CONTINUING EDUCATION
A DEPARTMENT OF INSTITUTE FOR ECONOMIC DEVELOPMENT PRESENTS
INTERNATIONAL EMERGING LEADERSHIP CERTIFICATE PROGRAM

BROWARD COLLEGE
BROWARD COUNTY FLORIDA
The International Emerging Leadership Certificate Program

Some people are born leaders...others are made.

The International Emerging Leadership Certificate Program is a three part program that will broaden your understanding of global business, and improve your leadership skills. This well rounded program focuses on the details of international trade and is designed to give entrepreneurs, students and business owners the ability to prepare a comprehensive strategy for business. This intensive 2 semester (12 weeks each) will give you concrete information on international trade and logistics, new markets and international protocol. Using instruction and case studies, this class offers participants the opportunity to select a product, learn how to ship it, learn how to get paid, protect themselves legally, comply with national retailer requirements, and become familiar with foreign policy, select customers and market to them.

For more information call: 954-201-2204

Topics covered include:
- Basics of Shipping
- Methods of Payment and Financing
- Terms of Sales, Quotes and Pricing
- Legal
- Vendor Compliance
- Logistics Planning and Supply Chain Basics
- Security Issues & Compliance
- Marketing Products Internationally
- Trade Policy and Agreements and Barriers
- Protocol and Mission Planning.

Note: Upon completion of this certificate program there will be an opportunity to participate in an optional trade mission. Cost of mission will be in addition to fees paid for class.

Registration Information
Course #: EDI 0001
Day: Wednesday, 6:00 p.m. - 8:30 p.m.
Location: Willis Holcombe Center*
111 East Las Olas Blvd.
Room 309
Fort Lauderdale, FL 33301
*See back cover for map

To register online go to: ce.broward.edu

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*Field Trips will be off location.
Deborah Wilkinson is the Global Business Development Manager for Broward County Office of Economic Development. Ms. Wilkinson’s work involves coordination of economic development activities leading to enhancing the County’s overall economy. These include: conducting business and industry studies; developing and implementing strategies to stimulate the growth of new and existing businesses; assessing economic impact of new and existing business relocation and expansions; and planning business recruitment strategies that focus on establishing business clusters. Ms. Wilkinson is also an international trade specialist and has an extensive international trade policy background. Within one year of joining Broward County Office of Economic Development, Ms. Wilkinson collaborated, coordinated and developed an international trade strategy for Broward County that resulted in the first International Trade/Protocol Desk in the County.

Prior to joining Broward County, Ms. Wilkinson was a public policy consultant for USAID-US Asian Environmental Partnership, the White House and the U.S. State Department. Ms. Wilkinson coordinated and facilitated an international environmental conference for the World Trade Organization events in Seattle during 1999, and two Asian-Pacific environmental conferences in Atlanta and Orlando during 2000. In 1996, Ms. Wilkinson was the Senior Policy Advisor for Patton Boggs’ Seattle law offices. During this time, Ms. Wilkinson was asked by the White House to serve as the liaison between the United States Information Agency and 8 countries to organize and manage various briefings, meetings, and interviews with the heads of states, foreign and financial ministers, and foreign and domestic press corps for the Denver Summit of the Eight. In 1996, Ms. Wilkinson was appointed as the Deputy Trade Representative to the Washington State Special Trade Representative, Office of the Governor. Ms. Wilkinson possesses an Executive MIM from the American Graduate School of International Management at Thunderbird.

Cynthia Cabrera founded Global Solutions & Services, Inc. in 2002 to help companies in need of logistics planning, process improvement and compliance. Using Lean Principles to identify and eliminate waste and repetition, Cynthia uses operational analysis and key performance metrics to ensure strategic and operational improvements meet and exceed long term company goals. In 2004, Global Solutions & Services, Inc. began offering educational training seminars as well. Initially focusing on ½ day workshops, Global Solutions and Services, Inc. has expanded to offer tailored training programs for Fortune 1000 companies as well as not for profit organizations.

As a consultant under the auspices of the South Florida Manufacturers Association (SFMA), Ms. Cabrera has worked with manufacturing firms staying competitive through strategic planning and education. As an instructor / presenter for the Southern United States Trade Association (SUSTA) and Miami Dade College’s “Export Readiness Program”, Ms. Cabrera meets with select companies to train them on international freight basics, strategic planning, compliance, and policy issues.

Ms. Cabrera is also an advisor with Maritime Transportation & Logistics Advisors, LLC; a consultancy which has assisted U.S. government agencies, port authorities and private sector clients with port management and operations studies, transportation logistics, government and industry relations, transportation business opportunities, trucking and rail operations, short sea shipping feasibility studies, financial modeling and carrier freight route development.

Ms. Cabrera travels extensively to speak on the subject of logistics, supply chain management, and international trade; is active in her community and serves on the board of several not for profit organizations.

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111 East Las Olas Blvd.,
Fort Lauderdale, FL 33301
Walk-in Registration: Ground floor
Mon. - Thurs.: 8:00 a.m. - 4:30 p.m.;
Fri.: 8:00 a.m. - 4:00 p.m.
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