



GlobeTrade

We Make Going Global Easy

Borderbuster Monthly E-Newsletter (No. 166): December 4, 2015

Distributed by GlobeTrade.com (<http://www.globetrade.com>) and
Designed To Help Entrepreneurs, Small Businesses, Activists,
Futurists, Academics, Executives and Corporate Risk-Takers Go Global.

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We encourage you to forward this issue! Subscribe FREE!
<http://www.globetrade.com/borderbuster.htm>

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1. WELCOME FROM THE PUBLISHER

Happy Holidays Loyal Colleagues, Fabulous Friends and Cheering Fans,

Thank you to everyone who continues to spread the word about this e-newsletter (our fourteenth year of publishing!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

For those who just signed on, "Borderbuster" is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with more than thirty years of experience in taking on the world with her knowledge, products and services. Every month, Laurel briefs you on the basics in all aspects of running a global business -- from finding customers to keeping them, from shipping products to getting paid, from learning about a different culture to becoming a true global "netizen."

Many of the articles featured here are marked *subscriber exclusive,* which means they do not appear on the GlobeTrade.com site or the Global Small Business Blog (<http://www.global-small-business-blog.com>) -- an added value for members only. If you are too busy to tackle everything here, reference the website or the blog to get your global dose for the month.

In our December issue, "Borderbuster" focuses on: why you should do your homework before going global; how Etsy is struggling to remain cozy and local amid global expansion; and how a government will assist 1000 SMEs to enter e-commerce platforms. Our special feature this month: "An Interview with [a] Self-Described Customs Groupie" by Laurel Delaney for the About.com Import and Export site (refer to No. 6).

Contact Laurel with questions, complaints, sound-offs, contributions and compliments concerning "Borderbuster." She'd love to hear from you, so go on and make her day! Her e-mail address is ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>).

Let's revolutionize our thinking, get started, bust a border and go global!

Get ready to take on the world in 2016,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

• The Global Small Business Forum held at Chicago's historic Navy Pier on Friday, October 23, 2015 was a huge success. For photos, visit: <http://tinyurl.com/ptp2mao>. We thank our sponsors, vendors, attendees and major partners for their support in making this event a success. We also thank Nancy Stachnik and Bob Marovich for their extra help during the event. Special thanks to Laura Fairman, Blue Canvas, for her creative design work on the website, posters and program.

BIG thanks to our Bronze sponsors: Endicia (<http://www.endicia.com>) and Chicago Expert Importers (<http://www.ceiimporters.com>). And much appreciation to Event sponsor TradeUp (<http://www.tradeup.com>).

Here's the line up of the speakers/moderators/panelists at the Forum:

- Richard Paullin, Executive Director, International Trade Association of Greater Chicago; Chairman, IL District Export Council
- Kevin Drost, Director of International Strategy, Reverb.com
- Bo Steiner, District Director, U.S. Small Business Administration, Illinois District
- Rajiv Khatau, Founder and Managing Director, LODAAT LLC
- Kati Suominen, Founder and CEO, Nextrade Group, LLC
- Marc Schulman, President, Eli's Cheesecake Company
- Lisa Bitsky, President, Automated Design Crop.
- Zach Person, Program Manager, IL International Trade Center for Entrepreneurship, College of DuPage
- Sophia Leaguedi, President, Ameroc Export Inc.
- Jim Snediker, Co-Founder and CEO, Stock Manufacturing Co.
- Roy Donoso, President, Sumac
- Timo Lukkarinen, CEO, Horizon Educational
- Sergei Kozyrenko, Co-Founding CTO, Parknav
- Rob Wray, CEO, mp3Car
- Morgan Coghill, International Sales Manager, Simmons Knife and Saw
- Doris Nagel, President, Blue Sky Consulting Services

Sign up for the Global Small Business Forum 2016. Visit: <http://www.globalsmallbusinessforum.com>.

- Fit Small Business has named The Global Small Business Blog one of the Best Small Business Blogs of 2015:
<http://fitsmallbusiness.com/small-business-blogs/>

- Laurel moderated a panel and presented at the June 25 American Express Grow Global event in Chicago. View the presentation:
<http://www.slideshare.net/ldelaney/american-expressdelaney62515ppt>

- Laurel's keynote talk on "Go Global in the Digital Age! Taking On the International Market," was a success. The program was held on 5/28/15 at the Illinois SBDC International Trade Center, Southern Illinois University in Edwardsville, IL. A big thank you to Director Silvia Torres for making this program possible.

- Laurel presented her third webinar for Women Impacting Public Policy (WIPP) on "Export Mastery: Keep Building Your Business." To view, visit: <http://tinyurl.com/l3a9t7n>. To view all three webinars, visit: <http://exportingguide.com/webinars/>.

- LAUREL'S BOOK IS OUT! "Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>). The book is an abridged version of "Exporting: The Definitive Guide to Selling Abroad Profitably." If you want a short, hard-hitting primer on exporting, this book is for you!

- ORDER LAUREL'S EXPORTING BOOKS NOW! For more information and to sign up for a special exporting newsletter, visit: "Exporting: The Definitive Guide to Selling Abroad Profitably," by Laurel Delaney (<http://www.ExportingGuide.com>). And if you like the books, be sure to write a favorable review on Amazon. Thanks! For more straight talk on exports, visit the export blog: <http://exportingguide.com/blog/>

- Laurel is also a contributor of global business articles to the Pitney Bowes E-Commerce site. Read one of Laurel's articles here:
<http://mvb.me/s/e0cd00>

- Laurel is a contributor of global business articles to the MasterCard Business Network Blog, which delivers essential news, insights and inspiration to help you grow your business. Read Laurel's latest article here: <http://mvb.me/s/7fe5c6>

- Laurel is About.com's Import and Export Expert. Visit the site and sign up for Laurel's newsletter and forum:
<http://importexport.about.com/>

- Catch Laurel's global small business articles for Crain's Chicago Business. Be sure to read her latest work:

The Internet is a Global Entrepreneur's Best Friend
<http://tinyurl.com/3jh7dkb>

Is Chicago a Role Model for Entrepreneurship?
<http://tinyurl.com/484qn9a>

A Starter Kit for Illinois Businesses Looking to Export
<http://tinyurl.com/3kk5xca>

Top 10 Going-Global Websites
<http://tinyurl.com/6bdwkvq>

How to Create - And Act On - An Export Business Plan
<http://tinyurl.com/433nywj>

Reaching Across Borders for Social Improvement
<http://tinyurl.com/3qu79yr>

- Take a break and visit Laurel's website to discover the artistic side of her enterprise:
<http://www.laureldelaney.com>

- Find Laurel on photo-sharing sites Instagram (<http://instagram.com/LaurelDelaney>) and Pinterest (<http://www.pinterest.com/LaurelDelaney>). Download the free apps for your smartphone.

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. CLOUD COMPUTING BRINGS GLOBAL OPPORTUNITIES FOR SMALL BUSINESSES

Subscriber Exclusive

Starting Small to Medium Enterprises (SMEs) has become easier and more economically feasible on both technical and productive levels,

unlike several years ago, when SMEs used paid a fortune to build their IT infrastructure.

Read the article at Arab News:
<http://tinyurl.com/gqma5uo>

4. BUSINESS AND CULTURAL TIPS -- HAVE SOME FUN!

Subscriber Exclusive

Enjoy. And remember, there is no such thing as a universal attitude. These are guidelines, so if in doubt while visiting a country or city, ask.

This month's focus: Sydney (Australia)

Mateship: Most Australians live along the coast because the desert interior is inhospitable. Survival here has traditionally meant relying on your "mates" (friends). Modern mateship is less life-and-death, but having mates is still important: throwing some "prawns on the barbie" (shrimps on the grill), or buying the next "shout" (drinks at the bar) will stand you in good stead.

Business Attitude: Sydney business meetings usually start casually, leveling the playing field and making sure you understand that nobody here is better than anybody else. Smug self-promotion is frowned upon—adopting an "I've-got-just-what-you-need" attitude won't win you any friends. Say less, listen more, and when that deal is done, celebrate with a meal in a top-notch Australian restaurant.

Australian English: Isolated at the bottom of the southern hemisphere, Australians have developed a colorful vocabulary known as "Strine," which can be both amusing and perplexing. If you don't understand, don't be afraid to say so. Similarly, visitors should avoid using overseas slang, and North Americans should skip baseball references like "ballpark figure" and "step up to the plate" which might not be understood.

Body Language: In Australia, the "V-for-Victory" sign (to signal the barman for two beers, please) needs to be done with the palm facing out. The palm-facing-in version is an insulting gesture.

Source: "National Geographic: Cultural Tips"
<http://tinyurl.com/kw5v6dl>

BUSINESS TIP(S) OF THE MONTH ... Where can people share the web's best entertainment, art and journalism?

The cool solution is This., where each member can share just one link a day. Go for it!

<https://www.this.cm>

--*-*-* This Issue Is Brought to You By WEGG *-*-*-*-*

Pay a visit to Women Entrepreneurs GROW Global (WEGG), a social enterprise where you can learn how to expand your business internationally.

WEGG is now a 501(c)(3) nonprofit organization. Watch for its first education programming – a webinar – to begin Wednesday, January 6th. For updates, visit: <http://tinyurl.com/pzz7xkd>

Explore here: <http://www.womenentrepreneursGROWglobal.org>
(@WEGGtoday; Like us on Facebook:
<https://www.facebook.com/womenentrepreneursgrowglobal>)

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5. DO YOUR HOMEWORK BEFORE GOING GLOBAL

Subscriber Exclusive

The prospect of conducting business on an international level can be extremely daunting for companies looking to expand.

Read the article at The Scotsman:
<http://tinyurl.com/oxv9xqb>

6. HOW I WENT GLOBAL: ONGOING SERIES – by Laurel Delaney and originally featured on the About.com Import and Export site.

An Interview with [a] Self-Described Customs Groupie

Michael Laden is a recognized expert in the customs compliance and the supply chain regulatory environment and has more than 35 years of experience in the international trade industry. He is a self-described customs groupie. Prior to founding Trade Innovations in 2005, Laden was the director of Global Trade Services for Target Corporation. Since

1981, he has been licensed as a customs broker by U.S. Customs and Border Protection (CBP). He was involved in the development of the Customs-Trade Partnership Against Terrorism (C-TPAT), a voluntary incentive-based supply chain security program, and is the author of "Make C-TPAT Work for You," which can be purchased at the Global Training Center (<http://tinyurl.com/q97xkkj>).

I became acquainted with Mike through his feisty online commentaries about C-TPAT. When I read the articles, I had to learn more not only about Mike but also about why he is so fired up about the shortcomings of C-TPAT. Here are the articles:

C-TPAT Off the Rails (short version)
(<https://www.linkedin.com/pulse/c-tpat-off-rails-michael-laden?forceNoSplash=true>, 8/5/15)

C-TPAT Off the Rails (longer version)
http://www.tradeinnovations.com/uploads/4/6/4/1/46415545/c-tpat_off_the_rails.pdf

C-TPAT: What's Your Opinion?
<https://www.linkedin.com/pulse/c-tpat-whats-your-opinion-michael-laden>

What follows is our edited interview.

Laurel Delaney: You mention in "C-TPAT Off the Rails" that it has gone bad. How so?

Michael Laden: The customs authorities dictate exactly what you need to do. They've raised the bar to a level that the security practices they offer are absurd for SMEs. They insist on a one-size-fits-all approach that may work for big players but not for SMEs.

LD: You state in "C-TPAT Off the Rails": "If an importer or exporter ...

Read the rest of the article at the About.com Import and Export site:
<http://tinyurl.com/p5uxjwa>

7. A READER ASKS: Q&A
Subscriber Exclusive

Q: To Ask The Expert,

As a business owner who aspires to grow my business beyond borders, what's the No. 1 thing I should focus on for 2016?

A: From Laurel,

Concentrate on the Trans-Pacific Partnership (TPP) Agreement to see how its passage might fuel unexpected global growth for your business.

For more information on TPP, visit:

Trade Agreements are Not Just about Lower Tariffs:
<http://tinyurl.com/gtmeprx>

TPP, TPP and More TPP
<http://tinyurl.com/pj8ot9j>

How U.S. Exporters Get a Leg Up on TPP
<http://tinyurl.com/zqt9f5v>

-> Got a question or a comment? Good. Send it here:
[info@globetrade.com \(mailto:info@globetrade.com\)](mailto:info@globetrade.com).

8. EVERYBODY LOVES A FREEBIE: FREE E-BOOK

Download Laurel's free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business." Discover why more than 10,000 people have already read it.

Go for it here:
<http://tinyurl.com/28zofoh>

9. ETSY STRUGGLES TO REMAIN COZY AND LOCAL AMID GLOBAL EXPANSION

Subscriber Exclusive

In its third-quarter earnings report, online craft marketplace Etsy said it met expectations by bringing in revenues of \$65.7 million, a growth of 23% year over year.

Read more at Fast Company:
<http://tinyurl.com/hzg3hm8>

10. GOVERNMENT TO ASSIST 1000 SMEs TO ENTER E-COMMERCE PLATFORMS

Subscriber Exclusive

Sri Agustina, the Trade Ministry's director general for domestic trade, said on Thursday [11/19/15] that the ministry had teamed up with the Indonesia E-commerce Association (IDEA) to train 1,000 SMEs in e-commerce practices.

Read more at The Jakarta Post:
<http://tinyurl.com/hw5e5j9>

11. TWITTER WORLD: EACH MONTH WE FEATURE SOMEONE WE FOLLOW ON TWITTER

Subscriber Exclusive

We follow Great Minds Quotes of Ireland. It ranks 970th on Twitaholic.com and boasts 2,928,913 followers. Find out more here:

@GreatestQuotes

And don't forget to follow Laurel independently of the above:
<http://twitter.com/laureldelaney> or just @LaurelDelaney

12. BLOG WORLD: WOMEN ENTREPRENEURS GROW GLOBAL

Women Entrepreneurs GROW Global (WEGG) educates women business owners and entrepreneurs worldwide on how to go global so they can run healthier businesses and create a new future for themselves, their families and their community.

Learn more: <http://www.womenentrepreneursGROWglobal.org>

13. LAUREL'S BOOK IS AVAILABLE FOR PURCHASE: "EXPORTING: THE DEFINITIVE GUIDE TO SELLING ABROAD PROFITABLY"

"Exporting: The Definitive Guide to Selling Abroad Profitably" is for entrepreneurs and small business owners—the makers, movers and shakers in our world—interested in taking their businesses to the next level of growth through exports.

"Exporting" ...

- Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services.
- Takes you through the exporting process via the Internet and other means.
- Shows you how to use social media to expand your international presence.
- Provides insider tips and strategies to export efficiently and profitably.
- Explains how the U.S. government helps exporters.
- Walks readers through the export business plan.

Order it now (552 pages) and sign-up for updates:
<http://www.exportingguide.com>. Thus far, all reviews have been 5 stars!

Special request: If you like Laurel's book, please write a favorable review on Amazon. Thanks so much in advance!

Need a shortcut to the fundamentals on exporting? Check out Laurel's brand new book (223 pages): "Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>).

14. TAKE A WALK ON THE WILD SIDE (TAWOTWS)

Subscriber Exclusive

We are coming to the close of the year. Treat yourself to a nice holiday break. You deserve it. The Baur au Lac is a luxury hotel in Zurich, Switzerland. Set in its own park, the hotel enjoys a unique location overlooking the lake and the Alps. Oh, what are you waiting for?

Baur au Lac

<https://www.bauraulac.ch>

(Remember, inaction is the worst kind of failure.)

We welcome suggestions for Take a Walk On The Wild Side. Early responses have the best chance of being published. Please include your title, company affiliation, location, and email address. We reserve the right to solicit and edit suggestions.

15. WIND BEHIND YOUR SAIL

Subscriber Exclusive

“The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.” – Mortimer Adler

16. MISCELLANY

----->>>>>>>>> GLOBETRADE IN THE NEWS <<<<<<<<<<<<-----

- Small Biz Daily (9/25/15): As quoted by Jane Applegate in “Entrepreneurial Artists:”
<http://www.smallbizdaily.com/22791/artisanal-economy-flourishing-around-world/>
- Dun & Bradstreet Credibility Corp. (5/4/15) has named Laurel one of the top small business influencers on Twitter. You can access the full list here: <http://blog.dandb.com/2015/05/04/small-business-twitter-experts/>
- For all recent media press on Laurel’s “Exporting” book, including a NEW video (<http://tinyurl.com/m69pjzf>) visit: <http://www.globalsmallbusinessblog.com> (right sidebar under “Praise for Exporting”) or visit: <http://exportingguide.com/press/>. For upcoming speaking engagements, visit: <http://exportingguide.com/speaking/> or contact Megan Suckut at msuckut@exportingguide.com
- Chicago Sun-Times (1/4/15): Read the article and watch the video at “The Sitdown: Laurel Delaney sees plenty of sparkle for Chicago exports:”
<http://chicago.suntimes.com/business/7/71/250447/sitdown-laurel-delaney>
- Bloomberg (8/12/14): As mentioned in Jeff Kearns’s “Wine-Infused Ice Cream Boosts U.S. Small Business Company Exports:”
<http://tinyurl.com/mnr948d>
- Crain’s Chicago Business (5/28/14): As interviewed by Laura Bianchi, “Where Laurel Delaney Dines For Business:”
<http://tinyurl.com/k7r2f38>
- Inc. Magazine (4/8/14): As interviewed by Kimberly Weisul, “How to Always Get Paid – Even When Your Customer Is In Another Country:”
<http://tinyurl.com/lspqnx7>

- China Law Blog (1/4/14): As featured in Dan Harris's "THE Definitive Guide to Exporting. To China too:"
<http://tinyurl.com/lwl4hxl>

^^^^^^^^^^ OUR MEDIA PLATFORMS ^^^^^^^^^^^

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

- NEW! <http://www.ExportingGuide.com> -- Exporting: The Definitive Guide to Selling Abroad Profitably
- <http://www.globetrade.com> -- the official GlobeTrade.com site
- <http://www.global-small-business-blog.com> -- The Global Small Business Blog
- <http://www.women-entrepreneurs-grow-global.org/> -- Women Entrepreneurs GROW Global
- <http://www.laureldelaney.com> -- check it out and let us know what you think!
- <http://www.EscapeFromCorporateAmerica.com> -- to find out why women are leaving Corporate America for entrepreneurship.
- <http://www.ebookmall.com/ebook/65325-ebook.htm> -- to order Laurel's first e-book, "Insanely Global!"
- <http://tinyurl.com/yyuufgr> -- to order Laurel's second e-book, "GODZILLA Global Marketing."
- <http://tinyurl.com/ycehs3> -- The Global Small Business Depot. Visit our store and buy yourself something cool that inspires you to take your business global. Purchase in volume (receive a discount) for a whole group of folks who plan to attend a global small business forum! See our latest creations – from stamps to shirts!

B. COMPLIMENTARY RESOURCES:

- Listen to an archived broadcast of Laurel Delaney talking about what it takes to go global:
<http://smbtrendwire.com/index.php?p=8>
- Download a voter-supported FREE manifesto authored by Laurel Delaney for learning how to go global:
<http://tinyurl.com/y5vr474>
- Explore Scribd and see why more than 260,000 people read our work. Learn something new about going global:
<http://www.scribd.com/Laurel%20Delaney>
- Listen to Laurel's podcast: Ten Ways To Go Global -- produced by Small Business Trends Radio, hosted by Anita Campbell and Executive Producer Steve Rucinski. Link to the show post:
<http://tinyurl.com/6jfsal>

Link to audio file: <http://tinyurl.com/6y94lq>

Recap here in the Comment area: <http://tinyurl.com/6xb7qb>

- Small Business Trends (<http://www.smallbiztrends.com/>) founder Anita Campbell invited Laurel to be a regular global small business contributor to the OPEN Forum by American Express OPEN blog (<http://blogs.openforum.com/>). Anita serves as its Chief Editor.

Check out Laurel's latest entries here:

<https://www.openforum.com/keywords/laurel-delaney/>

- Download our complimentary report, "An American Trader in Japan:" <http://www.globetrade.com> -- look for the Resources/Articles section, or access it here: <http://tinyurl.com/27ywo9h>

- Watch Laurel's "live" online forum (<http://tinyurl.com/m7oxq3>) at the Small Business Online Community, powered by Bank of America. She discussed how to stay fit for fast business growth even during tough economic times (and yes, globalization came into play, too!).

That's it for December – I'll leave you with a great quote from Bob Hope: "My idea of Christmas, whether old-fashioned or modern, is very simple: loving others. Come to think of it, why do we have to wait for Christmas to do that?" Happy Holidays! A special thanks to Bob Marovich, author, grant writer and gospel music historian, for his editing assistance. He can be reached at

bobm@journalofgospelmusic.com

(<mailto:bobm@journalofgospelmusic.com>) or visit his platform, the Journal of Gospel Music, at: <http://www.journalofgospelmusic.com>.

His new book is out: <http://tinyurl.com/lyqw7no>. We hope you will buy a copy for yourself and for anyone else who might enjoy a wonderful telling of the history of gospel music in Chicago, where it found its voice! Laurel has already written her review. See his front page

feature in the Chicago Reader (5/28/15): <http://tinyurl.com/qheurxc>.

In Chicago 1/12/16 at 6:00 p.m. Central? Attend Bob's presentation at the Harold Washington Library:

<http://www.midlandauthors.com/meetings.html>

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If you know of individuals who would be interested in this FREE information, advise them to send an e-mail to ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) with SUBSCRIBE BORDERBUSTER in the subject line, or direct them to the "Sign Up!" area: <http://www.globetrade.com/borderbuster.htm>

Could your company benefit from reaching our loyal subscriber base of more than 3,000 global business enthusiasts? Please contact Laurel Delaney at ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) for details.

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- Reporters looking for a quick authoritative quote, background source or expert comment for a story, article, radio, Internet program or television show? We'll be glad to help. Run out of story ideas? We can pitch in there too. Email ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) or call (773) 381-1700.

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