Bierbauer has worked in radio (for WKAP), print news (with the Allentown Morning Call, the Associated Press, and the Chicago Daily News), and in broadcast news (for ABC, CNN, and the Discovery Channel). His television work has included stints in Philadelphia, New York, Bonn, Moscow, London and Vienna. In the process, he covered every Presidential campaign from 1984 to 2000, and also produced a documentary about the 9/11 attacks. Mr. Bierbauer has also served as a member of the national Council for Media & Public Affairs at George Washington University and is on the advisory board for the Washington Center for Politics and Journalism. In 1997, he won an Emmy for anchoring CNN coverage of the 1996 Olympic Park bombing in Atlanta. He also is a recipient of the ACE Award from the Association for Cable Excellence and the Overseas Press Club Award for his reporting of the Yom Kippur War.

9:45 Donald Ratajczak, Ph.D – Economist

Emeritus professor of the J. Mack Robinson College of Business at Georgia State University, and consulting economist for leading businesses and governmental agencies. Ratajczak is one of the world's most celebrated economists and a primary source of economic forecasting information. His analyses of business cycles, international trade, economic forecasting and Federal Reserve policy are featured regularly on CNN, CNBC and in major print media. Hailed the nation's "top economic guru" by BusinessWeek magazine, Ratajczak is a recipient of the prestigious Blue Chip award for forecasting accuracy.

**Drawing for choice of an 11 or 7-day Caribbean Cruise will take place – Courtesy of MSC CRUISES and Mediterranean Shipping Company - <http://www.msccva.com/> and <http://www.msccruises.com/page.asp?y=fleet.main>
Must be present to win – only conference registered attendees**

11:00 AM ADJOURN FOR OPTIONAL AFTERNOON ACTIVITIES

12:00 PM **Golf Tournament – Patriots Point Links, Mount Pleasant, SC - <http://www.patriotspointlinks.com>**

1:00 PM **Robert Dickson of Roberts of Charleston's Restaurant cooking class**

6:30 - 10:00 PM Evening Entertainment – Alhambra Hall, with band Permanent Vacation, casual dress.

Buses leave the Charleston Place horse circle starting at 5:30 to 7:30 - Buses return at 9:00 with last bus at 10:00