

**IERG Inaugural Global Growth and Trends Symposium Update ([See Page 3](#))**

**Alert: Early Bird Special Ends this Friday at Noon EDT**

## What Does IERG Stand For?

**Steve Walton**

I am asked this question a lot by both existing members and new candidates. And I am always quick to respond with our stated value proposition below:

IERG is an organization of and for international executives who have the shared experience of living and doing business in an unfamiliar country. We join together around the world to enrich our talents and knowledge, build our global contacts, expand our base of referrals, and grow our professional opportunities.

While this is true, IERG is much more. We join because of our international experience. However, it is our devotion to being internationalists that brings us together. We relish the opportunity to live, work, study, and travel and experience the world around us. For most of us this is a lifestyle choice, something that in many ways defines us and our view of the world in which we live.

For those of you who share this perspective, I ask you to think of IERG as more than a networking group. It is a resource for you to use to help promote your objectives/passions/interests. Of course these efforts should build IERG, are consistent with our brand and create value, but at the same time they provide opportunity for each of us a launching pad to promote and create.

### **10 New Members**

**If you have not done so, please reach out and welcome them!**

| <u>Name /Email-Link</u>                 | <u>Chapter</u> | <u>Phone</u>     | <u>Sponsor</u>               |
|-----------------------------------------|----------------|------------------|------------------------------|
| <a href="#">Thomas Butler</a>           | New York       | 212-714-3070     | Joanna Peters                |
| <a href="#">Victor Escandon</a>         | Connecticut    | 917-697-6282     | John Carne                   |
| <a href="#">David Everhart</a>          | Virtual        | +44 754-825-0029 | Joanna Peters                |
| <a href="#">Silverio Gomez</a>          | Florida        | 912 385 9626     | Fred Suarez                  |
| <a href="#">Terry Horn</a>              | New York       | 516-641-2798     | Joanna Peters                |
| <a href="#">Todd Kinney</a>             | New York       | 212-885-8000     | Joanna Peters                |
| <a href="#">Ozge Saritosun Kurtoglu</a> | Boston         | 978-493-2322     | Stefan Jekel / Joanna Peters |
| <a href="#">Ken Pinnock</a>             | Denver         | 303-875-1304     | Janet Walsh                  |
| <a href="#">Barrett Touhy</a>           | New York       | 646-477-6851     | Joanna Peters                |
| <a href="#">Noel Zamot</a>              | Florida        | 719-231-6223     | Joanna Peters                |

### **Venu Chepur & Betty Flasch**

#### **Growing IERG Membership through Diversity & Inclusion**

Diversity enjoys significant popularity in the corporate world, and researchers continue to present compelling benefits of diversity in every organization. However, we have identified a lack of attention toward diversity as one of the reasons that has limited IERG to gain from diversity and inclusion. With this in mind, the Global Inclusion Council (GIC) team has been formed to gather and synthesize IERG current state of diversity, and set forth possible future set of actions.

We are pleased to provide the following update on our activities:

- Launched the GIC - composed of members from various chapters
  - June - D&I Survey launched
  - July - Survey Report prepared

- August - Survey Report & Action Steps presented to IERG BOD
- September - Socialize the Survey Report with IERG Leadership & Membership for support
- September – December /2019 - Work on next steps, continuing through 2019

We are grateful for the support of BOD, the GIC team, especially **Marie Meliksetian, Martina Beverly, and Pam Schneider** for their excellent analysis and the report.

The GIC is an exciting, future-focused initiative. It requires support from all. Please contact us if you wish to volunteer for the GIC.

### **Faster Landing Corner** **Get Your LinkedIn Profile Right**

#### **Mike Lorelli**

45% of Board and C-level candidates are found from their LinkedIn profiles. So you have to get this part right. Moreover, 80% of the LinkedIn algorithm comes down to the Headline and the Summary block. Therefore, in today's column, we'll discuss the Headline.

- There are 120 available characters. You get no brownie points for going under, so use it to the max.
- Most important is to first list searchable keywords, like 'CEO' 'CFO' 'CPG' 'Fintech' 'Global' 'Asia' etc. Only then, put in your day-job title and company. A recruiter is going to use those searchable keywords. Only your mother would query your present title and company.
- Punctuation matters. Use the spike bar shown here | . NOT forward slash or bullets.

Take a look at mine: [www.linkedin.com/in/mikelorelli](http://www.linkedin.com/in/mikelorelli)  
Next issue we'll cover the Summary section

## **Chapter News**

### **John Lowe** – New Format for Virtual Chapter

Our Virtual Chapter has successfully launched its new format with virtual meetings monthly. Entrepreneurs and executives make presentations about their business and how colleagues can help them grow. Executives-in-transition can practice their "pitch", and seek our help. In addition, we will include presentations on Hacks – Helpful Tips & Tricks, and topics of interest.

We have a few openings remaining for presentations in 2018, and we are already booking the 2019 Calendar. Request your presentation spot ASAP. All IERG Members, and potential members, are most welcome.

Any questions, please contact Co-Chairs Debbie Cates at [debbie@debbiecates.com](mailto:debbie@debbiecates.com) or John Lowe at [JohnLowe@hilltopglobal.com](mailto:JohnLowe@hilltopglobal.com)

## **IERG Thought Leadership**

**Deborah Hicks Midanek** – her prize-winning book "*Join The Governance Revolution!*" will be released in mid-September. If you have any interest in buying the book and helping her move the needle on its Amazon ranking, please email her at [dhmidanek@solongroupm.com](mailto:dhmidanek@solongroupm.com) and she will share a sample chapter with you.

What is **The Governance Revolution**? We are in the midst of a pitched battle for control of corporate wealth and future direction: shareholders vs company and directors. The book lays out the history, the players, the process, and the hazards. Learn more!

The book's website is at <http://dhmidanek.com>.

**Ed Marsh** - recently published a new book - Common Sense Revenue Growth, co-authored with John McTigue. Their book is designed to help senior management in two key ways:

First, to diagnose why revenue growth is increasingly unpredictable. It may be up, but often nobody can say exactly why. System market changes are at play, and that's reflected in lengthening sell cycles, lower close rates and more.

Second, there's a gap between a corporate strategy that's developed periodically and the tactical and granular execution discussions that often happen in the interim. Senior execs may find themselves mired in discussions of campaign tactics. The solution is to build a customer-oriented model.

They provide actionable suggestions for both issues. [The book is available on Amazon.](#)

With new technologies, new business models, new entrants at both OEM and Tier 1 levels, the Automotive Industry is facing challenges from within and without. Check out David's reflection <http://bit.ly/2MmsXD8> and stay tuned for updates.

**Betty Flasch** - was invited by the BASA (Business Administration Students Association - Northern Illinois University) to present at their September 5 meeting on "Going Global: Key Considerations for Developing an International Career".

## Member News

**Suzanne Garber** - Suz' film, "GAUZE: Unraveling Global Healthcare" **won first prize** at the *Hollywood New Director's Film Festival* and was also entered in the *Docs Without Borders Film Festival*. The film highlights healthcare systems around the world. To see clips from the film please visit <https://www.pbs.org/video/gauze-unraveling-global-healthcare-tsesgt/>

**James Means** - In addition to his overseas consulting for medical device manufacturers, on a lead from a fellow IERG member, Jim accepted a board role with a philanthropic organization: Massachusetts Down Syndrome Congress [www.mdsc.org](http://www.mdsc.org). Jim is always seeking new clients who need help in their commercialization strategies, tactics, and execution abroad: [www.biomentor.com](http://www.biomentor.com)

### **Thomas Sauer** - Results from actual PV-park performance.

Several analyses in the PV sector suggest that there is significant improvement potential when it comes to PV park performance and quality claim cases. EXXERGY has performed an intense study analyzing more than 3,600 insurance claim cases around PV

power plant installations. Furthermore, EXXERGY has received the mandate from IECRE to develop an international standard for a technical PV power plant rating system conforming to IECRE standards. A brief summary of the insurance claim case study can be accessed using this link <http://bit.ly/2BZOQaY>. The full report will be for sale for USD 9,500 through EXXERGY.

**Janet Walsh** - "Birchtree's Global Incubator Accelerator Program (BGIAP) is launching the first two cohorts in Atlanta and New York in October. The BGIAP program helps business leaders rapidly acquire the information, resources, and contracts they need to make informed strategic and operational decisions about global market entry. Noted legal, tax, and HR firms are participating in the program. In addition, we are featuring the functional expertise of IERG members. BGIAP participants receive an hour of paid consulting advice from the legal, tax, and participating functional specialists of their choice. We would welcome participating IERG members with expertise in the following global functions: Technology, Marketing, Banking, and Financing. For more information contact Janet at [Walsh@birchtreeglobal.com](mailto:Walsh@birchtreeglobal.com).

## IERG Inaugural Global Growth and Trends Symposium Update

### AMAZING

Amazing Content, Amazing Speakers, Amazing Attendees and Partners and Amazing New Digs!  
For Internationally Focused Executives, Innovators, Incubators, Investors, Business Leaders

Thursday October 25<sup>th</sup> 1:30 pm to 7 pm

**White and Williams**

**7 Times Square, 29<sup>th</sup> Floor**

New York New York 10036

Register while you can, <http://globalbusinesssymposium.iergonline.org/>

IERG Inaugural Global Growth and Trends Symposium 2018 Committee

Co-Leads: John Carne, Dieter Eisinger, Christian Michel, Waseem Naqvi, Joanna Peters, Kim Ruyle

Plus members: Art Buckland, John Hamerlinck, Joe Mueller, Marco Oropeza, Steve Walton

Big Thank you to the Tristate Phone Bank (Boston, Connecticut, New York):

John Carne, Dieter Eisinger, John Finneran, Ernesto Kohn, Greg Liberty, John Lowe, Joe Mueller, Adam Persson, Peter Wrampe