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International Trade Partnerships
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By Janet Lathrop
UNH News Bureau

May 7, 2001

DURHAM, N.H. -- The "Role of the CEO in Establishing Strategic Partnerships Overseas" is the topic of this month's University of New Hampshire Center for Family Business CEO Forum on Thursday, May 24, at the Pease International Trade Center, Portsmouth.

Dennis Meadows, director of the Institute for Policy and Social Science Research at UNH, will facilitate a discussion featuring Richard Lowney, president of Clearview Software in Amherst, and Bud Hawkins, vice president of National Aperture Inc. in Salem. Dunn Industries of Manchester is the sponsor of this month's forum.

More than one-third of all New Hampshire firms have business relationships abroad, and the state is ranked second nationally for growth in international exports, according to Meadows. At this month's CEO Forum, the two guest senior executives will talk in detail about practical and concrete steps they took to make international partnerships a central foundation of their business strategy. In addition, Dawn Wivell, director of the UNH Office of International Commerce, will reflect on her work for the two firms and give a brief overview of the services available.

Clearview Software produces management software for colleges and universities. In the past two years, Lowney has taken his firm's foreign income from virtually nothing to 25 percent of total sales. He'll talk about the lessons learned in searching out partners and developing durable business relationships.

At National Aperture, Hawkins has guided the company to a 300 percent increase in income in the past four
years, while foreign sales rose from seven to 35 percent of gross sales. He is starting a joint venture that will produce and sell equipment made here in combination with software developed by a partner abroad. Both speakers have made extensive use of the Pease International Trade Resource Center, a resource for New Hampshire business which received the National Vision 2000 Award for excellence.

The forum opens with a breakfast buffet at 8:30 a.m., followed by the program from 9 to 10 a.m. Networking and informal discussion follow from 10 to 10:30. More information is available at 862-1107.

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