



global connect

Register Today!

TechAmerica Presents

“Increasing Sales and Market Share in Europe, Middle East and Africa”

2nd Program Within The Global Connect Series



AeA and ITAA Merged to Form TechAmerica

April 30, 2009 Thursday **Time:** 7:30a.m. – 9:45a.m.

Location: Crowell & Moring, 3 Park Plz, 20th Floor (Think Tank Room)
Irvine, CA 92614

Fee: \$35 Members/ \$70 Non-Members (**Light Breakfast Included**)

@ The Door: \$50 members/\$85 Non-Members

Website: www.aeanet.org/orangecounty

TechAmerica Global Connect Series
is proudly sponsored by



Please join us for the second program within our TechAmerica Orange County Global Connect Series - Increasing Sales and Market Share in Europe, Middle East and Africa. This very important program will feature corporate case studies delivered by global technology executives Charlie Sundling, CEO and Chairman of the Board, Pipeline Software, who will present an "unfiltered" perspective on what attendees looking to expand their business in the Middle East and Africa can anticipate; and Vicki Burkhard, Burkhard Consulting, who will deliver a Europe focused case study highlighting how she planned and managed the international expansion of Sonnet Technologies, Inc.

After the program, global business professionals from the U.S. Small Business Administration, Santa Ana, California District Office; and United States Department of Commerce, Bureau of Industry and Security's Western Regional Office will be on hand for questions and consultation.

“Increasing Sales and Market Share in Europe, Middle East and Africa” Registration Form

Registration: Please RSVP by Noon April 29, 2009. Advance RSVP is \$35 Members/ \$70 Non-Members and at the door \$50 Members and \$85 for non-members. To register via phone, please contact Yalanda Oglesby at (949) 450-1500 x 101, Yalanda.Oglesby@TechAmerica.org, or complete the form below and fax to 949-450-1599, or Mail To: TechAmerica, 6 Jenner, Ste 110, Irvine, Ca 92618. To register online, please visit www.aeanet.org/orangecounty.

Cancellations must be made by 04/23/09, close of business day. Refunds will not be processed after this date.

Name: _____ Title _____

Company: _____

Address: _____

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Credit Card Info: Visa ___ M/C ___ AMEX ___ Check enclosed for the amount of _____

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Name as it appears on card _____

Speaker & Global Business Professionals Biographies

“Increasing Sales and Market Share in Europe, Middle East and Africa”

Charlie Sundling, CEO and Chairman of the Board, Pipeline Software

Charlie Sundling provides nearly 20 years of experience in enterprise software technology, business development and executive management. Mr. Sundling founded Pipeline in 1997 and has lead the company to 26 quarters of profitability, 3 successful acquisitions, and pioneering of new technologies and markets. Prior to founding Pipeline he has worked with a variety of leading global companies to provide guidance on enterprise systems and strategies throughout the United States, Canada, Europe, and Asia.

Mr. Sundling is published on the subject of Enterprise Applications Software, CRM and on-demand technologies, including co-authoring best selling CRM at the speed of light (McGraw Hill 2002). Mr. Sundling currently serves on the National Board of Directors of the AeA, the largest technology trade association in the United States, and as Chairman of the AeA Executive Committee of Orange County.

Vicki Burkhard, Burkhard Consulting Services, Inc.

Vicki H. Burkhard has over 25 years of experience in sales and marketing, focusing her career on international business. From launching new IT products in Japan, to debuting ad campaigns for consumer products in Europe, or managing the creation of a new marketing strategy for an art festival in Southern California, Vicki has built her career on integrity and commitment to client service.

Vicki understands how to reach across cultural divides and unite organizations with the same goals. Her global expertise reflects invaluable common business sense and exceptional cross-cultural sensitivity, which has become such an important aspect in today's global business culture. Over the last 20 years, Vicki has worked in management roles in companies like Bernina Sewing Machines Ltd. in Switzerland, Viking Components Inc. in California and Ireland, and Sonnet Technologies, Inc. in California. Vicki sits on the TechAmerica Orange County Global Connect Committee.

Paul Smith, Business Development Specialist, U.S. Small Business Administration, Santa Ana, California District Office

Paul Smith, an accomplished professional with 25 years experience in private and public sector business development, has global market expertise in sales management, direct marketing, export promotion, and matchmaking. As Business Development Specialist for the U.S. Small Business Administration, Mr. Smith is responsible for business community outreach for the Santa Ana District office. His expertise focuses on International Relations, High Tech industries & Native American outreach. As the former Vice-Consul-Trade for the British Consulate, he worked closely with the UK/British exporters in High Tech industries and was the national team leader for the Environmental Industry Sector. As the Manager / Senior Trade Specialist for the U.S. Department of Commerce Export Assistance Center in Manhattan, New York, and for the Executive Secretary of the District Export Council, he managed a staff of International Trade Specialists and industry professionals focused on the promotion of both products and services.

John L. Bushnell, Senior Trade and Industry Analyst, Program Manager for Education and Outreach Services with the United States Department of Commerce, Bureau of Industry and Security's Western Regional Office

Mr. John L. Bushnell is a Senior Trade and Industry Analyst with the United States Department of Commerce, Bureau of Industry and Security's Western Regional Office. He is their Program Manager for Education and Outreach Services, and has communicated Export Control Policy at conferences and seminars to a variety of audiences across the Western United States. Prior to joining the federal government, he held Senior Management assignments in the manufacture of micro-electronics, surveillance and sensor systems, and commercial aircraft at both Hughes and Mc Donnell Douglas Corporations. In addition to his federal and private sector experience, he served at the municipal and county government levels with the City of Long Beach, California, and the County of Santa Barbara, California, in Water Distribution, Civil Engineering, International Trade, and Emergency Preparedness.