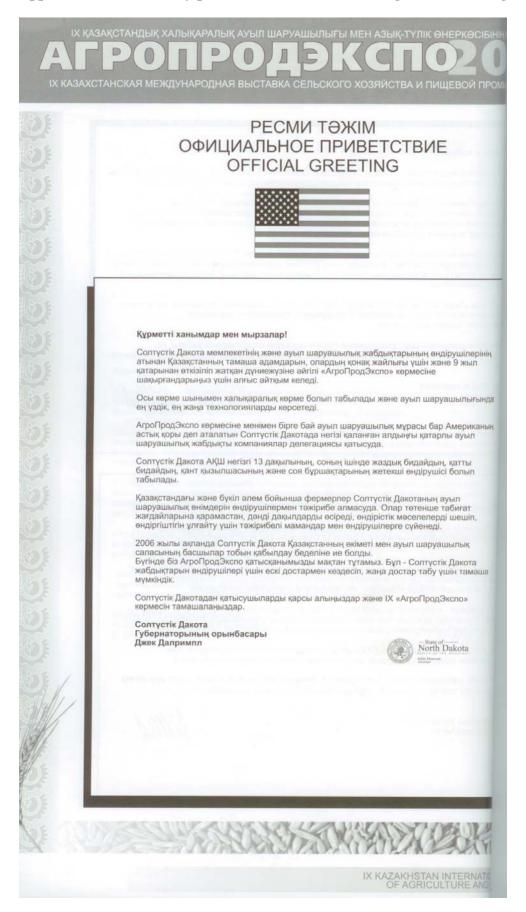
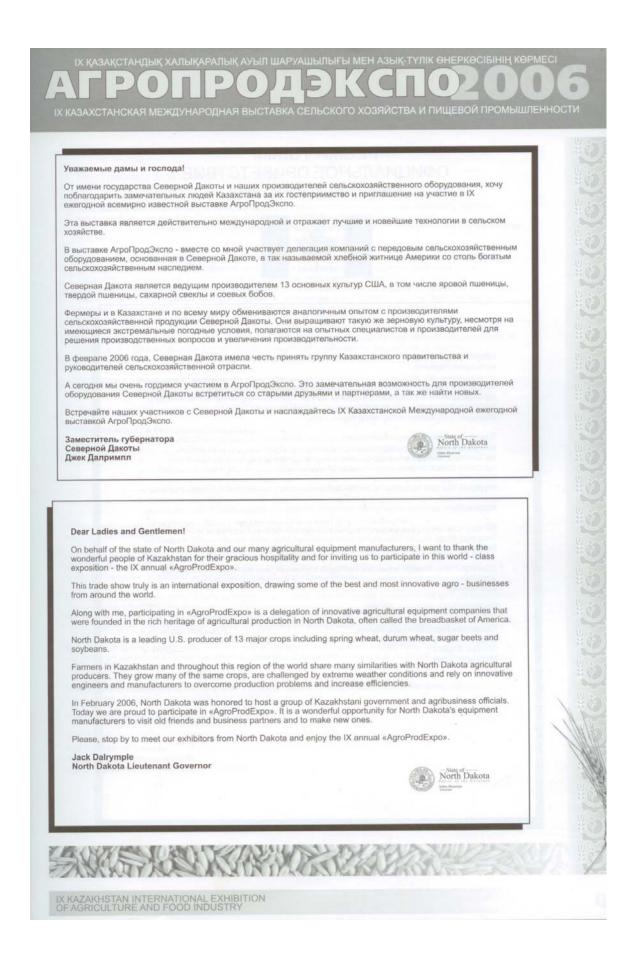
# Appendix 12 – In country promotions: ND Letters in AgroProd Catalogue





# Appendix 13 – MAC Email Exchange

From: Christine\_Lucyk@ita.doc.gov [mailto:Christine\_Lucyk@ita.doc.gov]
Sent: Wednesday, April 25, 2007 11:40 AM
To: Ellen\_House@ita.doc.gov
Cc: Cherie Harms
Subject: Re: North Dakota Trade Office MDCP application

Cherie,

Following up on Ellen's message - I am not aware of any specific market access or compliance issues related to ag Equipment sales in Ukraine.

Christine Lucyk Senior Policy Advisor Office of Russia, Ukraine and Eurasia International Trade Administration U.S. Department of Commerce Tel (202) 482-2018 Fax (202 482 4505 E-mail Christine\_Lucyk@ita.doc.gov

From: Ellen House/MAC/ITA/USDOC Sent: 04/25/2007 12:24 PM To: "Cherie Harms" <Cherie@ndto.com> Cc: Christine Lucyk/MAC/ITA/USDOC@USDOC Subject: Re: North Dakota Trade Office MDCP application

Dear Cherie,

Although I do have a bit of experience with Ukraine, your question should really be answered by Christine Lucyk who is the MAC Desk Officer for Ukraine. She is copied on this email, and can be reached at 202-482-2018.

Best Regards, Ellen

Ellen Shapiro House Office of Russia, Ukraine and Eurasia U.S. Department of Commerce Room 3314 Washington, DC 20230 Tel: 202-482-0360 Fax: 202-482-3042 From: "Cherie Harms" <Cherie@ndto.com> Sent: 04/25/2007 11:49 AM To: <ellen.house@mail.doc.gov> Subject: North Dakota Trade Office MDCP application

Ellen,

The North Dakota Trade Office is putting together and application for the forthcoming MDCP Grant.

Do you see any market and/or compliance issues facing demonstrating and selling agricultural equipment in Ukraine?

The concept is briefly outlined below:

**1. Develop a contractual arrangement with a Ukraine account management team to manage distributors and entice them to focus on North Dakota equipment.** We would likely bid the account management contract to a couple of possible contenders, based on a retainer plus commission concept.

2. Develop a demo & training facility for agriculture equipment in Ukraine staffed with professional trainers. These "trainers" would be trained by Dickinson State University and/or North Dakota State School of Science and by the equipment manufacturers themselves, and then sent back to Ukraine to work in the demo/training facility. We are thinking the demo/training facility could be located at the National Agriculture University in Ukraine.

Charles Raether from BISNIS suggested I contact you. He accompanied a North Dakota Trade Mission to Ukraine, Russia and Moscow last fall. Thank you in advance for your consideration.

Cherie Harms | Development Director North Dakota Trade Office | <u>www.ndto.com</u> 815 N. Mandan | Bismarck, ND 58501 701-471-2704 (c) | 701-258-7733 (f)

#### Appendix 14 – Howard Dahl article featured in Inc. Magazine

# Negotiating with commissars. Bartering for payment. Surviving the crash of the ruble HOWIDDIDIT



Howard Dahl was among the first American entrepreneurs to stream into Moscow in 1992, following the collapse of the Soviet Union. Fifteen years and two currency crises later, Amity Technology, his Fargo, North Dakota-based farm equipment manufacturer, is still there. Exports to Russia, Ukraine, Kazakhstan, northern China, and Azerbaijan will account for \$30 million in sales in 2007, about 40 percent of revenue at Amity and its two sister companies. Dahl has found doing business in the former Soviet Union to be intellectually exhilarating and spiritually rewarding. He was in Kiev during Ukraine's Orange Revolution, for example, and serves on the board of the first Western-style liberal arts college in Moscow. Through it all, Dahl has developed an abiding affection for the people of these countries, especially the farmers.

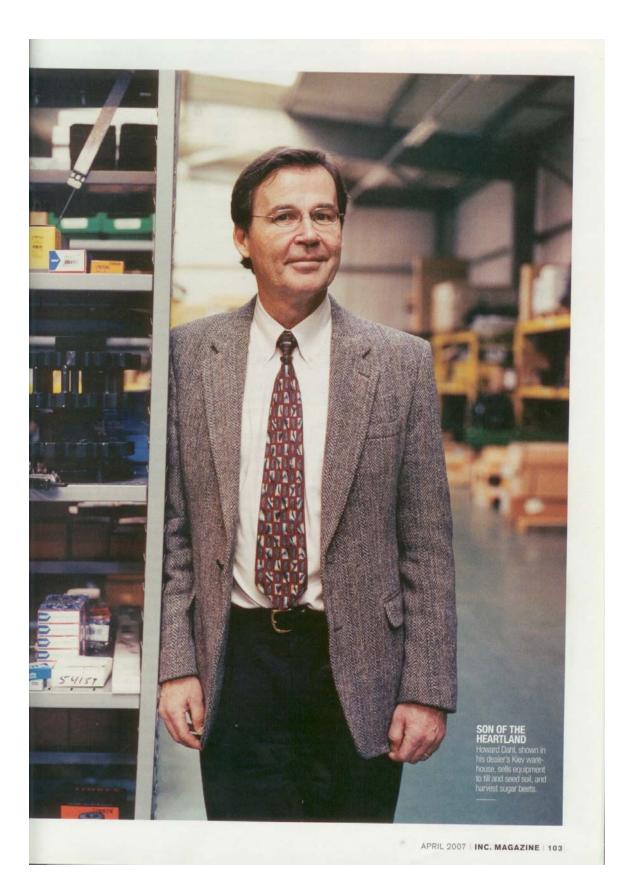
Amity Technology

**My brother Brian and I are third-generation manufacturers** in Fargo, North Dakota. My grandfather's company created the Bobcat loader, which was sold all over the world and is still made here in Fargo. My father and my uncle ran a company called Steiger, which made four-wheel-drive tractors. They took it from sales of \$2 million to \$105 million in five years.

**At my father's behest, I traveled in the 1970s to Hungary,** where he set up a joint venture with the government to manufacture tractor wheel axles. My wife, Ann, and I also spent the summer of 1974 living in Vienna. At the time,

As told to Mike Hofman | Photographs by Joseph Sywenkyj

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what struck me about the other side of the iron curtain was the grayness of the place. Homes and businesses were in disrepair and the people were mistrustful of almost everything.

In 1977 my brother and I started our own company, called Concord. The original idea was to develop technology to help farmers in the Third World ease poverty and famine. But then reality set in. Global poverty was a bigger task than I could handle, so I put my energies into creating a sustainable

# "Most Americans think of Siberia as a cold and desolate place, but there are fine farms there. The region reminds me of Minnesota."

business. We eventually became the market leader in pneumatic seeding equipment, which is used to plant wheat and soybeans.

In 1996, we sold the company to the Case Corporation. As part of the deal, we retained ownership of several product lines that Case didn't have as much interest in: some specialized farm implements used to take soil samples, as well as large equipment used to harvest sugar beets. On the day the deal closed, our present company, Amity Technology, was born.

Mikhail Gorbachev's reforms played a role in leading us to expand the business overseas. Two of Amity's shareholders are brothers from Canada. Their father fled Russia in 1919, not long after the Bolshevik revolution. Their mother got out in 1929. When Gorbachev began to open the Soviet Union to the West through the program known as perestroika, the brothers went back to visit their roots in the Kuban region. On those trips, they saw collectivized farms that were 10 or even 50 times as big as farms in North America. They instantly saw an opportunity for Amity. Our equipment is ideally suited for large farms, and these were the largest farms on earth.

We shipped our first five units into Russia in 1991. Back then, Amity had only about \$10 million in annual revenue, so expanding into a foreign market was a big deal—let alone expanding into a market like the Soviet Union, which was in such extreme turmoil. Only months before, hardliners had tried to take control of the government in a coup d'état. Boris Yeltsin had foiled their plans and then overseen the breakup of the Soviet Union into independent states. The risk for us was only heightened by the fact that we sell big-ticket items: A typical deal might be \$125,000 for two pieces of sugar beet harvesting equipment.

**On my first trip to Russia in 1992**, I found myself standing in Red Square looking at the Kremlin. It was thrilling. But I understood that it was a time of both hope and fear for the Russians. The ruble had just gone through a terrible devaluation, and I saw many old women on the streets, standing in

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silence, trying to sell bread or cakes in order to make ends meet. It was very poignant.

Amity's earliest customers were government-run institutions in Stavropol, the province that Gorbachev came from, and in Siberia. Most Americans think of Siberia as a cold and desolate place, but there are fine farms there. The region reminds me of northern Minnesota or Manitoba or Alberta near the Peace River. Doing business with the bureaucrats who ran these farms could be

> extremely frustrating. They had no concept of what we think of as basic business practices and negotiating with them could be awful. One time, I felt so bullied by an official that I blurted out that he was acting like a dictator. That hit a nerve and the meeting ended abruptly.

To receive payment for some early sales, we bartered with the Russians. They would trade rapeseed, which you use to make vegetable oil,

for machinery. We would then sell the seeds to a German agribusiness in a back-to-back transaction. Once, a customer offered us 30,000 polar fox pelts for a machine. It didn't feel right, so I turned him down. I found out later what the value of those pelts would have been if I had resold them to a furrier in Europe. I should have done that deal.

**On my second trip to Russia,** I was jogging along the Moscow River when I came upon a large tour boat that sat empty and idle. I stopped and found someone who spoke English. She explained to me that the economy was so bad that most Russians could not afford to buy tickets anymore. The ruble had in the previous year gone from a value of 1 to 1 against the dollar to something like 120 to 1. I asked how much it would cost to charter the 300-seat boat myself. She said it would be much too expensive for one person: 2,400 rubles. I told her I'd be back in half an hour for my \$20 ride. On every visit to the former Soviet Union, I have at least one experience like this that captures the extreme opportunities that exist there for American companies.

Of course, one always has mixed feelings. The reason there is so much demand for my products is the same reason the boat ride was so cheap. The tragic history of mismanagement and neglect has left the people impoverished and really destitute.

I believe deeply in the proposition that one should understand the culture and history of a country that one intends to do business with, so I try to read at least one or two histories of Russia each year. What I've learned from these books is that the culture of distrust is deeply ingrained in the Russian people. That's why they are such good chess players—they have been conditioned to think several steps ahead of everybody else in order to survive. I was astonished to learn that, even in the 1990s, many Russians believed that the United States would seriously consider invading their country militarily. History has made them paranoid.

Once you do gain a customer's trust, unless you operate in the oil and gas sector or a few other sensitive areas, doing business in



"Once, a customer offered us 30,000 polar fox pelts for a machine. It didn't feel right, so I turned him down. I should have done that deal.

Russia is completely normal. In the ideal business relationship we don't even need a contract. After I give my word on something to a customer, my company and theirs will begin doing business with the normal commercial activities of purchase orders, shipping schedules, and payment arrangements.

We were greatly tested in 1998 when the ruble crashed. Orders for our products dried up because there was no money. Plus, we had extended credit to customers in U.S. dollars, and overnight, they could not pay us. We had to write off \$600,000 worth of bad debts. At the time, we were doing \$13 million in sales in Russia, so that was a significant amount for us. After that, we tightened our credit terms considerably. For a couple years I questioned whether we should continue, and it was during that time that many Western companies left Russia. Thankfully we remained.

Since 2001, all of our customers have been in the private, as opposed to the state-run, sector. This has made doing business much easier. People in agriculture speak the same language the world over. Some of my clients are now publicly traded, and many of them hire Western accounting firms to conduct their audits. Of course, there are a few customers with whom I

A COLD CALL am very conservative in my

dealings, but that is also true in the United States.

It is not surprising that many American companies have stayed away from Russia, but they shouldn't. Russia is quickly becoming an attractive place to do business. The middle class is growing rapidly, and its members are looking for products of value. This group is made up of educated, sophisticated people who have great technical skills. They are also learning the soft skills like customer service. Of course, life is still very difficult for many people, especially pensioners and people who live in rural areas.

One thing I love about the Russians is

that they are passionate about their cultural heritage. Once when I was there, I picked up a magazine in the city of Rostov, which has about a million people. The magazine had asked each of the city's business leaders to talk about their favorite poet, their favorite composer, their favorite novelist. All of them had thoughtful answers. Can you imagine if top business owners in the United States were asked those questions? Maybe one of them could name a poet for whom he had a deep appreciation.

Going to Russia was the best decision

we ever made. It was the most strategic, and also the most personally rewarding by far. In the past 15 years, we've done more than

\$100 million of sales in the countries of the former Soviet Union, and we have orders for approximately \$30 million for 2007-about 40 percent of total sales. I've made 46 trips to the region since 1992, and had to stitch new pages into my passport twice.

You don't have to be a big business to go to Russia. If you find the right sales agents and translate your written materials and manuals into Russian, you can enter the market fairly quickly. I've assisted eight to 10 companies in North Dakota in expanding to Russia.

The most gratifying thing about doing business over there, however, has been the reaction I have received from the people who work on these large farms. They offer me bear hugs and warm toasts over dinner, and tell me that seeding and tilling used to be the hardest part of their job and now it's the easiest part thanks to my equipment. So my original motive, to make machinery that helps people climb out of poverty, has in a sense been fulfilled. That has been a great joy to me. O

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S Inc.com For a full archive of past How I Did It features, visit www.inc.com/hidi

# Susan D. Geib

1100 3 <sup>rd</sup> Avenue South, F	Targo, ND 58103	Telephone	e 701 293-9023 (H) 701 541 0735 (C )
		Email	susan@ndto.com
PROFESSIONAL EXP			
2004 to Present	<b>Executive Director ND Trade Of</b> Raised \$1.5 million in private and Increased export volume by \$42M 90% Client Satisfaction rating and	public fund M YR 1 am	ong 25 members
2001 to 2003	Assistant Professor, Minnesota Sta Taught 4 classes in Marketing Mar 90% of students ranked in Developed completely new course (CRM) without benefit of text or m 100% of students rated co Assisted in Strategic Marketing Pla	nagement w nstructor as in Custome naterials purse and in	ith excellent reviews Very Good/Exceptional er Relationship Management structor as Very Good/Exceptional
2000 Sept to Dec	Career Traveler throughout Asia, N	Mid-East, M	lediterranean
1985 to 2000	Microsoft Business Solutions (Gre	at Plains Di	vision), Fargo, North Dakota
1999 to 2000	Vice President and Managing Directed Great Plains subsidiary of Returned business to profitability of Increased revenue by +50% with n Implemented systems and practice Increased distribution from 3 to 26 Enhanced Customer Satisfaction R Received <u>World Wide Top Team I</u> Recognized by U.S. Dept. of Com	perations the during Asian to increase i s to improve 5 VARS with Catings from Performance	roughout Asia (turnaround effort) n Currency Crisis n spending or headcount e operations hin 12 months 2 to 4 out of possible 5 <u>e (Buffalo) Award</u>
1998 to 1999	Assistant to President - Key Strate	gic Initiativ	es & Organization Design
1989 to 1998	<ul> <li>Led Acquisition team</li> <li>Managed 15 overseas</li> <li>5-year compounded g</li> <li>Launched products in Spanish,</li> <li>Managed strategic pl setting on global scal</li> </ul>	business for e from 0 to 5 n to acquire s locations of growth of 10 n Arabic, Ita anning proc e PO planning expansion st	Great Plains Software 60 countries over 5 years 5 distributors to subsidiary/JV of 180 staff 00% in overseas business lian, German, Portuguese, ess and execution in cross cultural process and board review for rategy
	Selected by peers and company Pr	esident as <u>1</u>	995 Sodbuster Award Winner for
	success and perseverance in buildi	ng Internati	onal Business Unit
1985 to 1988	Director of Retail Marketing Directed marketing programs and brand as leader in accounting softw		

	customer leads through Public Relations efforts, sales promotions, marketing communications, brand name recognition, advertising, pricing, co-marketing alliances and seminars. Lead motivational sales meetings. Conducted numerous product introductions for Great Plains Accounting Series.
1988-1989	Visiting Professor of International Trade; Tianjin University, Tianjin China Taught introductory course in International Trade and Marketing to senior and graduate level students. Strong reviews from faculty and students. Learned Mandarin : 3 hours per day
1987	Adjunct Marketing Professor, Minnesota State University, Moorhead, MN Taught evening marketing classes with positive reviews from students
1984-1985	Associate Product Manager; Kraft Inc. Glenview, Illinois Developed and executed strategic plans and marketing strategy for Kraft Singles; heavily involved in "5 oz. of milk in every slice" campaign.
	Experienced significant increase in brand volume and profitability during my tenure (\$400MM in sales; \$50MM budget)
1981-1984	Account Executive Leo Burnett Advertising, Inc.; Chicago Illinois Responsible for building brand awareness and unit volume for Cheer Laundry Detergent and White Cloud Toilet Tissue with Proctor and Gamble Corporation
	Media Buyer/Planner for Nestle Semi-Sweet Morsels with \$12-\$16MM budget
EDUCATION Winter 1998	Monterey Institute of International Studies Spanish Immersion
Summer 1987	European Community, Brussels, Belgium EU Study Program
Summer 1986	Oxford University, Exeter College, Oxford England Graduate Studies in Modern Literature
1983-1986	Loyola Graduate School of Business, Chicago Illinois MBA degree obtained while working full time
1976-1980	University of North Dakota; Grand Forks, North Dakota B.S.B.A. Marketing
COMMUNITY ACTIVI	ТҮ
	Minnesota Public Radio Advisory Council Board Member ND Export Council appointed by U.S. Dept. of Commerce Marketing Director New Rivers Press Publishing (2002) 3 books to publication International Rotary Club Member - Paul Harris Fellow Overseas Rotary Volunteer as ESL Teacher – Colima, Mexico Elected Fargo Leadership Representative 1993; Fargo Chamber of Commerce
PERSONAL INTEREST	ſS
	Foreign Travel and Exploration to adventurous destinations Own & operate Licensed Boutique Style Bed & Breakfast (Chez Susanne) Managing Family (summer) Resort in Canadian Wilderness Former Airplane Pilot Forest and Mountain Hiking
	Fargo Downtown Rehabilitation as Arts and Entertainment Center Strategic Planning for Entrepreneurial Companies
	82

# Appendix 16 – James Burgum Resume

James E	Surgum4150 40th Ave SW #318 • Fargo, ND 58104701.866.9175 (mobile) • james_burgum@hotmail.com	
Profile	I have served in various leadership roles throughout my career striving to make a measurable impact in student activities, government, community involvement and personal business interests. Beyond my leadership roles I have also obtained global experience through my travels. Since graduating college I have traveled to 24 different countries throughout North America, Europe, Asia, East Asia, and Africa for both business and personal interests.	
Work Experience	<ul> <li>Account Manager, North Dakota Trade Office August 2006 - Current (www.ndto.com)</li> <li>Manage over a dozen client accounts in our efforts to advance their international business. Have provided market opportunity research, leads, issue resolution, shipping, finance, and logistics support to clients</li> <li>Signed six new client accounts and manage over a dozen accounts in the pipeline</li> <li>Assisted in development of trade mission and led group of agricultural machinery companies to Russia, Kazakhstan, and Ukraine resulting in dozens of solid leads and a number of initial sales</li> <li>Participate in team activities helping deliver numerous seminars and a world class Global Business Conference that catered to hundreds of businesses from across North Dakota and from around the world</li> </ul>	Fargo, ND
	<ul> <li>Program Coordinator, Office of the Governor (ND) September 2003 - August 2004 (www.governor.nd.gov)</li> <li>Coordinated and led government agencies and other groups to deliver <i>Operation: Intern</i>, a statewide strategy to promote internships throughout the state linking students to jobs and careers in North Dakota - resulting in hundreds of new internships for North Dakota students (www.ndintnerns.com)</li> <li>Initiated a statewide internship tracking report with the University System. The first of its kind in the nation, which analyzes internships effectiveness on graduate employability and youth retention</li> <li>Participated in development of the North Dakota Trade Office, a \$1.2 million dollar private-public partnership designed to provide advocacy, education, and expertise for trade expansion in the state</li> <li>Managed logistics and participated in trade missions to Spain, France, Italy, Taiwan, Japan, Singapore, Thailand, Malaysia, Australia, and China resulting in millions of dollars in new sales for North Dakota enterprises</li> <li>Assisted in moving forward a \$700,000 land acquisition to further expand the <i>"Greenway on the Red River,"</i> a land conservation, flood mitigation, recreation, tourism and economic development project</li> <li>Worked closely with White House advance team to plan and deliver a successful Presidential event for over 8000 North Dakota citizens</li> <li>Researched active legislation and briefed Governor daily during legislative bill signing sessions</li> <li>Engaged daily in Governor's office operations, policies, and initiatives such as legislation tracking and research, constituent follow-ups, special events, press conferences, workforce development, youth policy, and international trade</li> </ul>	:
	<ul> <li>Student Body President, North Dakota State University August 2002-May 2003</li> <li>Led the implementation of a new accounting software system (Microsoft Great Plains-Dynamics and worked with 6 campus departments as well as students to pass a major revision of the current financial guidelines for allocation of the \$2 million student activity fee budget that studen government oversees</li> <li>Coordinated implementation of a new Tech Commissioner position and BisonWeb; a student service and information website integrating news, student government information, student organizations, campus activities, and student services (www.ndsu.edu/bisonweb)</li> <li>Led and participated on teams that initiated and passed with a vote of the entire student body over \$20 million worth of expansions to the student Wellness Center and the student Memorial</li> </ul>	

	<ul> <li>Successfully negotiated deal with local taxi company for \$2 cab rides anywhere in Fargo-Moorhead and implemented service to student body of 11,000 students</li> <li>Chaired Arboretum Committee that developed a major campus renovation and beautification project</li> <li>Initiated the first ever Police Picnic held on the NDSU campus to foster the development of a closer relationship between students and local police forces</li> <li>Engaged community with collaboration project, which has become an annual event in where over a hundred students meet with community leaders to discuss the decisions that will affect the future of Fargo-Moorhead</li> </ul>	
Internships	<ul> <li>Microsoft (www.microsoft.com/dynamics) May 2000 – August 2002</li> <li>US Solutions Marketing Intern (Nov 01 – Aug 02)</li> <li>Maintained product page websites and worked with team to update content, contributed logistical support for National Quarterly Marketing Seminars, and coordinated breakout session on sales tools at Global Business Building Conference</li> </ul>	Fargo, ND
	Business Process Outsourcing Program Administrator (July 01 – Nov 01)	
	<ul> <li>Managed over 20 Business Process Outsourcing partner relationships and worked with team members to develop and grow this new program</li> <li>Application Service Provider Business Development Intern (May 00 - July 01)</li> <li>Supported team with customer and industry data by conducting surveys and utilizing research techniques</li> <li>Assisted team members in planning events, managing customer tracking procedures, acquiring customer data, forecasting customer counts/revenue growth, and developing ASP partner</li> </ul>	
	relationships	
Education	North Dakota State University ( <u>www.ndsu.edu</u> ) Business Administration, BS Degree Accounting, Minor	Fargo, ND May 2003
Community	Young Professional Network of Bismarck-Mandan ( <u>www.ypnetwork.org</u> )	Bismarck, ND
Involvement	<ul> <li>Co-founded an organization to help connect young professionals to each other and to our community by enhancing the social, professional, cultural, and service opportunities for young professionals</li> <li>Within 8 months over 400 YP's registered with the network and over 100 paid members, organization performed dozens of various service, professional development, entrepreneurial, and social activities for YP's</li> <li>Recently joined the Fargo-Moorhead Young Professionals Network Leadership Team</li> </ul>	
Student	North Dakota State University August 1998 – May 2003	Fargo, ND
Involvement	<ul> <li>Citizens for Effective Government</li> <li>Involved in a month long series by the Fargo Forum newspaper to address out migration issues, concluding the series with a live statewide televised panel discussion</li> <li>Participated in a successful statewide campaign against an initiated measure addressing out migration in North Dakota by participating on a one on one, statewide televised debate, as well as numerous local debates</li> </ul>	
	<ul> <li>Phi Beta Lambda (Business Club)</li> <li>Served as Historian, President, at NDSU; Historian, 2<sup>nd</sup> VP, at State Level</li> <li>Implemented first ever Debt Management Month at NDSU to educate students on student debt issues</li> <li>Initiated first annual College of Business Barbecue, which has become an annual event</li> <li>Increased active student membership from 5 to 25 in one year</li> </ul>	

#### Students in Free Enterprise (SIFE)

- Served as Vice President of Business Development
- Assisted in redesigning the focus and strategy of this organization to develop a stronger set of programs that deliver on the mission of creating economic opportunity for others through the values of free enterprise
- Worked with NDSU Research and Technology Park to launch the first ever Entrepreneurial 5:01 Society networking event series, which are still in place today

#### Boards, Committees, and Teams

 President's Council – Campus Planning Arboretum Team, Chair – Wellness Center Expansion Task Force, Finance Subcommittee – Memorial Union Expansion Team, Education Subcommittee – North Dakota Student Association, State and Legislative Affairs Subcommittee – Athletics Division I Leadership Team – University Re-Accreditation Team – Information Technology Director Search Team – Greek Life Advisory Board – Dean's Advisory Council, College of Business – College of Business Ambassadors, Founding Member – NDSU Career Center Student Advisory Board – Incubator Building Task Force – College of Business Building Design Task

#### Business Personal Business

- Participate in the Fargo-Moorhead Angel Investment Fund, a \$1.5 million investment fund seeking to invest in early-stage growth companies throughout the region
- Serve on the Board of Directors of Arthur Companies, a family owned diversified agricultural business



1111 6<sup>th</sup> Ave. W West Fargo, ND 58078 (701)356-0377 (701)371-5553

# Experience

Oct. 2005-Present North Dakota Trade Office Fargo, ND Communications Director • Responsible for Legislative relations and tracking legislation relevant to

- Responsible for Legislative relations and tracking legislation relevant to the Trade Office mission
- Write articles featuring export companies, state export trends and Trade Office initiatives
- Responsible for media relations and generating positive news coverage of Trade Office programs and events and Trade Office-member companies
- Develop programs to educate the public about the importance of exports to the state's economy
- Develop marketing programs that promote North Dakota export companies throughout the global marketplace
- Develop statistical reports, grants and other documents

Feb. 2000-Oct. 2005The Forum of Fargo-MoorheadFargo, NDReporter

• Responsible for daily news coverage and special reports involving agricultural issues and the federal court system

Oct. 1998 – Feb. 2000 North Dakota Barley Council Fargo, ND Information Specialist

- Perform research and gather market information to advise and educate business associates, congressional leaders, government officials and media representatives
- Develop promotion and marketing campaigns that include organizing and participating in business meetings and public relations events
- Responsible for the development and distribution of quarterly newsletters, news releases and several other industry publication

Aug.1997 - October 1998 Editorial Editor Minot Daily News

Minot, ND

- Responsible for content and production of daily opinion pages
- Wrote daily editorials
- Edited editorials written by other staff members and public contributors

Feb. 1994 – Aug. 1997 Transportation Manager

- Responsible for daily supervision of freight operations and 30 employees.
- Developed new business contacts that improved freight logistics and increased company profits.

March 1998 - Aug. 1993 *Texarkana Gazette* Texarkana, TX **Reporter** 

Responsible for daily news coverage of law enforcement agencies, state and local politics and special projects

July 1987- March 1998 Bowie County Citizens Tribune New Boston, TX Reporter

• Responsible for general news coverage and layout design

1996The Dakota Student - University of North DakotaGrand Forks, NDStudent Reporter

• Responsible for general news assignments including city government and campus news

# Education

Aug. 1982 - Dec. 1986	University of North Dakota	Grand Forks, ND
-----------------------	----------------------------	-----------------

- B.A. Journalism/ Public Relations
- B.S. Criminal Justice

### Achievements

- First place award for agriculture reporting in the 2005, 2003, 2001 and 2000 North Dakota Newspaper Association writing contests
- Second place award for best agriculture story in the National Newspaper Association's 2002 Better Newspaper Contest
- First place award for deadline news writing in the 1992 Arkansas Associated Press Managing Editor's Contest
- Second place award for feature writing in the 1991 Northeast Texas Press Association Newspaper Contest
- First place award for Community Service in the 1990 Texas Associated Press Managing Editor's Contest, competing against newspapers with daily circulations up to 100,000
- Second place award for special projects in the 1990 Arkansas Associated Press Managing Editor's Contest
- Third place award for investigative reporting in the 1990 Arkansas Press Association Newspaper Contest
- Other state and regional awards

# Appendix 18 – Cherie Harms Resume

# Cherie Harms

	815 North Mandan Street
	Bismarck ND 58501
	Home: 701-255-2841
	Cherie@harmsgroup.net
Work History:	Development Director, North Dakota Trade Office
	March 2004-present
	Developed initial branding and public relations for the Trade Office
	Initiated and organized over 20 statewide networking and educational
	events
	Organized the Global Business Conference attended by over 300
	Assist over 20 companies with exporting issues
	Successfully wrote and administered two federal grants totally \$250,000
	Worked with the legislature and state government to secure funding for
	Trade Office Helped raise over \$300,000 from private sector for memberships
	Supervised research to identify and qualify international business
	resources
	Developed network of 400 exporters and hundreds of export service
	providers
	Participated in statewide export barrier and opportunity research
	Partner, The Harms Group
	May 2002 – present
	Prepare and execute public relations, marketing and business plans
	Provide strategic planning for public, non-profit and private sector entities
	Develop and supervise production of marketing, advertising and
	packaging materials
	Write grants and handle corresponding reporting
	Research, write and produce special interest publications Conduct market research including focus groups and census
	coordination
	President and Co-owner, Makoché Recording Company, Bismarck,
	ND
	July 1995 – September 2002
	Designed publicity campaigns resulting in national media coverage
	Positioned recordings to receive numerous national awards including
	two GRAMMY nominations
	Developed a private securities offering and sold corresponding stock
	Handled all managerial duties including the capitalization and financing
	package Secured international distribution for two record labels
	Supervised the packaging of all recordings and collateral materials
	Licensed full length recordings and songs for films and compilations
	Manager, Meyer Creative Services, Bismarck and Fargo, ND
	January 1994 – October 1995
	Supervised and marketed the services of Meyer Sound Studio in Bismarck and Snyder Films and Video in Fargo
	weyer oound olddio in distilator and onyder Fillins and video in Fargo

### Development Director, Mercy Medical Center, Williston, ND

September 1992 – January 1994 Developed and executed marketing plans for entire Medical Center Initiated an annual giving program and monthly newsletter Administered various fund raising events generating income and publicity Laid groundwork for substantial major gifts

### General Manager, KUMV TV, Williston, ND

	General Manager, KUMV TV, Williston, ND
	January 1985 – September 1992
	Supervised engineering, production, news, sales and administrative departments
	Initiated several income generating promotions
	Maintained strong ratings and improved station image in 11 county area
	Improved the bottom line 180%
	Built an effective and professional management team
	General Manager, KQCD TV, Dickinson, ND
	August 1990 – December 1991
	Assessed needs and problems affecting the station
	Conducted focus group sessions to determine community perceptions of KQCD
	Analyzed and reorganized the sales, news, production and
	administrative departments
	Increased sales by 10%
	Communications Instructor, UND Williston January- May 1992 Advertising Instructor, UND Williston January-May 1989
	Media Director/Account Executive, Simmons Advertising, Grand Forks, ND
	March 1982-December 1984
	Determined media strategy and negotiated advertising for McDonald's
	Restaurants in six states, Bridgeman Dairy, Case IH and other accounts
	in Minnesota and North Dakota
	Directed strategy and was liaison between campaign headquarters and
	the agency for two statewide political campaigns
Education:	Bachelor of Science Degree from North Dakota State University
Luucation.	Major in Speech; Minor in Public Relations
	Graduate Dickinson High School
Civic Involvement:	Vice-Chairman, North Dakota District Export Council
	Past President, New Bohemia, ND
	Past President, Theo Art School
	Past Council Member, Trinity Lutheran Church
	Past Member of the Bismarck Downtowners Board of Directors
	Past Member of the North Dakota Commission on the Status of Women
	Past Member of the Fort Lincoln Association
	Past Member of Williston Jobs and Industries Foundation
	Past Board Member of Mercy Recovery Center
	Past President, Williston Convention and Visitors Bureau
	Past President and Publicity Chairman, Basin United Way
	Founding Member of the Friends of Fort Union Association
	Past Board Member and Publicity Director, Friends of Fort Union
	Past Member Williston Chamber of Commerce Board of Directors

Training:	NASDA and Thunderbird, the American Graduate School of International Management International Business Specialist Training and Certification, Level II Designing your Gift Planning Program - National Planned Giving Institute at the College of William and Mary Principles, Techniques of Fund Raising - The Fundraising School - Indiana University Center on Philanthropy
Honors:	One of Five Outstanding Young North Dakotans, 1994 Awarded by the North Dakota Jaycees Boss of the Year, 1988 Williston Business and Professional Women

# **Lindsey Warner**

620 Main Ave #403 • Fargo, ND 58103 701.361.9444 • lindseywrnr@yahoo.com

WORK EXPERIENCE	<ul> <li>Marketing Assistant, North Dakota Trade Office Fargo, ND (March 2007 – Present)</li> <li>Assist Communications Director in with marketing and communications</li> <li>Plan and coordinate events for the North Dakota Trade Office</li> <li>Update database and website with membership information</li> <li>Produce Trade Office Newsletter</li> </ul>		
	<ul> <li>Communications Specialist, Advertising Checking Bureau Tempe, AZ (January 2006 – December 2006)</li> <li>Contingent staff for the Microsoft Corporation: Fargo, ND</li> <li>Promote events such as Instructor Led Training classes and Web Seminars for Microsoft Dynamics US Partner Readiness</li> <li>Create and manage content of various newsletters for Microsoft Partners throughout the United States</li> <li>Produce and maintain various spreadsheets and calendars to track the vehicles of promotion for each event US Partner Readiness hosts</li> <li>Edit and write descriptions for various events</li> <li>Communicate with various team members to brainstorm new and innovative ways to promote various events to Microsoft Partners</li> </ul>		
	<ul> <li>Portrait Photographer, Lifetouch National School Studios Fargo, ND (January 2005 – January 2006)</li> <li>Won North Dakota Territory Photo Excellence award in May 2005 and December 2005</li> <li>Worked with a staff of highly trained, professional photographers to produce quality portraits of children in grades K – 12 throughout North Dakota and northwestern Minnesota</li> <li>Communicated with various school administration members within the different schools to ensure a smooth photo experience</li> <li>Used high quality digital photography equipment to produce student portraits</li> <li>Managed various types of paperwork for numerous jobs</li> </ul>		
PROFESSIONAL EXPERIENCE	<b>Staff photographer</b> , <i>horizonlines.org</i> Award winning online magazine, Mass Communication		
	Department		
	MSUM (Spring 2004)		
	• General assignment photographer, researcher, layout and production		

MSUM student newspaper (2003)

• General assignment photographer

#### Freelance photographer, Promersberger Company:

Fargo, ND

• Created photographs of construction equipment for client ads

#### **Freelance photographer**

• Photographed multiple weddings and senior portraits

#### Minnesota State University

Moorhead, MN (August 2000 – December 2004) B.S. in Mass Communications, Photojournalism Concentration

- Minor in Spanish
- 3.49 GPA
- Graduated Cum Laude
- Student Orientation Counselor at MSUM for three years
- Achieved the Dean's List at MSUM for three years

#### PROGRAM EXPERIENCE

**EDUCATION** 

- Proficient in Photoshop and Quark Xpress for Mac and PC computers
- Skilled in the Microsoft Office Suite
- Experience with Web design software Dreamweaver
- Skillful in working with people in a patient and professional manner
- Creative approach to problem solving, attention to detail and deadline, hard working easy going and reliable

# **Appendix 20 – Victor Udin's Resume**

# Victor Udin

364 Heath Court Henderson, NV 89074 Tel: 702-469-6425 Fax: 702-202-4808 E-mail: udinva@yahoo.com

# **AREAS OF EXPERTISE**

Strategic/Financial Planning Marketing and Presentations Global Negotiations Skills Knowledge of Foreign Languages

# **EXPERIENCE**

**Dickinson State University** 

### 2005-present

2003-2005

# **Special Assistant to the President on International Projects**

- Assist in developing international opportunities in Ukraine
- Help to establish operations overseas
- Accompany American businesses and academic travelers to Ukraine
- Bringing members of Ukrainian business and academic communities to the US

# DePaul University, Chicago, Illinois, USA

# **International Assistant to the Vice President**

- Assist in developing strategic plan for global operations
- Work external contractors
- Help to establish operations overseas
- Assist with budgeting and contracts preparation and implementations
- Travel Internationally to Expand Global Opportunities

# Iowa State University, Ames, Iowa, USA

# **Executive Director, Office International Programs**

- Develop new International Operations
- Develop and Implement Strategic and Financial Plans
- Generate and Execute Projects in excess of \$3M dollars
- Work with International Partners, Global Networking

1999-2003

# International Banking School, Ames, Iowa, USA

Managing Assistant/Interpreter

### 1992-1999

- Assist and Interpret for International Bankers visiting the US
- Accompany International Bankers to Washington DC, New York Stock Exchange, and Chicago Board of Trade.
- Work with the World Bank on developing new Investment Projects in Eastern Europe

# **EDUCATION**

Iowa State University, Ames, Iowa, USA Doctorate Program in International Administration	1998
University of Northern Iowa, Cedar Falls, Iowa, USA Master Program in English	1992
St. Petersburg University, Russia Bachelor in Training in Foreign Languages and Global Studies	1988

# HONORS AND MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS:

# Member, Board of Advisors, Las Vegas Chamber of Commerce

Award for Staff Excellence, In Recognition of Extraordinary Dedication and Service to Education, the Board of Regions, State of Iowa, November, 2003 USA Member of the Executive Committee on Russia and the Countries in Transition, NAFSA, 1999-2002

### **Appendix 21 – National Agricultural University of Ukraine Letter of Support**



**CABINET OF MINISTERS OF UKRAINE** 

NATIONAL AGRICULTURAL UNIVERSITY

Kyiv-03041, Heroyiv Oborony Str., 15 tel.+38 044 257-51-75, fax +38 044 257-71-55 e-mail: <u>Rectorat@nauu.kiev.ua</u>

June 27, 2007

Mrs. Susan Geib Director North Dakota Trade Office 112 North University Drive Suite 260 Fargo, ND 58102

Fax: (701) 235-0164

Dear Mrs. Geib,

The National Agricultural University of Ukraine (NAUU) is very interested in and willing to work with the North Dakota Trade Office to establish an annual event featuring demonstrations and training on agricultural farm equipment.

The NAUU is willing to provide services and space to the businesses represented by the North Dakota Trade Office in-kind or at reasonable fee. We anticipate the services we will provide to the North Dakota Trade Office may include, but are not limited to:

- Receiving equipment
- Warehousing equipment
- · Providing areas to demonstrate and display equipment
- Event planning
- Promotion of event and products
- Market research
- Training facilities
- Training instruction

We understand the goal of this program is to increase the sale of agricultural machinery manufactured in the United States. We are happy to participate in this program and believe the farmers and agricultural businesses in Ukraine will benefit from building this relationship.

Sincerely,

Dmytro O. Melnychuk Rector

# National Agriculture University of Ukraine

#### Total Enrolment: 35,000-39,999

Total Staff: 2,500-2,999

#### Specialties

- Social Pedagogy
- Quality, Standardization and Certification
- Professional Education
- Law
- Power Engineering in Agriculture
- Automatic Control by Technological Processes
- Management of Organizations
- Management of Foreign Trade Activities
- Marketing
- Economics of Enterprise
- Finance and Credit
- Accounting and Audit
- Agricultural Machinery and Implements
- Farm Mechanization
- Selection and Genetics of Agricultural Crops
- Agrochemistry and Soil Science
- Ecology and Environmental Protection
- Plant Protection
- Fruit and Vegetables Growing and Viniculture
- Veterinary Medicine
- Animal Science
- Water Bioresources and Aquaculture
- Forestry
- Park-Gardening
- Land Management and Cadastre
- Agronomy

#### NAUU has number of Education and Research Institutes:

(I will be able to elaborate on objectives and tasks of each one more if you want)

#### • Educational and Research Technical Institute

- Department of Machinery Design
- Faculty of Construction and Design
- Mechanization and Technological Faculty
- Research Institute (RI) of Techniques and Technologies
- Education and Research Centre (ERC) of Power Engineering and Automation of Agricultural Production
- Education and Research Center (ERC) of Engineering Mechanics
- Education and Research Center (ERC) of Service, Quality and Legal Regulation in Technical Provision of Agro-Industrial Complex
- Education and Research Center (ERC) of Construction and Design
- o Education and Research Center (ERC) of Mechanization of Agricultural Production

#### • Education and Research Institute of Natural Sciences and Liberal Arts

- o Education and Research Centre of Pedagogy
- Faculty of Pedagogy
- o Educational and Scientific Centre of Philology
- o Education and Research Center (ERC) of Chemistry
- o Education and Research Center (ERC) of Social and Humanitarian Disciplines
- o Education and Research Center (ERC) of Mathematics and Physics
- o Education and Research Center of Culturology

#### • Education and Research Institute of Nature Protection and Biotechnologies

- Education and Research Centre of Agrarian Ecology, Standardization and Certification of Objects and Territories
- Education and Research Centre of General Ecology, Safety of Vital Functions and Stable Development of Nature
- Education and Research Centre of Biotechnologies, Biotechnical service and Bioconversion
- o Research Institute of Ecobiotechnologies and Bioengineering
- o Education and Research Centre of Ecology and stable development
- Faculty of Ecology and Biotechnologies

#### • Institute of Veterinary Medicine, Quality and Safety of Agricultural Products

- Education and Research Center of Veterinary and Sanitary Expertise, Hygiene of Animal Products
- o Education and Research Center of Veterinary Medecine of Productive Animals
- o Faculty of Quality and Safety of Agricultural Production
- Research Institute (RI) of Animals Health
- Veterinary Medicine Faculty
- ERI of Animal Biology, Veterinary Sanitary and Quality and safety of Agricultural Products

#### • Education and Research Institute of Forestry and Park-Gardening

- o Faculty of Park-Gardening and Landscape Architecture
- o Forestry Faculty
- o Education and Research Center (ERC) of Forestry
- o Research Institute (RI) of Forestry and Decorative Horticulture
- Education and Research Center (ERC) of Decorative Horticulture and Landscape Architecture
- o Education and Research Center (ERC) of Forest Inventory and Forest Management
- o Boyarskaya forest experimental station
- o Botanical garden of NAUU

#### • Education and Research Institute of Business

- o Economic Faculty
- o Interinstitute center for world agriculture and research development
- o Faculty of Agricultural Management
- o Education and Research Center (ERC) of Computer Informational Technologies
- o Research Institute (RI) of Economics and Management of Agro-Industrial Production
- o Education and Research Center (ERC) of Management and Foreign Economic Activity
- Education and Research Center (ERC) of Finance, Accounting and Audit
- o Education and Research Center (ERC) of Economics and Social Rural Development

# • The ERI of Plant Science and Soil Science

- o Education and Research Center of Phytomedicine and Phytosanitation in Plant Growing
- Education and Research Center of Storage Technologies, Transportation and Processing of Plant Production
- Education and Research Center of Agrotechnologies and Their Standardization and Certification
- Faculty of agronomy
- o Faculty of Plant Protection
- o Education and Research Centre of Biology and Biotechnologies
- o Research Institute (RI) of Agrotechnologies and Plant Products Quality

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- o Education and Research Center (ERC) of Fruit and Vegetables Growing
- o Education and Research Center (ERC) Phytomedicine and Environmental Protection
- o Education and Research Center (ERC) of Ecology

#### • Institute of Land Resources and Law

- o Land Management Faculty
- The Faculty of Law
- o Education and Research Center (ERC) of Natural Resources Protection
- College of Pedagogy

#### • Institute of Animal Science and Water Bioresources

- o Faculty of Animal Husbandry Output Production and Processing Technology
- Faculty of Fish Industry
- Faculty of Water Bioresources and Aquiculture
- Research institute (RI) of animal products production technology
- Education and Research Center (ERC) of Water Bioresources
- Education and Research Center (ERC) of Animal Genetics and Selection named after M.M. Kolesnyk
- Education and Research Center (ERC) of Animal Science, Techniques and Technology

#### • Institute of continuing education

- Faculty of Improving of Qualification and Retraining of Specialists of Agro-Industrial Complex
- Faculty of Training and Improving of Qualification of Leaders Staff of Agro-Industrial Complex
- o Historical reference

At the present stage **an academic activity of NAUU faculty is aimed** at fundamental research, exploratory and development in farming, plant growing, vegetables growing and horticulture, animal science, veterinary medicine, mechanical and electrical engineering for agriculture, forestry, and agricultural economics.

#### The main directions in scientific activity are:

- Biologization of agriculture, forestry and water industry; biotechnology, biogas.
- Nature protection and stable development of bioresources and society, ecobiotechnologies.
- Animals' health, quality, biosafety, international certification and standardization of production technologies of agricultural and food products.
- Economy, marketing, administration and quality management in the field of AIC and nature protection.
- Mechanization, electrification and automation of agricultural, forest and water complexes and processing fields of AIC, biotechniques, alternative sources of energy, computer management technologies in AIC.
- Rationalization of social development of rural area, legal securing of population of rural area.
- Mastering of new systems of information-consulting provision for specialists in AIC and nature protective field.

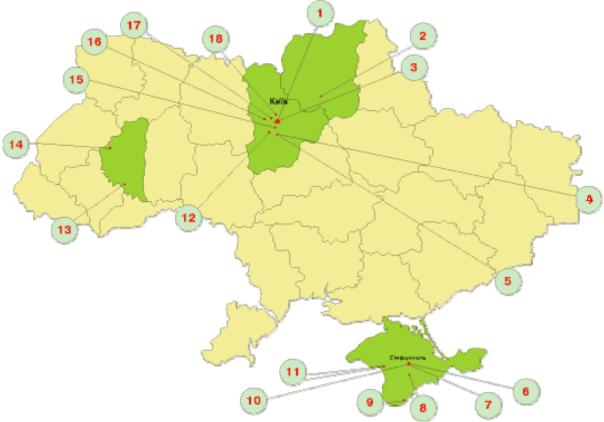
NAUU researchers closely co-operate with research institutions of Ukrainian Academy of Agricultural Sciences and the National Academy of Sciences, educational institutions, research stations, scientific centers, research and production units, plants and other production institutions.

#### **Regional Branches of NAUU**

- Nemishaevo State Agricultural College of NAUU
- Nizhin Agrotechnical Institute of NAUU
- Crimean Technical School of Hydromelioration and Mechanization of Agriculture of NAUU
- Bereshany Agrotechnical Institute of NAUU
- Irpin Economic College of NAUU
- Prybrezhnensky Agricultural College
- Southern Branch «Crimean Agrotechnological University» of NAUU

- Bahchysarai Construction Technical School
- Zalishchyky state agricultural college named after E. Khraplyvy of NAUU
- Crimean Agricultural and Industrial College of NAUU
- Boyarka college of ecology and natural resources of NAUU

# **Geographical location of regional centers**

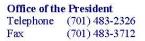


#### Legend of map

- 1. Kyiv Center
- 2. Nizhyn Agricultural and Technical Institute
- 3. Ukrainian Educational and Research Institute of Agricultural Radiology
- 4. Boyarka College of Ecology and Natural Resources
- 5. Boyarka Forestry Research Station
- 6. Southern Branch "Crimean Ag Technical University" NAUU
- 7. Crimean Technical School of Hydro melioration and Mechanization of Agriculture
- 8. Bahchysarai Construction Technical School
- 9. Yalta ERC of Landscape Architecture, Horticulture, Viticulture and Highland Forestry
- 10. Crimean Agricultural and Industrial College
- 11. Prybrezhnensk Agricultural College and Education and Research Breeding Bird Plant named after Frunze
- 12. Training and Research Farm "Velykosnitynske" named after O.V. Muzychenko
- 13. Zalishchyky Sate Agricultural College named after E. Khraplyvy
- 14. Berezhany Agricultural and Technical Institute
- 15. Agronomy Research Station
- 16. Nemishaevo Sate Agricultural College
- 17. Training and Research Farm "Vorzel"
- 18. Irpin College of Economic

Dickinson State University 291 Campus Drive

Dickinson, ND 58601-4896





July 3, 2007

Ms. Susan Geib Executive Director North Dakota Trade Office 112 University Drive N Suite 260 Fargo, ND 58102-4661

Dear Ms. Geib:

On behalf of Dickinson State University, I am writing to enthusiastically support the North Dakota Trade Office's grant application to the U.S. Department of Commerce. This grant will make a significant difference in developing opportunities for increased trade and partnerships in Ukraine related to agricultural equipment.

As you know, I participated in the North Dakota Trade Mission to Ukraine in November 2007. I was pleased to introduce the Trade Mission representatives to Rector Dmytro Melnychuk of the National Agricultural University of Ukraine, with whom Dickinson State University has a cooperative relationship. During the Trade Mission, the Rector expressed genuine interest in developing agricultural exchange with North Dakota businesses participating in the Mission. He indicated that NAUU would like to further their relationship with U.S. agricultural equipment manufacturers and dealers, and he offered to act as a liaison between those businesses and suitable partners in the Ukraine.

Dickinson State University has enjoyed a productive relationship of cooperation with the North Dakota Trade Office. This spring, the University had 26 Russian-speaking students enrolled, and two of these students undertook internships with NDTO. We believe the Trade Office's efforts in Ukraine will provide additional opportunities for our students and graduates.

Thank you for pursuing this grant opportunity, which we believe will be of great benefit both to North Dakota businesses and to Dickinson State University.

Sincerely,

Ju

Lee A. Vickers, Ph.D. President

#### Appendix 24 – North Dakota State College of Science Letter of Support



North Dakota State College of Science

800 Sixth St. N., Wahpeton, ND 58076-0002 • 1.800.342.4325

John Richman, Ph.D., President Haverty Hall 151 • Phone (701) 671-2221 • Fax (701) 671-2316

July 5, 2007

Susan Gieb Executive Director North Dakota Trade Office 112 University Drive North, Suite 260 Fargo, ND 58102

Dear Ms. Gieb,

On behalf of the North Dakota State College of Science (NDSCS), please accept this letter as an expression of the strong interest of the College to actively collaborate with the North Dakota Trade Office, the National Agricultural University of Ukraine (NAUU) and others in establishing an annual agricultural equipment trade show in the Ukraine.

NDSCS very willing to seek creative ways to design and offer needed technical training and other educational services to distributors, technicians and producers in the Ukraine. We are very open to working with the other partners in determining the services needed and the best way to make them available. We look forward to establishing a strong working relationship with NAUU, and have begun the process of doing so.

NDSCS is a comprehensive associate degree-granting college and has developed significant technological expertise and high-quality programming in occupational/technical areas relevant to this project. The College has formal partnerships with industry leaders such as John Deere, Caterpillar and Case New Holland (CNH). The Diesel Technology Department enjoys excellent working relationships with companies throughout the entire agriculture equipment industry. The John Deere Ag Tech and Caterpillar Dealer Service Technician programs are examples of two specialized curriculums offered with great success. NDSCS also has a number of related program areas, such as agriculture and manufacturing, which may prove beneficial to the project as well.

NDSCS is very supportive of the proposed project. The establishment of an annual agriculture equipment trade show will meet a very real need for producers, agriculture equipment distributors and other businesses in the Ukraine. We also believe the project will be beneficial to agriculture equipment manufactures, distributors and dealerships in North Dakota and the United States. We are pleased to participate in it.

Sincerely

John Richman, Ph.D. President

www.ndscs.edu