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## 'Bumps on the Road to Globalization' Topic of Feb. 21UNH CEO Forum

By [Janet Lathrop](#)  
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DURHAM, N.H. -- William S. Frago, former CEO of Pepsi-Cola General Bottlers and Carrier Corp. and adjunct faculty member at the University of New Hampshire's Whittemore School of Business and Economics, will be the featured speaker at next month's UNH CEO Forum on Feb. 21. The event opens with a breakfast buffet at 8:30 at the New England Conference Center on campus in Durham, with the program following from 9 to 10:30 a.m.

Frago will share examples from his personal experience helping companies successfully globalize, and talk about some of the problems they faced. He will define globalization and identify different stages of global evolution, discuss the apparent friction between global economies and local needs, and discuss dysfunctional global behavior from various causes. In addition, Frago will talk about policy -- when views of workplace safety, sexual harassment and bribery differ, for example -- as well as a question he calls "commitment vs. opportunism," which asks whether a company will be a long-term part of the local market. Frago will encourage forum participants to add observations and reflect on their own experiences, as well.

Over a 30-year career, Frago has marketed and managed several Fortune 500 companies. In the 1990s he was president and CEO at Carrier Corporation, a global subsidiary of United Technologies Corp., responsible for \$5 billion in sales and supervising 28,000 employees. Frago also served as president and CEO of Pepsi-Cola General Bottlers, a \$1.5 billion regional U.S and international bottler. At UNH's Whittemore School, Frago is an Executive in Residence

with teaching responsibilities at the business school.

For more information or to register for the CEO Forum, call Barbara Draper at (603) 862-1107.

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