



 Borderbuster Monthly E-Newsletter (No. 218): May 5, 2020

Distributed by GlobeTrade.com (<http://www.globetrade.com>) and Designed To Help
 Entrepreneurs, Small Businesses, Activists, Futurists, Academics, Executives and Corporate
 Risk-Takers Go Global.

*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_*_**

|||||
 We encourage you to forward this issue! Subscribe FREE!
<http://www.globetrade.com/borderbuster.htm>

CONTENTS

1. Welcome From The Publisher
2. Update For Our Readers
3. 8 Takeaways From Doing Businesses Globally in the Wake ...
4. Fascinating Trip or Discovery of the Month: Have Some Fun!*
5. Ag Economist Says COVID Recovery Will Come in Three ...*
6. How I Went Global: Ongoing Series // by Laurel Delaney
7. A Reader Asks: Q&A*
8. Everybody Loves a Freebie -- repeat: FREE OFFER
9. The New Normal ...*
10. Carnage On Main Street: Small Business Majority's John ...*
11. App World: BlueJeans*
12. Blog World: GatesNotes*
13. Laurel's Book: "Exporting: The Definitive Guide to ..."
14. Take A Walk On The Calm Side (TAWOTCS)*
15. Wind Behind Your Sail*
16. Miscellany: In the News

|||||

1. WELCOME FROM THE PUBLISHER

Greetings, Loyal Colleagues, Fabulous Friends and Cheering Fans – together, let's make 2020 safe and magical globally!

Thank you to everyone who continues to spread the word about this e-newsletter (our nineteenth year of publishing) by talking about it, forwarding it to colleagues or recommending it to your collaborators.

For those who just signed on, "Borderbuster" is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with more than thirty 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."

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

In our May issue, "Borderbuster" focuses on eight takeaways from doing business globally in the wake of COVID-19, an agriculture economist is predicting that the COVID recovery will come in three stages, and McKinsey & Company's prognosis for a new normal. Also, don't miss No. 6 on factors to consider before sending payments to foreign suppliers.

Contact Laurel with questions, complaints, sound-offs, contributions and 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>).

Make your global mark and create magic in the new year,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- LISTEN to Laurel's recent radio interview with Jim Blasingame, where she talked about going global and Women Entrepreneurs Grow Global®. Learn more: <https://www.smallbusinessadvocate.com/small-business-experts/laurel-delaney-394>
- LISTEN to Laurel's webinar for SCORE (more than 1,400 people attended!) on "How to Take Your Business Global in the Digital Age." Discover how to get your business export ready, develop a global mindset, and attract customers from all over the world. Listen to the recording: <https://www.score.org/event/how-take-your-business-global-digital-age>
- REGISTRATION IS OPEN for our 5th Annual Global Small Business Forum, to be held in Chicago, Friday, October 16th from 7:30-11:30 AM CT. The theme this year is "Be a Global Unicorn." Hear from 4 CEOs who will share their experience on global business growth, their success stories, challenges, and lessons learned. They will also address how impossible expectations and ambitions are driving them to become global unicorns. To learn more and to register, visit: <http://globalsmallbusinessforum.com>. Please Like our Facebook Page: <https://www.facebook.com/globalsmallbusinessforum/>

Also, related to the Forum, read, "What It Takes to Become a Global Business Unicorn:" <https://thriveglobal.com/stories/what-it-takes-to-become-a-global-business-unicorn/>

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. 8 Takeaways From Doing Businesses Globally in the Wake of COVID-19

What does the future hold for all of us in the wake of COVID-19? It is a question many people are grappling with for the first time. I asked eight business executives from all over the world to weigh in with their thoughts. These are friends and colleagues whom I've known for years. Here's what they said are the biggest lessons they're learning from doing business globally in the wake of COVID-19.

Read more at S&P Global Market Intelligence:
<https://tinyurl.com/y8o4m4s6>

4. FASCINATING TRIP OR DISCOVERY OF THE MONTH -- HAVE SOME FUN!
Subscriber Exclusive

This month's focus: Charlotte Amalie, U.S. Virgin Islands

Discover Charlotte Amalie

Where else can you drive on the left side of the road, marvel at Danish architecture, and still be in America? Why, in Charlotte Amalie, of course. The capital and largest city in the U.S. Virgin Islands was a haven for pirates long before it became the sought-after destination it is today — you'll enjoy the deep water harbor as much as those swashbucklers did, albeit for different reasons. St. Thomas is a particularly lovely island, and Charlotte Amalie is its gateway.

Read more at The Discoverer:
<https://www.thediscoverer.com/editions/150>

--*-*-* This Issue Is Brought to You By wegg® *-*-*-*-*

Pay a visit to Women Entrepreneurs Grow Global® (wegg®), a 501(c)(3) nonprofit organization where women are learning how to expand their business internationally.

A lot of our programming is free of charge, thanks to the generous support of our sponsors: GlobalCare Clinical Trials, FedEx, Greensfelder, Associated Bank, APCO Worldwide and Union Pacific Foundation.

Discover our next weggchat®, "EXIM: what they can and can't do" hosted on Wednesday, May 6th at 11AM CT with founder Ursula Wegrzynowicz, Emelev, LLC. To learn more and to register, visit, <https://womenentrepreneursgrowglobal.org/2020/04/08/exim-what-they-can-and-cant-do/>.

For updates, sign up for wegg newsletter: <http://tinyurl.com/pzz7xkd>
Explore here: <http://www.womenentrepreneursGROWglobal.org> (Twitter @WEGGtoday; Like us on Facebook: <https://www.facebook.com/womenentrepreneursgrowglobal>; Join our NEW FB Community: <https://www.facebook.com/groups/913101902405858>)

--*-*-*

5. AG ECONOMIST SAYS COVID RECOVERY WILL COME IN THREE STAGES
Subscriber Exclusive

Traders refer to an unprecedented occurrence like the COVID-19 pandemic as a "black swan event" and the recovery in the agricultural community could go through three more bird-like phases. That is the prediction from Virginia Tech Ag Economist Dr. David Kohl.

Read article at AgWeek:
<https://tinyurl.com/y7q4z8m8>

6. HOW I WENT GLOBAL: ONGOING SERIES – by Laurel Delaney and originally featured on the Exporting Guide.

Factors to Consider Before Sending Payments to Foreign Suppliers

The most important thing to negotiate before closing on an import or export sale is how payment will be made. In this article, I examine factors to consider when choosing a payment method and provide some options for how to send payments to foreign suppliers with minimal risk.

As I discuss in "[Exporting: The Definitive Guide to Selling Abroad Profitably.](#)" many circumstances and priorities will influence your choice of payment method. In the case of an import, a lot will depend on how much you know about financing a sale and how willing your supplier is to accept your terms and conditions. Other factors include ...

Read the rest of the article at [ExportingGuide.com](https://tinyurl.com/yavnwbky):
<https://tinyurl.com/yavnwbky>

7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask the Expert,

Will COVID-19 bring the end of globalization?

A: From Laurel,

I'm with Zachary Karabell: "Don't count on it."

<https://tinyurl.com/ybxtjpsg>

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

8. EVERYBODY LOVES A FREEBIE: FREE E-BOOK

Download Laurel's free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business." Discover why more than 2,400 people have already downloaded it.

Go for it here:
<http://tinyurl.com/28zofoh>

9. THE NEW NORMAL

Subscriber Exclusive

The business landscape has changed fundamentally; tomorrow's environment will be different, but no less rich in possibilities for those who are prepared.

Read more at McKinsey & Co.:
<https://tinyurl.com/yawve8bm>

10. CARNAGE ON MAIN STREET: SMALL BUSINESS MAJORITY'S JOHN ARENSMEYER ON \$600 BILLION IN DIRECT GRANTS TO COMPANIES AND UNEQUAL ACCESS TO FUNDING

Subscriber Exclusive

Nine in ten small companies say the coronavirus has affected their business, with 43% reporting it has had a severely negative impact. That's according to [Small Business Majority](#), a San Francisco-based small business advocacy organization.

Read more at Forbes:
<https://tinyurl.com/y7cmjrgp>

11. APP WORLD: BLUEJEANS

Subscriber Exclusive

BlueJeans combines video, audio and web conferencing with the collaboration tools people use every day. They were considered the first cloud service to connect desktops, mobile devices and room systems in one video meeting. Simple to use, so people can work productively where and how they want.

Learn more:

<https://www.bluejeans.com>

12. BLOG WORLD: GATES NOTES (COVID-19 EDITION)

Subscriber Exclusive

One of the questions I get asked the most these days is when the world will be able to go back to the way things were in December, before the coronavirus pandemic. My answer is always the same: when we have an almost perfect drug to treat COVID-19, or when almost every person on the planet has been vaccinated against coronavirus.

Visit GatesNotes:

<https://tinyurl.com/ydyrrx6m>

13. 2ND EDITION TO LAUREL'S BOOK IS NOW AVAILABLE: "EXPORTING: THE DEFINITIVE GUIDE TO SELLING ABROAD PROFITABLY"

"Exporting: The Definitive Guide to Selling Abroad Profitably" is for entrepreneurs and small business owners—the makers, movers and shakers in our world—interested in taking their businesses to the next level of growth through exports.

"Exporting" ...

- Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services.
- Takes you through the exporting process via the Internet and other means.
- Shows you how to use social media to expand your international presence.
- Provides insider tips and strategies to export efficiently and profitably.
- Explains how the U.S. government helps exporters.
- Walks you through the export business plan.

Here's what's new in the 2nd edition, available for purchase now (<http://tinyurl.com/hxarecr>):

- Data and citation updates.
- Updates on actual and prospective trade agreements (especially TPP, TTIP, and Brexit), new CFR and EAR rules, and export controls.
- Updates and two new contributions from specialist interviewees in Chapter 30.
- Substantive enhancements adapted from articles that Laurel has written in the past several years.
- Updated and augmented hyperlinks to new sites that have appeared since the book's initial publication.

Best news of all? "Good to Great" author Jim Collins has endorsed Laurel's book! She is thrilled and can't wait for everyone to read this 2nd edition.

Sign-up for updates on exporting:

<http://www.exportingguide.com>.

Special request: If you like Laurel's book, please write a favorable review on Amazon. Thanks so much in advance!

Need a shortcut to the fundamentals on exporting? Check out Laurel's other exporting book (223 pages): "Exporting Essentials: Selling Products and Services to the World Successfully" (<http://tinyurl.com/mht4owq>).

14. TAKE A WALK ON THE CALM SIDE (TAWOTCS)

Subscriber Exclusive

Reminding yourself what you're grateful for can boost your mental health and help you cope with coronavirus stress.

<https://tinyurl.com/ych5pu6y>

(Remember, inaction is the worst kind of failure.)

We welcome suggestions for Take a Walk On The Calm or Relaxing 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

"For all the terrible tragedy caused by COVID-19, this turmoil is unlocking innovation. These new ways of working more efficiently not only will change the nature of the workplace but will make companies more effective. Companies who figure out how to use today's adversity to invent tomorrow's workplace will be the ones that prosper in the long term." – *Bill George is senior fellow at Harvard Business School and former chair and CEO of Medtronic. He is the author of Discover Your True North.*

16. MISCELLANY

----->>>>>>>>> IN THE NEWS <<<<<<<<<<<<-----

- Forbes (8/28/19): As quoted in "How the Right Partners Made It Easy to Become a Global Business:" <https://www.forbes.com/sites/geristengel/2019/08/28/how-the-right-partners-made-it-easy-to-become-a-global-business/>
- Chicago Tribune (2/19/19): On a presentation Laurel Delaney gave on "Become a Digital Rock Star" for the College of DuPage: <https://www.chicagotribune.com/suburbs/glen-ellyn/community/chi-ugc-article-learn-how-to-become-a-digital-rock-star-with-2019-02-11-story.html>

^^^^^^^^^^ OUR MEDIA PLATFORMS ^^^^^^^^^^^^

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

Exporting: The Definitive Guide to Selling Abroad Profitably, 2nd edition, <http://www.ExportingGuide.com>.
GlobeTrade.com, <http://www.globetrade.com>
The Global Small Business Blog, <http://www.globalsmallbusinessblog.com>
Global Small Business Forum (REGISTER NOW: 4/17/20 is the next event), <http://globalsmallbusinessforum.com>
Women Entrepreneurs Grow Global®, <http://www.womenentrepreneursgrowglobal.org/>
Laurel Delaney, <http://www.laureldelaney.com>
Escape From Corporate America, <http://www.EscapeFromCorporateAmerica.com>
And don't forget to follow Laurel on Twitter, <http://twitter.com/laureldelaney> or @LaurelDelaney; LinkedIn <https://www.linkedin.com/in/laureldelaney/>; Facebook <https://www.facebook.com/LaurelDelaney/>; and Instagram <https://www.instagram.com/laureldelaney/>

The Balance (formerly About.com and owned by IAC. Laurel created the original Import/Export platform), <http://importexport.about.com>

In the heat of the COVID-19 crisis, stay indoors, keep your chin up, and we will get through this! There will be better days ahead. We must look forward.

A special thanks to Bob Marovich, author, grant writer and GRAMMY-nominated gospel music historian, for his editing assistance. He can be reached at bobm@journalofgospelmusic.com (<mailto:bobm@journalofgospelmusic.com>) or visit his platform, the Journal of Gospel Music, at: <http://www.journalofgospelmusic.com>. His book is out: <http://tinyurl.com/lyqw7no>. We hope you will buy a copy for yourself and for anyone else who might enjoy a wonderful telling of the history of gospel music in Chicago, where it found its voice! See his front page feature in the Chicago Reader (5/28/15): <http://tinyurl.com/qheurxc>. The liner notes he contributed to the 8-CD box set *The Gospel According to Malaco* (Malaco Music Group), was nominated for a GRAMMY award.

=====
The above information is provided as a service to GlobeTrade.com newsletter subscribers. Since information changes rapidly, feel free to call GlobeTrade.com Customer Service at (773) 381-1700 or e-mail info@globetrade.com (<mailto:info@globetrade.com>) for answers to specific questions and issues concerning "Borderbuster." This information is subject to change without notice.

This information is provided "as is" without warranty of any kind. GlobeTrade.com disclaims any and all warranties, including the implied warranties of merchantability and fitness for a particular purpose. GlobeTrade.com will not be liable for any damages under any theory of law arising out of the provision of this information.

=====

((((((((((((((((((((((((((((((((
If you know of individuals who would be interested in this FREE information, advise them to send an e-mail to ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) with SUBSCRIBE BORDERBUSTER in the subject line, or direct them to the "Sign Up!" area: <http://www.globetrade.com/borderbuster.htm>

Could your company benefit from reaching our loyal subscriber base of more than 3,500 global business enthusiasts? Please contact Laurel Delaney at ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) for details.
)))))))))

~~~~~  
"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.  
~~~~~

- Reporters looking for a quick authoritative quote, background source or expert comment for a story, article, radio, Internet program or television show? We'll be glad to help. Run out of story ideas? We can pitch in there too. Email ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) or call (773) 381-1700.

Global TradeSource, Ltd.
Online arm: [GlobeTrade.com \(http://www.globetrade.com\)](http://www.globetrade.com)
6807 N. Lakewood, Suite LL
Chicago, IL 60626
773-381-1700 Of
[info@globetrade.com \(mailto:info@globetrade.com\)](mailto:info@globetrade.com)

©2001-2020 by Global TradeSource, Ltd. All rights reserved.