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World Trade Luncheon Keynote Speaker Mike Veeck

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

It is a name synonymous with fun at the ballpark. Veeck continues to blaze new trails every baseball season.

After all, who else would hire a dog or pig to deliver baseballs to the umpire, a Roman Catholic nun to give massages, mimes to perform instant replays or lock fans out of the stadium to set an all-time attendance record for fewest people at a game. The Veeck family started in baseball nearly a century ago when Veeck's grandfather was president of the Chicago Cubs. Veeck's father, Bill, was a Hall of Fame owner with the St. Louis Browns, Cleveland Indians, Chicago White Sox and the then-minor league Milwaukee Brewers. Bill Veeck will always be remembered for signing Larry Doby, the first black man to play in the American League.

It is with the belief that anything is possible and no idea too silly that Veeck operates his ballclubs. Veeck is the part owner of six baseball teams and is a consultant for one other. In 2005, he was recognized by Baseball America as one of the 25 most influential people in baseball over the last 25 years. He has worked for four and a half Major League baseball teams including the White Sox, Marlins, Tigers and Rays. The half is a secret!

Serving to put fun back into baseball while proving his ideas are not specific to sport, Veeck has spoken and entertained groups at companies such as the NBA, 3M, General Mills, and NASCAR. His first book was released in 2005, entitled "Fun is Good," describing how the simple approach of putting "fun" back into the workplace brings out the best in your employees and keeps your customers coming back for more. He has taken the "Fun is Good" way of life and helped his teams routinely reach attendance and customer service milestones, while receiving national publicity and awards for innovative promotions. He has made appearances on 60 Minutes, HBO Real Sports with Bryant Gumbel, NBC Nightly News and ESPN Sportscenter.

As an advertising professional, Veeck serves as the creative director for Advertising Professionals, and recently received the 2007 Silver Medal Award from the Advertising Federation of Charleston, SC.

Veeck and his wife Libby, reside in Mt Pleasant, S.C. He is the father of two children, William "Night Train" and Rebecca.

Stewart Bauknight

Stewart Bauknight has extensive knowledge in international trade policy, development issues and international affairs. She spent 12 years abroad and worked for the World Trade Organization (WTO) in Geneva, Switzerland, where she trained government officials on international trade rules. Stewart has traveled to over 60 countries and is certified in French by the United Nations.

She has a Bachelor's degree in International Business Administration from the American University of Paris, France and a Master's degree in International Relations from Webster University in Geneva, Switzerland.

Currently, Stewart is based in Charleston, S.C. and working for Landmark Enterprises, Inc., a commercial real estate development company, as its Business Development Director. She is implementing an international outreach initiative and expanding the company's territory.

Stewart is a member of the Chamber of Commerce, the Palmetto Chapter of Women in Defense, the Center for Women and Charleston Young Professionals. She is also the publicity chair for Charleston Women in International Trade (CWIT), a newsletter contributor and committee member for the Charleston Defense Contractors Association (CDCA) and a sponsor for the Sweetgrass Basket Foundation.

Stewart also plays guitar and soccer, loves to cook, read and work crosswords.

David Bennett

Vice President, Global Logistics Sales

David Bennett is vice president, global logistics sales at Schneider Logistics. In this position, Bennett is responsible for all aspects of commercial activities for Schneider Logistics' international lines of business, to include transloading and distribution, warehousing, port drayage air/ocean freight forwarding and customs house brokerage.

Bennett joined Schneider Logistics in January 2009 with over 16 years of international trade and logistics experience. Before joining Schneider Logistics, Bennett held senior leadership positions with K-Line America and Globe Express Services.

Because of his extensive experience and thorough insight, Bennett is highly sought after to participate in industry events and a frequent contributor to various industry publications.

Schneider Logistics, Inc. is a provider of comprehensive logistics services to small, medium and global shippers across the globe. The company's services include transportation management, freight brokerage, air/ocean freight forwarding, customs house brokerage, transloading and distribution, supply chain management and consulting services.

Schneider Logistics is a subsidiary of Schneider National, a premier provider of transportation and logistics services enhancing the standard of living worldwide. A \$3.7 billion company headquartered in Green Bay, Wis., Schneider National has provided customers with expert transportation and logistics solutions for nearly 75 years. Schneider National employs over 22,000 transportation and logistics experts worldwide, including operations in North America, Europe and Asia.

David Dubberly

Partner, Nexsen Pruet

David E. Dubberly chairs the Firm's Employment and Labor Law Practice Group; he also co-chairs the Firm's International Law Team.

Mr. Dubberly represents companies in employment-related litigation and in investigations by the U.S. Department of Labor's Wage and Hour Division, the Department's Occupational Safety and Health Administration, the U.S. Equal Employment Opportunity Commission, and similar state agencies. He has extensive experience with discrimination, harassment, retaliation, whistleblower, wage and hour, payment of wages, and employment contract claims, as well as claims based on non-competition and non-disclosure agreements. He also has extensive experience drafting executive employment and severance agreements.

In addition, Mr. Dubberly helps clients negotiate international sales, supply, joint venture, distribution, and licensing agreements, and set up sales offices and distribution centers in the U.S. and in other countries. He also represents clients in litigation and arbitration involving international business disputes.

Jonathan M. Fee

Partner

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.

Mr. Fee is a licensed customs broker and teaches preparation courses for the national customs broker exam. He is a member of the American Apparel Producers Network, the United States Association of Importers of Textiles and Apparel, the National Customs Brokers and Freight Forwarders Association and the American Apparel and Footwear Association, for which he formerly chaired the Government Relations Committee. Mr. Fee has spoken frequently in the United States, Asia, Central America, and Africa on U.S. trade policy and free trade agreements. He is active in community service, and chairs the firm's D.C. Pro Bono Committee.

Mr. Fee received his undergraduate degree in 1971 from the Wharton School of the University of Pennsylvania, and his law degree from Emory University in 1974. He is a member of the American, Georgia, and D.C. Bar Associations, and admitted to practice in the Court of International Trade, the Court of Appeals for the Federal Circuit, and the U.S. Court of Appeals for the District of Columbia Circuit. He is a board member and former President of the Atlanta Legal Aid Society and a board member and Secretary of the Capital Area Immigration Rights Coalition. He also serves as a board member for the Legal Aid Society of the District of Columbia and Bread for the City.

Michael Filchock

Director in the Global Trade Solutions Division, SouthTrust Bank

Michael Filchock, former loan officer at the Export- Import Bank of the U.S. ("Ex-Im Bank") and SouthTrust Bank, is currently with SunTrust Bank as Director in the Global Trade Solutions Division in its Atlanta office.

At SunTrust Bank, Mr. Filchock is the international sales manager for new business development. As a former Ex-Im Bank official, he has extensive knowledge of all Ex-Im Bank programs and policies to assist U.S. exporters. His advice is sought frequently on export credit insurance programs, private insurance, letters of credit, shipping and trade finance. Under his guidance, his sales team is responsible for consulting with small, medium and large importers and exporters and providing solutions to their trade issues and needs. Mr. Filchock is a frequent lecturer at trade seminars and events.

With Ex-Im Bank, Mr. Filchock was a Loan Officer in the Latin-American Division, responsible for the medium and long term guarantees and direct loan programs. His responsibilities included sovereign and private borrower credit analysis, while negotiating Ex-Im Bank's terms, policies and conditions with U.S. exporters, banks and foreign purchasers of U.S. goods and services. In addition, Mr. Filchock performed marketing functions for Ex-Im Bank as a Business Development Officer in charge of Mexico, Central America and the Caribbean. He coordinated the business development activities in these markets and represented Ex-Im Bank at seminars, public relations meetings and conferences. He has spoken frequently to foreign buyers and U.S. exporters on Ex-Im's programs, policies and procedures.

Before joining Ex-Im Bank, Mr. Filchock worked for KPMG Peat Marwick, L.L.P. and the Federal Home Loan Mortgage Corporation, commonly known as Freddie Mac.

Mr. Filchock graduated from California University of Pennsylvania with a Bachelor of Science Degree in Business Administration: Accounting. He earned his MBA from Averett University.

Judyth Kay Gilbert "Judy"

External Affairs & Protocol Officer for the Overseas Private Investment Corporation (OPIC)

Judyth Gilbert is the External Affairs & Protocol Officer for the Overseas Private Investment Corporation (OPIC). There Ms Gilbert plans, executes, and organizes public diplomacy and outreach initiatives for OPIC, including the agency's international investment conferences. Ms. Gilbert also coordinates speaking engagements and the participation of OPIC staff in outside conferences and events. Additionally, Judy serves as the Outreach Coordinator for Minority and Women-Owned Businesses, which includes organizing the successful OPIC workshop series, "Expanding Horizons: A Workshop About Investing Overseas for Minority and Women-Owned Businesses." Ms. Gilbert brings her extensive background in economic development, marketing, and government affairs to her position at OPIC. She previously served as Special Assistant for Economic Development for Senator Tom Harkin of Iowa; the Tourism and Film Office Manager for the Iowa Department of Economic Development; and has served in various other capacities in the banking and commerce industry.

Dr. Kent N. Gourdin

Director of the Global Logistics & Transportation Program at the College of Charleston

Dr. Kent N. Gourdin is the Chair of the Marketing and Supply Chain Management Department and the Director of the Global Logistics & Transportation Program at the College of Charleston. Prior to coming to Charleston in August 1999, Dr. Gourdin spent 11 years at the University of North Carolina at Charlotte and completed a 20-year career in the United State Air Force as a transportation officer. While in the service, Dr. Gourdin was stationed in Germany, Thailand and Korea in addition to serving a temporary tour of duty in Turkey. He has also conducted research in Hong Kong and Singapore and has traveled extensively throughout Europe. Dr. Gourdin earned his doctorate at the University of Tennessee and has published extensively on various aspects of international transportation and logistics management. In addition, he is the author of a textbook entitled Global Logistics Management published by Blackwell Publishers.

Daniel W. Holt

International Finance Specialist, US Small Business Administration

Dan Holt was born and spent his early life in Wilmington NC. Dan received his B A. Degree from THE CITADEL in Charleston, SC.

After serving as an officer in the US Army Corp of Engineers in Europe, Dan returned to civilian life and managed a major retail operation. After a second stint in the military Dan became employed in financial services and banking.

Dan joined the Small Business Administration in the early 1980's as part of the Disaster Farm Loan servicing operation. Dan was promoted to the Commercial Loan Division and became the Senior Lender for the North Carolina District Office.

In the late 90's, SBA realized the need for Small Business to have access to capital to be able to compete in the global markets.

Dan was selected for the position of International Finance Specialist for North and South Carolina , Tennessee and Virginia, and has worked for the past several years as a partner with the US Foreign Commercial Service and the Export-Import Bank to expand the potential of Small Business in the Carolinas.

Kevin D. Kendrick

Senior Director, South Gulf Region

Kevin Kendrick is the Senior Director of the South Gulf Region for Maersk Logistics and is based in Charlotte, North Carolina. He is responsible for business development and operational execution for supply chain management, ocean transportation and airfreight services covering twelve states.

Kevin began his career with A.P. Moller in 1991 as a Management Trainee. After graduating from the program, he held various Sales and Operational positions, which included Account Executive, Sales Manager and District Manager. In 2000, Kevin joined the Global Sales team as a Director where he was responsible for the growth and development of Global Key Clients.

Mr. Kendrick received a Bachelor of Arts degree in Business Administration from Furman University.

Mr. Kendrick is married and has three children.

Edward J. Kinghorn, Jr.

Chairman, Kinghorn, Hilbert & Associates

Edward J. Kinghorn, Jr., chairman and founder of the firm, has spent a career working in government affairs. Ted served as executive assistant to Senator Strom Thurmond of South Carolina, where he oversaw constituent services, assisted in the administration of the office and gained experience of the legislative process, which has been vital to his subsequent success in government relations. Prior to working for Sen. Thurmond, he was employed at the Treasury Department, in South Carolina state government, and the Municipal Association of South Carolina. Ted has also worked with a number of civilian and defense advisory organizations in the nation's capital, as well as other areas of the country such as the Technical Advisory Board at the Sacramento Air Logistics Center. Ted earned his Masters of Public Administration from the University of South Carolina.

Ted founded Kinghorn, Hilbert and Associates in 1985, and since then he has led the firm's efforts through direct involvement with public and private clients with a wide array of interests and needs on the federal level. By working closely with both well-established and start-up entities Ted has helped numerous companies and institutions find their feet and encouraged their growth and development by securing solid congressional relations and making sure he is there to guide and advise on all business development and federal concerns and issues. Ted has specific expertise in DoD, Homeland Security, Energy, and law enforcement areas, and has helped ensure federal funding for important projects that have made vital contributions to both the local community and national security, securing well over \$900 million in contracts and congressional appropriations during the last 26 years.

Vincent J. Marino

Maritime Association of South Carolina, Chairman

Vince Marino is President of a Charleston, South Carolina based Maintenance and Repair organization, where he leads a network of M & R and Drayage facilities serving the East Coast markets. Vince is responsible for all operational aspects including labor relations,

customer relations, facilities planning and future expansions. His career spans 36 years in the steamship industry.

The Marine Repair Services Group was formed and has been under the same management / ownership since 1971. The Marino family maintains a corporate headquarters on Daniel Island, South Carolina along with eight (8) current M&R facilities. No other Maintenance and Repair vendor on the East Coast came anywhere close to having as many I.L.A. related M & R man hours.

A native of Brooklyn, New York, Vince graduated New York University with a B.S. in Business Administration. Vince is current Chairman of The Maritime Association of South Carolina. Vince is also a member of the Propeller Club, and currently serves on the Board of Directors of the Charleston Metro Chamber of Commerce, and the South Carolina International Trade Conference.

Vince resides in Charleston, SC with his son, Anthony, and daughter, Ashleigh.

Byron D. Miller

Director of Public Relations, SC State Ports Authority

Byron Miller is director of public relations for the South Carolina State Ports Authority, where he is responsible for external communications and serves as the Authority's spokesman. He joined the Ports Authority in 1993.

A South Carolina native, he is an active volunteer with various professional associations and community organizations. He is Southeast Regional vice president of the International Propeller Club, and serves on the boards of various community and industry organizations.

Byron is a graduate of Leadership South Carolina and Leadership Charleston. In 2007, he was selected the Charleston region's "Transportation Leader of the Year." Byron was also named the Propeller Club's 2005 Member of the Year and was selected for the Charleston Regional Business Journal's "Forty Under 40" in June 2000.

He earned bachelor's degrees in French and in business administration from The College of Charleston, with a concentration in global logistics.

Byron, his wife, and their two daughters live on James Island.

Fred J. Monk

President, ECI/Find New Markets

Fred J. Monk is president of the ECI/Find New Markets, a non-governmental organization that helps companies and economic development organizations grow in international and domestic markets.

Founded in 1997, ECI focuses on business intelligence, market identification, market research, export training and business coaching for primarily small to medium-sized companies. Its Venture Elements division helps companies and economic developers connect through search engine performance and helps companies transform their business message through fundamental marketing on the web and in printed materials in multiple languages.

Fred is South Carolina's representative on the Appalachian Regional Commission's Export Trade Advisory Council. He serves on the Governor's Commission for International Agreements and Cooperation and is president of the Midlands International Trade Association. He serves on the advisory board of the Center for Entrepreneurship at Francis

Marion University and chairs the South Carolina Coalition for Small Business and Entrepreneurship.

He is chairman of the Columbia World Affairs Council and was involved in forging South Carolina's sister-state relationships with Rheinland-Pfalz, Germany and with Queensland, Australia; and Columbia's sister cities in Kaiserslautern, Germany; Cluj-Napoca, Romania; Plovdiv, Bulgaria; and Yibin, China.

He is a graduate of the University of South Carolina, a retired lieutenant colonel in the South Carolina Air National Guard and is a past president of the Society of American Business Editors and Writers.

Chuck Wigand

CentradeX

A 17-year veteran of the technology industry, Chuck Wigand started with CentradeX as their director of information technologies. During that time his focus was on stabilizing the foundation of the company's technology and product offerings. Quickly being promoted to vice president of information technologies, Chuck worked with founder and CEO, Robert Thompson, to evolve and fine-tune the company's product strategy and vision while working with sales and marketing to gain customer confidence. In his new role as president, Chuck manages all operational functions at CentradeX – from product development and marketing, to domestic and global sales and service.

Before this role Chuck was the owner and president of KREDO Teknologies, a custom software consulting company servicing small companies with product development and product strategy. During the years owning his own company and previously working for other companies, he was involved with many successful projects with clients such as Deloitte & Touche, HCA, iStudySmart.com, Dominic & Irvine Research, United Way of Metro Nashville and Vanderbilt University.

James W. Morrison, Ph.D.

President and CEO, Small Business Exporters Association of the United States

James Morrison is the President and CEO of the Small Business Exporters Association of the United States, the nation's oldest and largest nonprofit organization devoted exclusively to small and medium-size exporters. SBEA is also the International Trade Council of the National Small Business Association, the nation's oldest nonprofit advocacy organization for small business. Altogether, SBEA represents over 22,000

SBEA frequently meets with senior U.S. Commerce Department officials and others in the government to discuss export promotion. Morrison was appointed by the Secretary of Commerce to the District Export Council organization, a group of 1500 leading exporters and export service providers who provide the Commerce Department with export promotion advice and support. DEC members elected Morrison to organization's National Steering Committee and its Executive Committee.

Prior to his work with SBEA, Morrison resided in Brussels, where he was the Policy Strategist of the World Travel and Tourism Council, the leading public policy organization for the global travel and tourism industry. He obtained his Ph.D. from the University of Minnesota and his B.A. from the University of Southern California.

Thomas E. Persons, Sr.

President and CEO

Mr. Persons was born in Savannah, and attended Brunswick College where he majored in business and marketing and was President of the Student Government. He continued his education at the University of Georgia and Mercer University in Business Administration and Marketing.

Tom previously lived in Atlanta, Georgia where he held various jobs with Southern Bell and AT&T. He was recognized by both Southern Bell and AT&T's GBCS as one of their leading executives. During 1983, he received the prestigious AT&T Corporate "E" award for excellence in sales and marketing leadership. On February 23, 1996, he announced that after 30 years in the communications industry, he had made the decision to retire from AT&T / Lucent Technologies. On Feb. 24, 1996, he was asked to join a high tech business in the banking and financial industry, Affinity Technology Group Inc. (AFFI) NASDAQ, as Executive Vice President where he also served as one of the founding members of the Board of Directors and also helped take the company public. The company raised \$60 million and was one of the most successful and larger IPO rounds that year. On Sept. 1, 1997, Tom left Affinity to start his own business, Prism Communications, LLC, where he serves as CEO. During the first quarter of 1998, he was asked by The Governor's Technology Advisory Council to form The South Carolina Technology Alliance, a private-public nonprofit 501 c 3 corporation, where he is currently serving as the President & CEO.

He has served as a board member for the South Carolina Chamber of Commerce, the Columbia World Affairs Council, the Columbia Downtown Business Association, where he was one of the members instrumental in creating the Columbia Business Improvement District (BID), he was also as foundering board member for the Milton National Bank of Atlanta.

On May 15, 1996, Governor David M. Beasley awarded Mr. Persons with The Order of The Palmetto and designated him a Palmetto Gentleman, the State of South Carolina's highest civilian award and honor given by a South Carolina Governor. He represented South Carolina as a member of Team South Carolina three times under Gov. Beasley, Gov. Hodges, and Gov. Sanford as a delegate to the SEUS Japan and SEUS Korea Economic Summits.

He was appointed by Governor Hodges as his representative to the Southern Technology Council, which he chaired during 2001. He is a member of the board of EPSCoR SC, and the State Archives Foundation Board.

Gov. Hodges also appointed Tom to serve as one of seven official state delegates to represent South Carolina in our first official state visit to Queensland, Australia, as a guest of Premier Peter Beattie. He continues his work with Premier Beattie and Queensland's drive to be a Biotech world leader.

Mr. Persons was asked by Governor Mark Sanford to serve as a member of his economic development transition team, where he served as the Chairman of the Venture Capital Committee, he co-drafted the South Carolina Venture Capital Investment Act / Senate Bill 590 for our states \$50 million dollars. He was appointed to the South Carolina Venture Capital Authority by Rep. Dan Cooper, Chairman of the House Ways and Means. He was also influential in the drafting of the Knowledge Based Economic Development Plan for our state. He has also served as a special member of the Governor's 2005 budget committee, where he chaired the Information Technology Expense Reduction Committee. This committee recommended over 23 million dollars in IT savings and expense reductions. He has served our state's last three Governors as their appointee to the Southern Technology Council where he continues his service for Governor Sanford. Persons has served as a member of the Governor's budget review team during the 2004-2005 and the 2007-2008 executive budget planning and results hearings.

Tom is the publisher of The Terabyte a technology newsletter which covers the technology news around our state and is our source for South Carolina's progress as an innovation state by tracking our patent results.

Tom is serves on the business boards of SailSC.com, Black Rivers Ventures, LLC, Factory Systems, LLC, South Carolina Technology Alliance, Inc, Pandoria Networks, WP Media, Inc. and Chairs the boards of New Horizons Capital Group, LLC, The Global Trading Consortium, LLC. Partners, and is founding member of the International Center for Birds of Prey. He is Chairman of Touchstone National Bank in Atlanta, Georgia as well as one of the founders and organizers of this new bank. One of the missions of this new bank will be to emphasis the Asian market opportunities in both the states,as well as global markets. He served as a board member of South Carolina's first venture capital companies, Trelys Venture Partners.

David J. Posek

Chairman, South Carolina State Ports Authority Board of directors

David Posek is Chairman of the South Carolina State Ports Authority. Governor Mark Sanford named him to the Authority Board in October 2005. He previously served as Secretary of the Board.

Before his retirement in 2005, Mr. Posek had been an executive with Lockheed Martin since 1995, and served as president of Lockheed Martin's Aircraft and Logistics Center in Greenville. Prior to that, he had worked in several capacities for nearly three decades for General Electric Corp.

Mr. Posek serves on a number of local community boards, including the Red Cross, and is currently Chairman of the University Center of Greenville.

Mr. Posek and his wife, Maryisabel, live in Greenville.

Dr. Donald Ratajczak

Consulting Economist

Dr. Donald Ratajczak is a leading economic forecaster and currently is Regents Professor Emeritus of Economics at Georgia State University. He previously was Director of the Economic Forecasting Center in the J. Mack Robinson College of Business at Georgia State University from 1973 until June 2000 as a professor of economics in the Andrew Young School of Policy Studies until he retired in 2000. He provides advice to government and non-profit organizations and is on the board of Assurance America, Ruby Tuesday, Inc., Crown Craft Corp., and Citizens Trust Bank.

Dr. Ratajczak has developed econometric models for the United States, the Southeast, and several individual states. He currently produces weekly and monthly publications for Morgan Keegan including a weekly economic commentary and forecast and a monthly forecast of short-term national and financial conditions. His commentary on inflation continues to receive prominent attention from the national media. He also contributes articles to several publications.

Dr. Ratajczak has been quoted and interviewed extensively by both the print and broadcast media including The New York Times, Journal of Commerce, Business Week, Fortune, The Wall Street Journal, Newsweek, Time, The Los Angeles Times, Bloomberg, NBC and CNBC.

Dr. Ratajczak has received many prestigious forecasting awards including the Annual Economic Forecasting Award for the most accurate U.S. Blue Chip economic forecast during the previous four years, which is the closest thing forecasters have to a national

championship. In the past two years he has ranked in the top 5 of 45 prominent economic forecasters in the USA Today survey.

Dr. Ratajczak received his Bachelor of Arts degree from Haverford College and his Doctorate of economics from the Massachusetts Institute of Technology. He has been a Consulting Economist with Morgan Keegan, Inc. from 1975 to the present.

Leslie M. Schweitzer

Senior Trade Advisor, TradeRoots, U.S. Chamber of Commerce

As senior trade advisor for the U.S. Chamber of Commerce, Leslie M. Schweitzer created the TradeRoots Initiative, the only sustained national grassroots international trade education program in the country.

Schweitzer has owned her own businesses involved in international trade for more than 30 years.

She was one of the first American women to do business in China and pioneered U.S.-China trade beginning in 1977 as a co-founder of Noble Trading Company which helped U.S.-based companies with product sales to China, Yugoslavia, Hungary, Poland, Rumania, India, South America, and the Caribbean. Clients included Pepsi World Trade and Motors Trading Company of General Motors. In 1987, Schweitzer founded a full-service offshore manufacturing and marketing company specializing in developing consumer product industries in third-world and developing countries. She owned and operated factories in the Caribbean that produced labor-intensive apparel for U.S. and foreign retail stores, manufacturers, and catalog companies. At one point, the company employed more than 700 people. Schweitzer has also been involved in international business ventures in the Soviet Union and Finland.

Schweitzer continues to advise small and medium-size companies on how to prosper in the global business arena. She is a frequent speaker on entrepreneurship in international trade and has been a member of various boards, including the American Management Association, CARESBAC, Operation Enterprise and the Department of Commerce's Trade Advisory Board. Currently, Schweitzer serves on the Advisory Board for International Programs at the University of Kansas, the Advisory Board, the Organization of Women in International Trade, and the D.C.-Virginia District Export Council, member of the board of trustees of the American University of Afghanistan, and Chairman of the Friends of American University of Afghanistan Foundation.

Schweitzer attended the University of Kansas and the University of Copenhagen and received her B.S. in international relations from The George Washington University.

Margaret Seidler

Development Consultant, Master Trainer and Author

Margaret Seidler is an organization development consultant, master trainer and author. Her interest in helping other professionals become more effective leaders began in the 1990s, when she recognized the need to improve her own leadership skills. Her consulting practice focuses on creating higher organization performance by helping clients manage the complexities of organizational leadership through the use of Polarity Management®. She has served as a Malcolm Baldrige Quality Award Examiner for the states of South Carolina, Georgia, and Minnesota.

Margaret holds a Master's degree in Public Administration and a Bachelor of Arts in Psychology from the University of South Carolina. Her first book, Power Surge: A Conduit

for Enlightened Leadership, was published in November by Human Resource Development (HRD) Press of Amherst, Massachusetts. At her new web site, she holds online chats for readers during the month to support their growth in living more effective, balanced lives – both at work and home.

www.mypowersurge.com

Kenneth D. Sine

C.H. Robinson Worldwide

Kenneth Sine has been employed by C.H. Robinson Worldwide, Inc since 2002. Prior to joining C.H. Robinson and relocating back to the United States from Asia, Ken held a variety of positions in pricing, trade management and regulatory affairs as well as sales management. He has been active in the maritime industry since 1989. C.H. Robinson's headquarters is located in Eden Prairie, Minnesota which is where Ken and his wife Kamella and his two daughters Simone and Sydney reside. Currently, Ken is director of trade for ocean services for C.H. Robinson. He is responsible for all activities pertaining to the ocean freight product for their global forwarding division. Ken has a Bachelor of Arts degree from Barat College and a MBA from the Lake Forest Graduate School of Management located in Lake Forest, Illinois

Clarke Thompson

International Trade Specialist

Clarke Thompson, International Trade Specialist at the South Carolina Department of Commerce, facilitates overseas export opportunities for South Carolina companies primarily through the use of international trade missions. These trade missions provide an opportunity for businesses, educational professionals, economic development professionals and governmental leaders to travel to foreign markets and collaborate with their peers and potential customers.

Additionally, in this role he many times serves as the first line of diplomacy for government leaders and organizations around the world who want to create commercial relationships between their countries and South Carolina. Commerce's export program has been recognized by two national organizations as one of leading state trade program's in the country. The coveted President's E-Award for Export Service was awarded to the program by the U.S. Department of Commerce, while the Council for Urban Economic Development (CUED) chose the program as the recipient of their State Export Trade Program Gold Award.

Clarke received his bachelor's degree from the University of South Carolina in 1986 and later completed a special program of study on international marketing at the American Graduate (Thunderbird) School of International Management in Glendale, Arizona. He has served the South Carolina international trade community in this role for twenty years.

Clarke served as the 2005 General Chairman of the 32nd Annual South Carolina International Trade Conference which is held each May in Charleston, and has served both past and present on the boards of the South Carolina World Trade Center, the South Carolina Export Consortium, the Executive Committee of the Midlands International Trade Association, and the South Carolina District Export Council. In 2004 he was appointed by Governor Mark Sanford to the newly created South Carolina Commission on International Cooperation & Agreements, designed to support the state's international business and governmental relationships. Additionally, he is remains involved in the South Carolina Economic Developers Association, the State International Development Organizations and several other national and regional international trade organizations.

Wayne Trotter

President of Export Financial Services (EFS)

President of Export Financial Services (EFS) - a credit risk insurance brokerage licensed in 1996. EFS designs and implements payment risk mitigation strategies on behalf of its clients which are underwritten by insurers such as AIG, Atradius, Coface, Euler Hermes, FCIA, QBE and Zurich. EFS is the City/State Partner of the Export Import Bank of the United States for the State of South Carolina. EFS also packages financial transactions for exporters and foreign buyers seeking trade finance assistance.

Wayne has held numerous international positions with banks in New York and Chicago. Prior to his banking career, Wayne lived abroad in 5 countries where he worked as a Foreign Service Reserve Officer with the United States Department of State. He has held numerous Diplomatic positions in Africa, the Far East, and South America where, among other duties, he provided assistance in the resolution of commercial disputes between American companies and foreign governments. Wayne is a former Visiting Research Professor at the University of South Carolina and a former Adjunct Professor at Clemson University. He is author of articles on free trade and has debated NAFTA and GATT on public television.

Charles Bierbauer

Dean

Charles Bierbauer became the first dean of the College of Mass Communications and Information Studies when it was created in 2002. He came to the University of South Carolina after an award-winning, globe-trotting journalism career.

From 1981-2001, Bierbauer was a correspondent for CNN in Washington. For nine years, he covered the Reagan and Bush administrations as CNN's senior White House correspondent. He joined CNN as its Pentagon correspondent, covered five presidential campaigns from 1984-2000, and spent five terms as the network's Supreme Court correspondent.

Much as the college now spans the continuum from information seeking to multimedia communication, Bierbauer's career also has covered a broad range of media experience.

As early as his college days, he was a newsman for WKAP radio in Allentown, Pa., and a part-time reporter for his hometown newspaper, The (Allentown) Morning Call. He was a wire service reporter with the Associated Press in Pittsburgh from 1967-68 and a correspondent in Bonn, Germany, for the Chicago Daily News.

In all, Bierbauer has lived in seven other countries and reported from scores. From 1977-81, he was an overseas correspondent for ABC News, first as Moscow Bureau Chief and later as the Bonn Bureau chief. Prior to that, he worked in Vienna, Bonn, London and Philadelphia for Westinghouse Broadcasting. He was a free-lance reporter in Belgrade, Yugoslavia, in 1968-69 while on an Edward R. Murrow Fellowship.

In 2001, Bierbauer was reporter and producer for a Discovery Channel documentary on the World Trade Center/Pentagon attacks.

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 reporting of the 1973 Yom Kippur War.

In 2006, USC's Mortar Board honor society awarded Bierbauer its Excellence in Teaching Award. He was nominated for the award by a student in his Media and Government class.

Bierbauer is a graduate of Penn State, where he earned a bachelor's degree in Russian as well as bachelor's and master's degrees in journalism. Penn State has honored him as a distinguished alumnus and alumni fellow.

He remained involved with Penn State as a lecturer in its Washington studies program, on the College of Communications Board of Visitors and as a member of the alumni association's Communications Advisory Board.

He 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.

Dean Bierbauer is married to Susanne Schafer, formerly the Pentagon correspondent for the Associated Press. He has four children and six grandchildren.

Ron Reighter

Vice President, Global Trade Solutions for Sun Trust Bank

Ron Reighter is Vice President, Global Trade Solutions for Sun Trust Bank, and has over 30 years experience in international logistics and supply chain management. He holds an MBA from Syracuse University and spent the first part of his career with Sea-Land Service, the premier ocean carrier, working in pricing, sales, marketing and logistics, including six years living in Asia. Ron was also the Director of Transportation at Wellman, Inc., and Vice President of Supply Chain at Drexel Heritage Furniture. Both of these positions provided insight from a manufacturer's perspective on the complexities of international and domestic transportation, logistics and distribution. Ron developed an expertise in international Ocean and Air forwarding, as well as Customs Brokerage and Customs Compliance, as Vice President of CV International.

Ron is Past-President and Marketing Chair of the Council of Supply Chain Management Professionals Charlotte Roundtable, General Chairman of the South Carolina International Trade Conference, and Treasure and Executive Board Member of the North Carolina District Export Council. He is also an Adjunct Professor of supply chain and project management at Central Piedmont Community College.

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

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