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1. WELCOME FROM THE PUBLISHER

Greetings, Loyal Colleagues, Fabulous Friends and Cheering Fans!

Thank you to so many of you who continue to spread the word about this e-newsletter by talking about it, forwarding it on to colleagues or recommending it to your collaborators. As a result, we are growing rapidly and becoming known as the best-borderbuster-on-the-planet! Since 1985, we have helped more than one million entrepreneurs, small businesses, activists, futurists, academics, executives and corporate risk-takers go global through our books, articles, education and consulting services.

For those of you who just signed on, this is the latest edition of "Borderbuster," which is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with 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. She shares her passion for what is possible and continues to make significant and enduring contributions to the way the world does business.

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

In this May issue, "Borderbuster" focuses on: how to operate web sites in multiple countries; why the Midwest still tops in trade; and how Obama can get Cuba open for business. Our special feature this month is "Inside World Trade: So Where Does Obama Stand on

Trade?," by Neil Shister for World Trade Magazine. He covers why it's hard to determine if Obama has the political will to lead on trade issues (refer to No. 6).

In case you are unaware, Laurel is a regular contributor to the American Express OPEN Forum blog. Her contributions offer the latest relevant information on global small business. We'll share links to her entries as they become available (refer below in the Update For Our Readers section).

Enjoy the great content and resources we bring you each month. We hope you learn something new here and apply it today. Membership is free but priceless! Now, let us be brave and fearless about conducting business in our world because, sooner or later, going global will prevail. Every global citizen will know how to do it. Don't be left behind! Start shaping your world today.

Thank you for your support of GlobeTrade.com. It means the world to us. Please contact Laurel if you have any questions, complaints, sound-offs, contributions or 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!

No boundaries in 2009,
The Team at GlobeTrade.com

P.S. Sometimes links don't work. If that's the case, please copy and paste the link directly into your browser. And if you blog about one of our features, please attribute the entry to the Borderbuster e-newsletter and include our sign-up link (<http://www.globetrade.com/borderbuster>). Thank you.

2. UPDATE FOR OUR READERS

REMINDER NO. 1: We launched a social enterprise for women entrepreneurs interested in growing their business across borders. It's called Women Entrepreneurs GROW Global (WEGG) and can be found here:

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

Experts who have already agreed to be part of this powerful and much needed initiative are:

- Sharon Barner, Partner, Foley & Lardner
- Anita Campbell, CEO, Small Business Trends, LLC
- Raman Chadha, Executive Director of the Coleman Entrepreneurship Center at DePaul University
- Linda Darragh, Director, Entrepreneurship Program for the University of Chicago Booth School of Business
- Marsha Firestone, Ph.D., Founder and President, Women Presidents' Organization
- Suzy Fox, Ph.D., Associate Professor and Chair, HRER, Loyola University Chicago, primary research on Successful Women Worldwide
- Dawn Harris, Ph.D., Director, Gannon Center for Women and Leadership, Loyola University Chicago
- Mary Joyce, Network Director, U. S. Department of Commerce, Midwest Export Assistance Center
- Karen Kerrigan, President and CEO, Women Entrepreneurs, Inc.
- Steve King, Founding Partner, Emergent Research
- Carolyn Ockels, Founding Partner, Small Business Labs
- Leslie Schweitzer, Senior Trade Advisor for the U.S. Chamber of Commerce and Creator of the TradeRoots Initiative

Please visit WEGG to read recent entries and to learn more about our mission, vision and expert contributors. If you are interested in becoming a contributor or a sponsor, please contact us at: ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) or call 773-381-1700.

REMINDER NO. 2: Listen to Laurel's podcast: 10 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>>

REMINDER NO. 3: Small Business Trends (<http://www.smallbiztrends.com/>) founder Anita Campbell has invited Laurel to be a regular global small business contributor to the American Express OPEN Forum blog (<http://blogs.openforum.com/>). Anita serves as its Chief Editor. Check out Laurel's latest entries (specifically "The Art of Closing the Export Deal" -- <http://tinyurl.com/cejwrr>) here:

<http://blogs.openforum.com/author/laureldelaney/>

REMINDER NO. 4: Download our complimentary report, "How to Do Business in Central America and the Dominican Republic:"
<<http://www.globetrade.com>> -- look for the JUST RELEASED button, or access it here:
<<http://tinyurl.com/688mfv>>

REMINDER NO. 5: We listened and now we are delivering results with a global business tool developed especially for all our friends, fans, colleagues and peers. The GlobeTrade Wiki Community is a platform where you can connect and help each other. Share a story, edit information, add knowledge, collaborate and, collectively, grow your businesses globally. We are excited about the new community and hope you like what you experience. This gives you something to talk about. Use it to your advantage. GlobeTrade continues to work for you, not the other way around.

To join, go here (it's complimentary):
<<http://globetrade.wetpaint.com/>>

It takes about a minute to sign up (don't let the age question deter you from joining). After that, create your own profile and add your picture so we can get to know you better. Together, we can change the world and make it a better place to live. Looking forward to having you on board! See you there.

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. OPERATING WEB SITES IN MULTIPLE COUNTRIES

Subscriber Exclusive

Setting up Web sites for multiple countries is a common problem for multinational businesses that want to have separate sites for each country where they do business. There's a real risk that the search engines will see them as duplicate content.

Read more at Search Engine Watch:
<<http://tinyurl.com/cas3kw>>

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

Subscriber Exclusive

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

- In Thailand, it is customary to remove your shoes when entering a Thai home. Avoid stepping on doorsills, where Thai tradition says a spirit resides..
- In Australia, people like to be given a firm handshake and called by their names. Men often call their friends "mate" as well.
- In China, gifts of great value can cause embarrassment and usually are not accepted by the Chinese.
- In Brazil, Portuguese is the native language.
- In the Caribbean, while English is the prevailing language, other languages include Spanish, French and Dutch.
- In Lebanon, politeness requires that you accept the coffee or tea you are offered.

Source: "Do's and Taboos Around The World" by Roger E. Axtell.

BUSINESS TIP(S) OF THE MONTH ... KEEP UP WITH SOCIAL NETWORKS

With Skimmer, you can keep up with several different social networking sites at the same time. After the complimentary download, users can log on to their Flickr, YouTube, Twitter, Facebook and Blogger accounts on a single screen.

To register and learn more, visit here:
<www.fallon.com/skimmer>

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

standard stump riff he'd call for tougher labor and environmental protections in trade agreements.

As President, however, he's turned down the volume, acknowledging that his campaign rhetoric was "overheated and amplified." But it's worth noting that the administration acquiesced without rebuttal to the Buy America clause in the stimulus package and—even more tellingly—terminated the test trial to give certified Mexican trucks cross-border access. (In retaliation, Mexico imposed two-and-a-half billion dollars of tariffs on U.S. goods.) His support of carbon cap-and-trade, while enlightened from an environmental perspective, threatens to put U.S. traders at a disadvantage and trigger disputes if other countries don't impose comparable costs on their manufacturers.

Read the rest of the article here at World Trade Magazine (April 30, 2009):

<<http://tinyurl.com/d528a9>>

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-> Got a story to share? We'd love to hear from you. E-mail info@globetrade.com (mailto:info@globetrade.com) and put "Got a story" in the subject line and then let us know what you have in mind. We cannot guarantee your tale will be published, but we'll do our best!

7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask The Expert,

I remember seeing your shortlist of the top ten reasons for going global and I seem to have misplaced it. Would you mind repeating it?

A: Sure. The benefits are as follows:

1. Increases sales and profits (especially if fixed costs are tied to domestic operations) = bigger chunk of growth gain.
2. Earns a greater return from a set of core competencies.
3. Generates economies of scale in production.
4. Enhances local competitiveness and opens up the way to larger, more lucrative customers.
5. Creates jobs, productivity growth, and wealth.
6. Enlarges the pie of potential investors.

7. Insulates seasonal domestic (local) sales by finding new foreign markets and selling excess production capacity.
8. Cuts costs through global outsourcing.
9. Reduces dependence on existing markets.
10. Capitalizes on tax advantages.

Hope it gets you going global! Good luck.

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

8. EVERYBODY LOVES A FREEBIE: ANYTHING YOU WANT 100% FREE!

Subscriber Exclusive

Yes, you read it right. One hundred percent (100%) free merchandise and products.

Go for it here:

<<http://tinyurl.com/cuajay>>

9. THE COMPETITIVE EDGE – THE TRILLION-DOLLAR CLUB AND THE HEALTH OF U.S. MANUFACTURING

Subscriber Exclusive

The United States must take steps now to participate in the high-growth promise of these emerging economies.

Read more here at Industry Week:

<<http://tinyurl.com/chzstv>>

10. HOW OBAMA CAN GET CUBA OPEN FOR BUSINESS

Subscriber Exclusive

President Obama can increase trade with Cuba without convincing Congress to lift the embargo.

Read more here at BusinessWeek:

<<http://tinyurl.com/dapkgj>>

11. MISGOVERNANCE AT THE WORLD BANK

Subscriber Exclusive

New research tells why misgovernance at the World Bank should be corrected.

Find out more at HBS Working Knowledge:
<<http://tinyurl.com/dajmbx>>

12. BLOG WORLD: PHILIP MORRIS INTERNATIONAL: STILL A SMOOTH DRAW

Subscriber Exclusive

Global smokers continue to pay up for Philip Morris' iconic brands.

Read more here at the Motley Fool:
<<http://tinyurl.com/d8jjcw>>

13. LAUREL'S LATEST e-BOOK: "GODZILLA GLOBAL MARKETING!"

"GODZILLA Global Marketing! – The Essentials To Building A Successful Global Business" will help you:

- > Build a living global brand.
- > Understand the importance of local and global strategic alliances.
- > Develop a high global business IQ.
- > Create an export dream team.
- > Implement a seven-degree global action plan.
- > Consider global marketing as a career ... and more!

"GODZILLA Global Marketing!" -- a whopping 43 single-spaced pages -
- is U.S. \$8.95. You can buy a copy quickly and securely through PayPal, which accepts all major credit cards (and you don't even need a PayPal account). Once payment is received, your book is on the way! Enjoy.

Click here for more information:
<<http://www.globetrade.com/books.htm>>

Click here to buy it now:
<<http://tinyurl.com/yyufgr>>

[Laurel here ... thanks to so many of you who have already purchased a copy!]

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

Subscriber Exclusive

How many times have you been with a friend or a colleague and said "it sounded just like XXX." Maybe you were referring to the sweet sound of an early morning robin (<http://tinyurl.com/d75wwe>) or the excitement of sleigh bells (<http://tinyurl.com/cyj3em>) ringing during the holidays. Whatever the case, sometimes it's hard to put your finger on it. Now you can with FindSounds (hat tip to Marilyn Mobley, Senior Vice President, Strategic Counsel, Edelman, for letting us know about it).

<<http://tinyurl.com/4ub8o>>

(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 great pleasure in life is doing what people say you cannot do." ~ Walter Bagehot

16. MISCELLANY

----->>>>>>>>> LATE BREAKING NEWS <<<<<<<<<<-----

- GLOBETRADE IN THE NEWS:

U.S. NEWS & WORLD REPORT: The Global Entrepreneurial Revolution
<<http://tinyurl.com/4bwtyc>>

THE WALL STREET JOURNAL: Looking Abroad For a Bigger Boost in Business
<<http://tinyurl.com/5k6mwc>>

THE WALL STREET JOURNAL: New York Eatery Looks For The Sweet Spot Overseas
<<http://tinyurl.com/6q9n4q>>

WE, INC.: How To Provide Great Global Customer Service
<<http://tinyurl.com/5ry34z>>

USATODAY.com: Small U.S. firms make big global sales
<<http://tinyurl.com/4tm8na>>

U.S. NEWS & WORLD REPORT: Falling Dollar Pinches Small
Businesses
<<http://tinyurl.com/678dm8>>

U.S. NEWS & WORLD REPORT: The Bright Side of the Dollar's Decline
<<http://tinyurl.com/5zvrc3>>

- LAUREL'S ENTREPRENEUR COLUMN: Global: Barriers to Entry. Expanding Internationally? Avoid these 5 common errors.
<<http://tinyurl.com/6jqbcd>>
- PARCEL MAGAZINE ARTICLE: Leaving the Country: Learn about the extremity of small businesses' unwillingness to go global. The UPS Business Monitor report helps us understand why.
<<http://tinyurl.com/2puay3>>
- SMALL BUSINESS TRENDS: What's Ahead in Our Brave New Cyberworld.
<<http://tinyurl.com/2udun5>>

>>>>>>> PEOPLE + COMPANIES GETTING AHEAD <<<<<<<<

A. PLACES TO VISIT:

<http://www.globetrade.com> -- Check out our new look: We've added an Idea Lab section!

<http://borderbuster.blogspot.com> -- The Global Small Business Blog

<http://www.laureldelaney.com> -- for your global entrepreneurial development needs.

<http://escapefromcorporateamerica.blogspot.com> -- to find out why women are leaving Corporate America for entrepreneurship.

<<http://tinyurl.com/34nlf5>> -- audio post card from Laurel!

<http://www.squidoo.com/borderbuster> -- do you Squidoo? We do! Find out why.

<http://www.ebookmall.com/ebook/65325-ebook.htm> -- to order Laurel's first e-book, "Insanely Global!"

B. HERE'S WHAT'S ALWAYS FREE – RESOURCES YOU CAN USE:

- Listen to an archived broadcast of Laurel Delaney talking about what it takes to go global:

<http://smbtrendwire.com/index.php?p=8>

- Listen to podcasts as global trade experts (including Laurel Delaney) and UPS executives explore how small- and medium-size businesses can better market their goods internationally:
<<http://tinyurl.com/5wcamj>> and
<<http://tinyurl.com/6hgfnn>>
 - Download a voter-supported FREE global manifesto authored by Laurel Delaney:
<http://www.changethis.com/sp-6.GlobalGuru> -- for learning how to go global.
 - Explore Scribd and learn something new about going global:
<<http://www.scribd.com/people/view/11846>>
- C. REMINDER. "Borderbuster" may be distributed freely, provided that the distribution is without charge, that the issue is distributed complete and unaltered, and that all copies retain the Global TradeSource, Ltd. copyright notice.

*** Whether you are looking for an opportunity or have a vacancy to fill, please email your concise (no more than 80 words) copy to info@globetrade.com (<mailto:info@globetrade.com>). ***

That's it for May. A special thanks to Bob Marovich, author, consultant and gospel music historian, for his editing assistance. He can be reached at bob@gospelmemoies.com (<mailto:bob@gospelmemoies.com>) or visit his blog at <http://www.theblackgospelblog.com/>. Back with you in June when flowers are blooming and people are taking time out to smell them!

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