

**NCSU College of Textiles**  
**Executive-in-Residence Program: Fashion and Textile Management Program**  
**Tom Travis**  
**Sandler, Travis & Rosenberg, P.A.**  
**November 14, 2007**

Tom Travis is managing partner at Sandler, Travis & Rosenberg, P.A., a leading international trade and customs law firm. He serves as chairman of Sandler & Travis Trade Advisory Services, which provides management services on customs compliance and security matters for global companies. The firm has offices throughout the United States and in Canada, Asia, and South America. For more than thirty years he has advised multinational corporations and governments on global trade issues and represented their interests before the World Trade Organization (WTO), the World Customs Organization (WCO), the U.S. Congress and federal agencies, and the revenue and customs service of many nations.

Mr. Travis is widely recognized as a leading authority in the complex and highly technical world of international trade. He possesses extensive knowledge on subjects such as classification, valuation, and origin of imported merchandise, preference systems, and free trade agreements between the United States and its trading partners. He is a distinguished speaker on topics ranging from international business ethics and social responsibility in sourcing to technical aspects of free trade agreements and import/export law.

**Seminar Abstract:**

If you want to go global, or if you have already taken the leap, you know that today's international marketplace can be tough to navigate. Mr. Travis' will be sharing key concepts and information from his new book, *Doing Business Anywhere: The Essential Guide to Going Global!* The presentation will include the Six Tenets of Global Trade, which are the building blocks for global business. His real-world situations involving parties that range in diversity from the Cambodian government to Hanesbrands Inc. will enlighten the audience with a better understanding of the global dynamics of textile business. This presentation will help you embrace that globalization concept in a practical manner that makes sense for business today.

**Schedule:**

*November 14*

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| 9:30 – 10:30  | Coffee & informal discussion (#3247; with tour of College)   |
| 11:00 – 12:30 | Meet with graduate students and faculty – lunch (#3247 Textiles)   |
| 12:30 – 12:45 | Break/set-up for lecture   |
| 12:50 – 2:05  | Seminar: <b><i>“Doing Business Anywhere: Fundamental Building Blocks for Global Business”</i></b> (#2431 Textiles) |
| 2:05 – 3:00   | Book signing (in hallway outside of #2431 Textiles)  |
| 3:00 – 3:30   | Meet with Dean Blanton Godfrey, NC State College of Textiles   |
| 3:45          | Depart for Raleigh-Durham International Airport (RDU)  |