



The International Import-Export Institute's

CHAPTER START-UP MANUAL

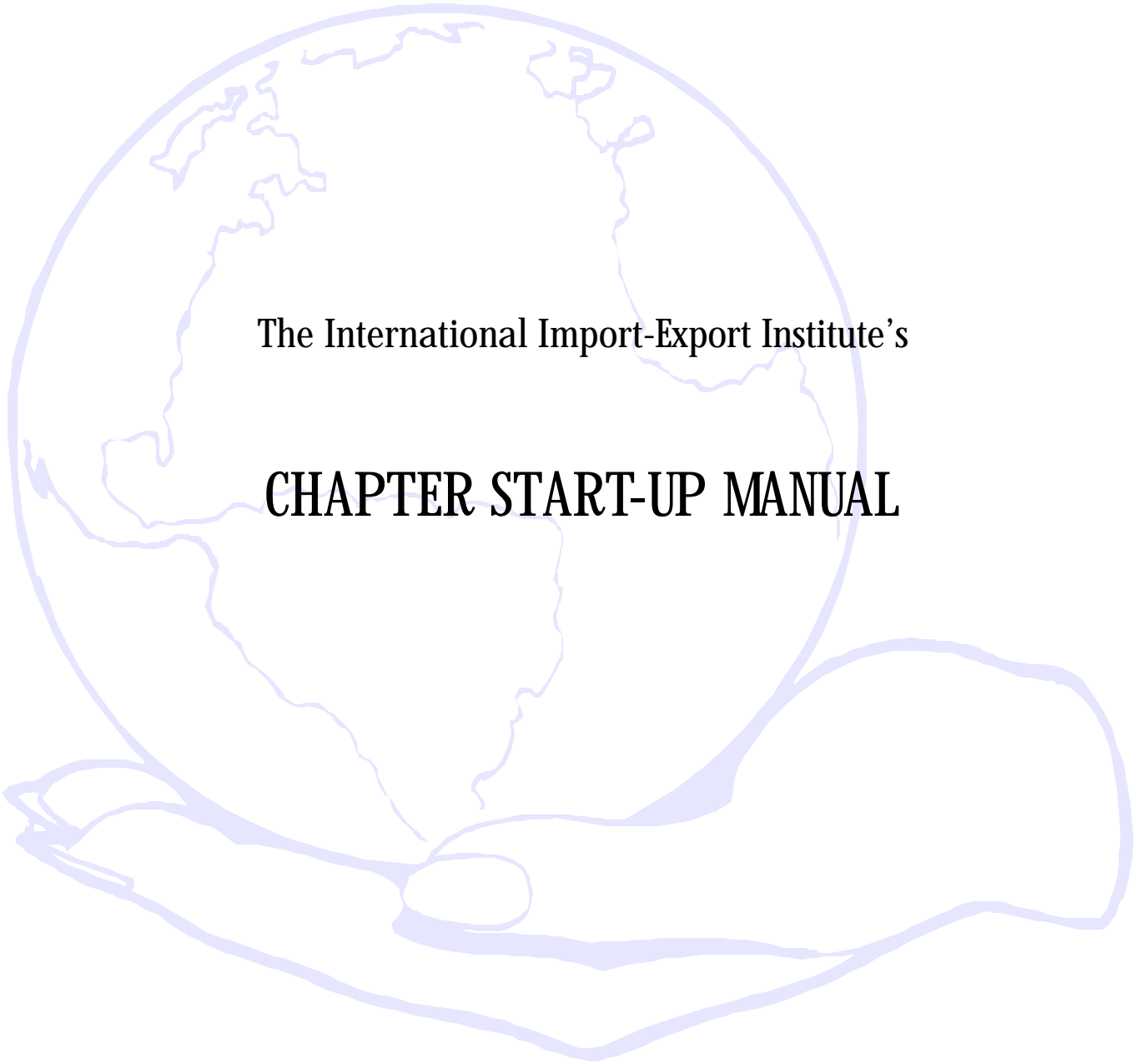




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IIEI Chapter Mission Statement

As a non-profit organization, it is our mission as an IIEI Chapter to provide IIEI members a convenient forum for the exchange of ideas, a place for professional networking, a dynamic learning environment, and a medium of communication between the various groups of the International Import-Export Institute.

Definitions of Terms:

IIEI Members:

Members of the International Import-Export Institute in good standing.

Convenient:

Local chapters can be formed wherever there is a group of at least three (3) IIEI members.

Forum:

A communication arena that becomes a fulcrum of international interest.

Professional Networking:

People with international interests meeting regularly to discuss unfolding events and opportunities in the emerging field of international trade to enhance individuals' careers.

Dynamic Learning environment:

A healthy growing environment for the expansion of the knowledge of IIEI members by bringing a myriad of topics of international interest through speakers, publications, monthly meetings and other information events in order to give them the competitive advantage in the international marketplace.

Various Groups of IIEI:

All worldwide chapters and the many specialized sections of the International Import-Export Institute, such as the Technology Information Center, the Membership Division, the Educational Division, and the Testing and Certification Division.

How to Start a Chapter

We often hear from prospective members that there is no structured international business forum in their area, just a few businesses selling internationally. Perhaps you feel the same way. If you would like to change that, but don't know the solution, why not consider starting an IIEI Chapter in your area?

The steps to starting a chapter are easy! All it requires is that the initial chapter be formed with at least three active IIEI members. Let our professionals assist you in forming a chapter that can be the center of international activities in your area. It is easy, and the rewards are of global proportions!

Here are the steps:

1. Find two more active IIEI members in your area. Your "area" can be a city, county, region or something much more specific, such as a college, university or trade organization. If you are the only member in the area, solicit two more people interested in international trade to join. They can contact IIEI for a membership application, or print it from our web site or photocopy the one enclosed in your start-up kit.
2. Once you have three members, fill out IIEI's Chapter Formation Application. It simply asks the names of your members, the meeting location, and for you to identify a contact person to receive mailings from IIEI headquarters. If you would like IIEI to assist you in creating your own chapter publications, such as a newsletter, simply check the box on the form and we will send out a "kit" to help.
3. The chapter annual fee is \$100, which is waived for the first year. Each subsequent year, your Chapter is credited with \$10.00 value-credits for each IIEI member in your chapter. These value-credits are used by the Chapter to offset the annual fee. In time, your chapter could have enough value-credits not only to offset the annual fee, but to redeem toward chapter signs, banners and other items of interest.
4. Once your application is received, IIEI will assemble a New Chapter Kit for you, with everything that you need to begin having meetings and creating international interest in your area.

With your New Chapter Kit, you are ready to have your first meeting! And while you take it from there, IIEI is here to support you every step of the way. Simply contact IIEI and ask to speak to the Local Chapter Liaison or e-mail us at: **chapter@expandglobal.com**

Local Chapter Sponsorship

By sponsoring an IIEI Chapter, an organization is signifying that it subscribes to the highest ethical standards of excellence in international trade, and that it supports the efforts of international trade professionals and the certificate of proficiency among import-export professionals worldwide.

Benefits to a Sponsoring Organization:

- **Worldwide Audience** Sponsors receive worldwide exposure through IIEI's global audience.
- **Chapter Masthead Listing** Provides the sponsor with exposure to local community and chapter membership.
- **Free Membership** The sponsoring organization receives one free membership with all the benefits at no additional cost.
- **Sponsor's Own Web Page** Sponsors receive a customized web page on IIEI's worldwide Internet site.
- **IIEI Business Registry** Sponsors receive a complimentary listing on this prominent global directory.
- **IIEI Journal Subscription** Sponsors receive complimentary issues of this peer-reviewed journal with current and practical information.
- **IIEI Recognition Certificate** Provides the sponsor with a method of making a public statement about their commitment to standards of excellence and business ethics.
- **GlobalWatch® Newsletter** A free subscription to this bi-monthly newsletter covering the latest developments in international trade, cultural insights, and member information.

Chapter Meeting Sample Agenda

Chapter Name First Meeting - Date

6:45 - 7:00 p.m.	Pre-meeting mixer Coffee / snacks served (Table set up off to side with IIEI info displayed)
7:00 - 7:10 p.m.	Welcome and introductions
7:10 - 7:45 p.m.	Guest Speaker - Topic - (e.g. Int'l Banking) It is very important that the topic be immediately useful. (e.g., "How To Insure Fast International Payment".)
7:45 - 8:00 p.m.	Informal Q & A of guest while refreshments served
8:00 - 8:30 p.m.	Formal Business Meeting Topics: Ratify Chapter Charter/ established Chapter rules, Chapter dues, etc. Chapter Officers elected Regular meeting times established/ calendar established Set up committees to: <ol style="list-style-type: none">1. manage guest speaker schedule2. setup future meeting activities3. liaison with other IIEI Chapters and IIEI home office4. produce your chapter newsletter5. manage membership activities6. manage Chapter finance issues (chapter banking)7. secure paid Chapter Sponsors (main method of chapter funding)
8:30 - 8:35 p.m.	Brief Break
8:35 - 9:00 p.m.	Committee break out sessions
9:00 p.m.	Meeting adjourns

IIEI Chapter By-Laws - Sample Chapter

IIEI (Chapter name) Chapter By-Laws

Ratified by a majority vote of the active members present on the ____ day of _____, _____.

ARTICLE 1 - Name and Purpose

Section 1. The name of this chapter shall be _____ Chapter of the International Import-Export Institute. This chapter shall be associated with, yet independent from, IIEI. The chapter will abide by fair business practices and ethics.

Section 2. The mission of this chapter:

As a non-profit organization, it is our mission as an IIEI Chapter to provide IIEI members a convenient forum for the exchange of ideas, a place for professional networking, a dynamic learning environment, and a medium of communication between the various groups of the International Import-Export Institute.

Terms associated with the Chapter Mission Statement:

- **IIEI Members:** Members of the International Import-Export Institute in good standing. (See Article 2 for the definition of a member)
- **Convenient:** Local chapters can be formed wherever there is a group of at least three (3) IIEI members.
- **Forum:** A communication arena that becomes a fulcrum of international interest.
- **Professional Networking:** People with international interests meeting regularly to discuss unfolding events and opportunities in the emerging field of international trade to enhance individuals' careers.
- **Dynamic Learning Environment:** A healthy growing environment for the expansion of the knowledge of IIEI members by bringing a myriad of topics of international interest through speakers, publications, monthly meetings and other information events in order to give them the competitive advantage in the international marketplace.
- **Various Groups of IIEI:** All worldwide chapters and the many specialized sections of the International Import-Export Institute, such as the Technology Information Center, the Membership Division, the Educational Division, and the Testing and Certification Division.

Section Three: Any reference to the IIEI Corporate Office contained herein refers to the International Import Export Institute in Phoenix, Arizona and its departments.

ARTICLE 2 - Membership

Section 1. Membership in the chapter shall consist of the following class(es):

- a. Active members who have paid their annual dues to the IIEI Corporate Office and live or work within the area designated on the Chapter Formation Request as submitted to IIEI.
- a. Each chapter has the capacity to create other membership categories, such as honorary members. However, these other forms of membership are recognized only within the Chapter, and are not necessarily entitled to the benefits of active membership who have paid their dues to the IIEI Corporate Offices.

Section 2. Active membership is available to all who have paid membership fees to IIEI without regard to gender, sexual orientation, age, disability, race or religious beliefs.

Section 3. A person shall immediately become a member upon payment of the required dues.

Section 4. A member may resign from the organization at any time upon written notice to the Secretary, who will then forward the notice to IIEI's Corporate Office

Section 5. One does not need to be a member of IIEI to attend membership meetings, however, only members in good standing may vote or hold office. A Chapter may set its own policy regarding guest fees per meeting.

ARTICLE 3 - Dues

Section 1. The amount of local chapter dues, as well as, the time for their payment shall be determined from time to time by action of the Chapter Core Committee (See Article 6). These dues are independent from the IIEI annual dues instituted by the IIEI Corporate Office.

ARTICLE 4 - Fiscal Year

Section 1. The fiscal year of the chapter shall commence on the first day of the month after the Chapter Formation Request was processed by the International Import Export Institute. The fiscal year shall end of the last day of the 12th month.

ARTICLE 5 - Management

Section 1. The management of the chapter is vested in the Chapter Core Committee.

ARTICLE 6 - Chapter Core Committee

Section 1. The Chapter Core Committee shall consist of at least 3 persons, each of whom shall be an active member of the chapter. (Any number of persons may be specified, depending on the size of the chapter.)The Chapter Core Committee members shall be elected at the first chapter meeting and shall take office immediately for a term of one year. (The length of each term is established by the chapter.)

Section 2. If vacancies on the Chapter Core Committee should occur for any reason the membership shall elect, by majority vote, a successor for each unexpired term.

Section 3. The Chapter Core Committee shall hold an organizational meeting prior to each meeting of the full membership.

Section 4. Other meetings of the Chapter Core Committee may be held by resolution of the Committee, or by call of the President. Upon the written request of a Chapter Core Committee member, and upon quorum of Chapter Core Committee members, the Secretary shall call a special meeting of the Core Committee.

Section 5. A majority of the Chapter Core Committee shall constitute a quorum for the transaction of chapter business. Any formal action taken at any meeting of the Chapter Core Committee shall require a majority vote of the Chapter Core Committee members present. Each member shall be entitled to one vote.

Section 6. The Chapter Core Committee may, at its discretion, by the affirmation vote of the whole Chapter Core Committee, appoint an Executive Chapter Core Committee to act in its stead in emergencies. (Such

committees usually consist of the officers and one or two other members.) The Chapter Core Committee may appoint chapter committees, fill any vacancies or change the membership in chapter committees. The Core Committee may, by resolution, delegate such authority to the President. The Chapter Core Committee shall have the power to abolish any committee.

Section 7. The Chapter Core Committee may employ whatever personnel it deems necessary, and for which funds are available, to aid in the management and programs of the chapter; and may authorize the expenditure of chapter funds in any other manner, provided such actions are in the proper furtherance of the purposes of the chapter. The chapter organization bears the sole responsibility for the employment and compensation of said employee(s).

ARTICLE 7 - Officers

Section 1. The officers of this chapter shall be: President, Vice-President, Secretary, Treasurer, and IIEI Corporate Office Representative. The offices of Secretary and Treasurer may be held by the same person. The IIEI Main Office Representative may also hold any other office. All officers of the Chapter shall be voting members of the Core Committee

Section 2. The Chapter officers shall be elected from the membership by majority vote of the members at their first meeting. Vacancies occurring between such elections shall be filled for the unexpired term by a vote of the membership at the following meeting. Any officer may be removed from office by the affirmation vote of two-thirds of the whole of the membership.

Section 3. All officers shall take office immediately upon election and hold office for a term of one year or until their successors shall have been elected and qualified.

Section 4. The President shall preside at all meetings of the chapter and of its Chapter Core Committee; shall oversee and coordinate such committees as are authorized by the Chapter Core Committee; shall be a member ex-officio of all such committees; and shall carry out those other responsibilities assigned to him (her) by these By-Laws and by the Chapter Core Committee. The President may not hold office for more than two consecutive terms. (Many chapters restrict the President to a single term, but with a small group you may want to have the President serve more than one term, at least initially.)

Section 5. The Vice-President, during the absence or temporary incapacity of the President, shall perform the duties and have the power of the President.

Section 6. The Secretary shall keep all chapter records, except financial records, including minutes of meeting, roster of members, lists of committees and their members; shall send out notices of meetings or make such telephone calls; forward applications for membership to IIEI's Corporate Office; and discharge all of the usual secretarial functions of the office required by these By-Laws or by the Core Chapter Committee. Once a quarter, the Secretary shall forward to IIEI's Corporate Office a monthly status report which includes a summary of the Chapter's monthly activities, meetings, events, guest speakers, number of members present at meetings, etc.

Section 7. The Treasurer shall keep all financial records of the chapter and have charge of its funds. He (she) shall disburse such funds of the chapter under the direction of the Chapter Core Committee; withdrawals approved from time to time by the Chapter Core Committee. A Treasurer's Report shall be prepared for each meeting. The treasurer shall reside over the finance committee.

Section 8. The IIEI Corporate Representative shall stay in contact with the International Import Export Institute and will brief the membership on all correspondence and policy. This office will work in conjunction with the Secretary in order to provide IIEI Corporate with the quarterly status reports in a timely fashion.

Section 9. All officers shall have such other powers and duties as are required by law.

ARTICLE 8 - General membership Meetings

Section 1. The meetings of the members of the chapter shall be held at the time and place designated by the

Chapter Core Committee. The meeting shall consist of a speaker and the transaction of chapter business. IIEI Corporate Offices will be notified of the location and all changes to the location immediately, as well as any changes in the Chapter Core Committee.

Section 2. Regular meetings of the members of the chapter shall be held monthly (or quarterly, or bimonthly, to be selected by the needs of the chapter) at the time and place fixed by resolution at the previous meeting or as designated by the President or by the Chapter Core Committee.

Section 3. Special meetings of the chapter may be called by the Chapter Core Committee, or by the President, or by any group of five (5) active members by giving adequate notice (five business days) of the time, place, and purpose of such special meetings.

Section 4. Written notices of the time and place of the meetings of the membership shall be prepared and distributed to the membership by the Secretary. This may be replaced by telephone notices or electronic mail, or any other reliable method of notifying the members.

Section 5. The active members present at any duly called meeting shall constitute a quorum. Any formal action taken at any meeting of the membership shall require a majority vote of those active members present.

ARTICLE 9 - Election Procedures

Section 1. A "qualified member" is an active member whose dues are paid.

Section 2. A nomination may be made by any qualified member, and then must be seconded by another. A member may decline any nomination made.

Section 3. The Nominated candidates shall be shown on the official ballot, prepared by either the secretary of the preceding term or a member listed upon the Chapter Formation Request Form, which shall also provide space for write-in candidates, together with the specific terms of office for which each candidate is nominated. For the initial election, distribution of the ballots shall be made at the organizational meeting among those joining the chapter. They shall then immediately mark the ballots and deposit them unsigned in a prearranged ballot box. The votes shall be counted by a pre-appointed member. Subsequently, the "winners" will be announced before the end of the first meeting. All ties will be decided by a run-off ballot. This process can also be carried out through a simple show of hand with the person holding the majority gaining the office.

ARTICLE 10 - Subcommittees

The Chapter Core Committee may, at its discretion, appoint such subcommittees as it may, from time to time, deem to be of assistance to the Chapter. All subcommittees shall be chaired by a member of the Core Committee. Examples of such subcommittee's duties include newsletter publication, securing guest speakers, membership drives, providing refreshments, etc.

ARTICLE 11- Amendments

Section 1. These By-Laws may be amended by the affirmative vote of a majority of the active members of the chapter at any meeting of the chapter. The amendments will not be effective, however, until the next meeting. The IIEI Corporate Office is not involved in this process, either by notification of approval.

**The Chippawa Valley Chapter of
the International Import Export Institute**

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Chippawa Valley Chapter President
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NEWS RELEASE:
International Business
Immediate Release

Chippawa Valley, MN (January 12, 2002) - The quiet town of Chippawa Valley is making a major move to go international. A group of area businesses are expanding their focus to international markets. To aid in this endeavor, they have formed an alliance with the International Import-Export Institute (IIEI) of Phoenix, Arizona, USA to help bring international activities into the area.

Local business people are forming a non-profit IIEI chapter to help promote international trade in the greater Chippawa Valley area. If you are interested in finding out what this might mean to you and your business, we invite you to attend an informational meeting Tuesday, January 29 at the Chippawa Community Center. The meeting will begin at 7:00pm. Doors open at 6:45 pm with an informal chat session before the meeting. There is no cost to attend. Everyone is welcome. For more information, contact William Bennett at 814-628-5075.

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Finding Guest Speakers

Many organizations seek public speaking for groups like yours as part of their job. It helps them promote what they do and therefore they don't charge a fee for their time. They often bring literature and other materials about the services they offer.

Organizations that frequently will speak to your group are:

- International Bankers -- they will often even travel from the nearest major city to speak with your group.
- Local, county, state/province, or federal/national government officials responsible for international trade.
- Local international freight forwarders
- Shipping lines
- Export management companies
- Export trading companies
- International law firms
- Customs Brokers
- Packaging companies
- Government tariff experts
- Other trade organizations

NOTE: A good source for this information is the internet. First, check out IIEI's site at <http://www.expandglobal.com>. Then try one of the many web browsers using key words such as international trade, export, or import. Try using an on-line phone book to find some of the organizations listed above for your area.

Ideas for Speaker Topics

The best topics for your speakers to address are those that the uninformed about international business need most. Some examples of excellent topics are:

- How do I begin to consider exporting/importing?
- Where do I get information about foreign markets?
- How hard is it to begin exporting/importing?
- Where do I get help?
- How do I insure my company will get paid?
- Can my small firm do this (export or import)?
- What kind of banker do I need? Will my current bank be ok?
- Do I have to travel abroad to do international business? (Often small companies fear the expense and lost time of such travel)
- What types of products will do well in an export market?
- How do I fill out all of the important forms required to export/import?
- Do I have to hire an export professional? Costs?
- How long does it take to be successful in exporting? And how much will it cost my company before I see a return?

Notes