

Extraordinary managers discuss extraordinary management

## Thriving in the Global Economy Meeting the Challenge

### “Thriving in the Global Economy,”

the second Savvy CEO forum, will feature five leaders in global business from Northeast Ohio. They will share their thoughts and answer questions on how to effectively compete in the international marketplace.



**Millicent W. Pitts**

VP Coatings, Ferro Corp.

*“In the end, success or failure boils down to the people. We operate in all major Asian, European and Latin American countries. Communicating and motivating across so many cultures and languages is fun, but challenging.”*



**Gary R. Johnson**

CEO, Sawyer Research Products

*“Any small business can choose not to develop export markets. However, few businesses, no matter how small, can elude challenges from international forces.”*



**Idelle K. Wolf**

COO, Barnes Distribution

*“Barnes is a multi-national company, but to be successful in the long term, we need to become a ‘global’ company in our thinking and business culture.”*



**Phil A. Spanninger**

EVP Corporate Development & International Business, Americhem

*“The challenges of developing international business faced by small companies are little different than large companies, except perhaps in the area of human resources.”*



**Kirk B. Merritt**

Deputy Director International Trade Division, Ohio Department of Business Development

*“The State of Ohio will help your business expand into global markets.”*

**The Savvy CEO and The Nielsen Group** invite you to the second Savvy CEO Forum

### Thriving in the Global Economy

on March 2, 2004 from 7:30-9:30 a.m. at The Ritz-Carlton Hotel in Cleveland.

Come join us for an exciting discussion with savvy panelists experienced in developing large and small businesses globally.

To register, please complete the form on the back.

Co-sponsored by:



# Who Are the Savvy CEO Forum Panelists?

## Idelle K. Wolf

COO, Barnes Distribution

Idelle Wolf is Chief Operating Officer of Barnes Distribution (a leading distributor of maintenance and repair products and services in North America and Europe, with more than 3,000 employees worldwide) and Vice President of Barnes Group Inc., a publicly held diversified manufacturer and distributor of industrial products in North and South America, Europe and Asia.

Ms. Wolf has P&L responsibility for Barnes Distribution operations in the U.S., Canada, the United Kingdom and France. She is currently driving a global sourcing project, which is critical to the company's need to counteract strong downward pricing pressure from customers.



## Gary R. Johnson

CEO, Sawyer Research Products

Gary Johnson is Chairman, President and CEO of Sawyer Research Products Inc., an international high technology company based in Cleveland with operations in the U.S., China and Japan. Sawyer is a leader in the business and technology of single crystal piezoelectric and optical materials, especially quartz. Sawyer materials have wide application in telecommunications, computers, automotive and consumer electronics.

Mr. Johnson holds a bachelor's degree in Electrical Engineering and a master's degree in Industrial Management from Purdue University. He is a member of several professional organizations in the quartz crystal/piezoelectric industry and has won numerous awards for his research, technical papers and improvements to the industry. In addition, he is a member of the U.S.-Russia Business Council.

Under Mr. Johnson's leadership, Sawyer was a pioneer in the Russian

market and dealt with the many conflicting forces of change in Russia today. He brings a wealth of understanding to the challenges faced by small- to mid-sized businesses in entering the international marketplace.



## Phil A. Spaninger

EVP, Corporate Development & International Business, Americhem Inc.

Phil Spaninger has more than 25 years of global business development experience, and in his current role he directs the global expansion for Americhem. He has held executive positions in international development with both TRW and GenCorp. Earlier at The Goodyear Tire & Rubber Co., he had broad responsibility for technology and venture management, including joint ventures and licensing.

Dr. Spaninger holds a Ph.D. in organic chemistry from Clemson University and serves on numerous international councils, including the Advisory Board for International Business for The University of Akron and the Council for Global Business Management.



## Millicent W. Pitts

Vice President Coatings, Ferro Corp.

Millie Pitts is Corporate Officer and Vice President Coatings, with responsibility for the Porcelain Enamel and Tile Coatings Systems businesses. She also has regional European, Asia Pacific and Latin American oversight responsibility for Ferro.

Prior to joining Ferro, Ms. Pitts served as Director, New Business Development for Rohm and Haas Company, with responsibility for extending existing technologies into new markets. She also had an extensive 19-year career at Arco Chemical Company, where she held positions in Corporate Strategy, Solvents and Specialty Chemicals,

Investor Relations and Mergers & Acquisitions.

She holds an MBA from The Wharton School of the University of Pennsylvania and a bachelor's degree from Stephen F. Austin University in Texas. Ms. Pitts serves on the board of Cleveland Scholarship Programs Inc. as well as the Diabetes Association of Greater Cleveland and is a member of the Visiting Committee at the Weatherhead School of Business at CWRU.



## Kirk B. Merritt

Deputy Director, International Trade Division  
Ohio Department of Development

Kirk Merritt directs the Ohio Department of Development's International Trade Division, which assists Ohio companies as they begin or expand their global business efforts. The State of Ohio maintains international offices in 10 of the world's leading markets. These offices provide a competitive advantage for promoting Ohio exports and attracting investment into the state. Mr. Merritt has traveled extensively to more than 30 countries in Europe, Asia and North and South America, including accompanying Governor Bob Taft on three international business missions.

Prior to his current position, Mr. Merritt worked in international banking – first with Huntington Banks, then with KeyBank. He was responsible for business development for exporters and importers and facilitated international transactions through various trade finance alternatives. Prior to his banking experience, he served as trade advisor and was interim Director of the Ohio European Office in Brussels.

He holds a master's degree in Economics and International Relations from The Ohio State University and a bachelor's degree from Manchester College.

# Savvy CEO Forum Advisory Board



## Rodolfo Salas

President, RSR International Inc.

Rody brings with him extensive hands-on international experience as a former executive with IBM and Rockwell Automation.

Since founding RSR in 1992, he has helped more than 100 organizations undergo critical thinking to drive profit growth throughout the Americas, Europe and Asia.

Rody is a graduate of Yale University and author of *Prioritize 'til It Hurts*.

In addition to serving on the Advisory Board, Rody brings his savvy talents to the Forum as moderator of our panel.

[www.priorizetiliturts.com](http://www.priorizetiliturts.com)

*"The global marketplace is a goldmine for discovering innovative ideas and implementing new opportunities for growth. We should never underestimate the synergy created when well-educated people, with diverse backgrounds, collaborate to address a common challenge."*



## Michael J. Salkind

President, BusinessTech Network  
Principal, KSG Alliance

Michael Salkind is a former executive with United Technologies, NASA, the U.S. Air Force and OAI. He founded BusinessTech Network to help businesses harness knowledge for competitive advantage and secure funding. He also helped to form KSG Alliance to help businesses in the U.S. and Asia develop strategic partnerships.

Dr. Salkind brings more than 40 years of experience in developing and facilitating collaborative teams, managing technology, funding R&D, research and teaching. He has published more than 40 articles and a book entitled *Applications of Composite Materials*. He has served on the adjunct faculty of The Johns Hopkins University, University of Maryland and Trinity College and received the Cleveland Technical Societies Leadership Award in 2002.  
[www.businesstechnetwork.com](http://www.businesstechnetwork.com)  
[www.ksgalliance.com](http://www.ksgalliance.com)

*"We are in a global economy, and all companies – small, medium and large – must execute strategies that embrace a global workforce, as well as global marketing and sourcing."*



## Pradip Kamat

President, Indus International

Pradip Kamat, who holds a master's degree in Engineering and an MBA, is a former executive with Swagelok, Keithley Instruments and Rockwell Automation. He brings more than 20 years of experience in sales, marketing, alliance development and general management.

Mr. Kamat founded Indus International in 1992 to help his clients envision, validate and implement new business opportunities. He has led his clients' efforts to expand their businesses in a number of Asia Pacific countries. Mr. Kamat is on the FIRST Buckeye Robotic planning and funding committee and serves on the board of the India Ohio Chamber of Commerce.  
[www.priorizetiliturts.com/pradip](http://www.priorizetiliturts.com/pradip)

*"Globalization is inevitable. It is not just about outsourcing; it is about leveraging core products and continuously adding value. Corporations that don't participate in globalization will struggle to survive. The strength of our country is in R&D and the creative application of research to improve products, processes and services. Let's build on that strength."*

## About The Nielsen Group

The Nielsen Group works with executives of growing businesses dealing with the difficult people challenges of acquisitions, restructures, consolidations, operational changes, disgruntled employees and more. We are trusted advisors to executives in creating exceptional performances through effective people strategies.

Winter 2004

• Savvy CEO Advisory Board

• Meet the Panelists

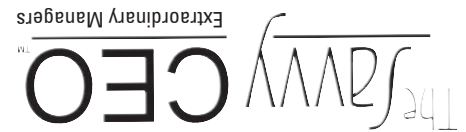
March 2, 2004  
7:30 - 9:30 a.m.  
The Ritz-Carlton Hotel  
Tower City, Cleveland

• The Savvy CEO Forum

You're Invited:

In This Issue:

P.O. Box 31762  
Cleveland, OH 44131



The Savvy CEO provides the free exchange of ideas and reflection on the art of exceptional management.

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For more information on submitting articles or subscriptions, contact Lee Nielsen at 440-786-8800 or [lnielsen@thenielsen.com](mailto:lnielsen@thenielsen.com).

**Check Out Our New Web Site!**

[www.TheNielsenGroup.com](http://www.TheNielsenGroup.com)

## Savvy CEO Forum Registration Form

### Thriving in the Global Economy

Tuesday, March 2, 2004 • 7:30 - 9:30 a.m.  
The Ritz-Carlton Hotel, Tower City • Cleveland

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please reserve \_\_\_\_\_ seats x \$75 each = \$ \_\_\_\_\_

Please mail this form, along with your check made payable to  
**The Nielsen Group**, by February 23, 2004 to:

The Nielsen Group  
P.O. Box 31762  
Cleveland, OH 44131

*Space is limited. Reservations accepted on a first-come, first-served basis.*