



Export 101

April 25, 2019 | Bangor Region Chamber of Commerce, Bangor, ME

AGENDA

- 8:00 **Continental Breakfast/Networking**
- 8:30 **Welcome & Introductions**
Julia Munsey, Director of Membership and Corporate Development, Maine International Trade Center
- 8:40 **Marketing**
Stefano Tijerina, PhD, Maine Business School, University of Maine
- 9:10 **Logistics**
Kelly Butterfield, Founder, Butterfield International Compliance and Consulting, LLC
- 9:40 **Break**
- 9:50 **Finance**
Susan Giffard, Senior Vice President and Director of Treasury Management, Camden National Bank
- 10:20 **Legal**
Adrian Kendall, Corporate, Commercial and International Law Attorney, Norman, Hanson & DeTroy
- 10:50 **Q&A**
- 11:20 **Wrap Up**
- 11:30 **Adjourn**



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Export 101 Presenters

Marketing: Stefano Tijerina, PhD, Maine Business School, University of Maine

Dr. Stefano Tijerina teaches in the areas of international business, comparative business, and ethics. Prior to his academic career he worked in the areas of international banking and non-profit management. He received his B.A. in Comparative Politics from Clark University, a Graduate Certificate in International Relations from Universidad de los Andes, and his M.P.A. and Ph.D. in History from the University of Maine. His current research centers on the business dynamics of the Western Hemisphere from a historical perspective. He is the author of *Circumventing Empires: Canadian Business Expansion in Colombia, 1767-1968* (University of Toronto Press – forthcoming in 2019), and has published articles in the *Journal of Canadian Studies*, *American Review of Canadian Studies*, *Iperstoria*, *Ensayos Sobre Política Económica*, *Desafíos and Perspectivas Colombo Canadienses*, as well as chapters in several edited volumes including *Mercados en Común: Estudios sobre Conexiones Transnacionales*, *Negocios y Diplomacia en las América (siglo XIX y XX)* and *Working for Oil: Comparative Social Histories of Labor in Petroleum*. He is a contributor to the *New Economic Papers-History Blog (NEP-HIS Blog)*, *ActiveHistory.ca*, and his personal blog *The Glocal* featured in the *Bangor Daily News*. In 2017 he was awarded the *First Christopher Kobrak Research Fellowship* from the *Canadian Business History Association*.

Logistics: Kelly Butterfield, Founder, Butterfield International Compliance and Consulting, LLC

Kelly Butterfield is the founder of Butterfield International Compliance and Consulting. She is focused on providing small companies with international import and export compliance solutions. She actively works with teams to develop efficient processes, and minimize the risks associated with international exporting.

As an International Account Manager for UPS for over two decades, Kelly excelled at analyzing customer needs, collaborating with customers and solving the unique problems faced by fast growing businesses such as Hussey Seating in North Berwick, Lie-Nielsen Toolworks in Warren and many others. Her work ethic and competitive spirit was cultivated as one of eight children raised in Gorham, Maine, playing High School, College and later pro Basketball overseas.

Finance: Susan Giffard, Senior Vice President and Director of Treasury Management, Camden National Bank

Susan Giffard joined Camden National Bank in March 2015 as Senior Vice President to lead Camden National Bank's corporate, nonprofit, and government treasury management business development efforts. Her responsibilities also include driving the efforts in identifying and bringing new domestic and international treasury management products and services to the bank's clients.

Prior to joining Camden National Bank, she served as senior vice president and senior relationship manager for KeyBank's Correspondent Banking group. She was responsible for developing credit and treasury management relationships with banks throughout New England/New York. The services she offered her bank clients included international trade and foreign exchange services. Through her previous roles at KeyBank and Fleet Bank (now Bank of America), she brings more than 30 plus years of payment solutions experience, working with financial institutions and treasury management relationships.

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Legal: Adrian Kendall, Corporate, Commercial and International Law Attorney, Norman, Hanson & DeTroy

Adrian Kendall is a partner in the firm Norman Hanson DeTroy with 26 years of experience in the fields of commercial, international, and corporate law. He has helped New England and foreign clients find creative solutions to the many issues that arise in international trade including: export and import opportunities; licensing, manufacturing, and supply agreements; distribution agreements; protection of IP; regulatory compliance; and dispute resolution.

A strong supporter of Maine International Trade Center since its formation, Adrian has participated in numerous trade missions, advised several administrations, sits on the MITC Board of Directors, and was the recipient of the MITC President's Award in 2016. He also helps support job creation and economic opportunities across all of Maine by serving as a Trustee of the Maine Rural Development Authority. Since 2007, Adrian has served as the German Honorary Consul to Maine and New Hampshire. He has been designated as a "trusted attorney" of the German Foreign Office since 2000 and is a recipient of the Cross of Merit of the Federal Republic of Germany. He is fluent in German and has a working knowledge of French.