

## Conducting a Cross-Border Business From North Carolina

11.09.2011

Brooks Pierce and Dixon Hughes Goodman hosted a seminar on global commerce on November 10, 2011 at the Proximity Hotel in Greensboro. The program lasted from 1:30 pm to 5:30 pm, followed by a cocktail-hour reception

Speakers included:

- **Ken Hughes, CEO, Dixon Hughes**

Ken will provide opening remarks on global commerce efforts in North Carolina.

- **Sandra Harris, CFO Global Supply Chain, VF Corporation**

VF is the largest apparel company in the world, with manufacturing subsidiaries and affiliates throughout the world; it is famously organized as a matrix organization. Most recently, VF has announced its acquisition of Timberland Company, adding to the family of brands already part of VF. Sandra will describe how VF does it, emphasizing VF's success at directing worldwide operations from Greensboro.

- **Kelley Platt, CEO, Thomas Built Buses**

Thomas Built is one of North America's leading bus manufacturers – supplying one in three school buses on the road today. Starting as a streetcar manufacturer in High Point in 1916, Perley A. Thomas Carworks evolved to meet the demands of the ever-changing automotive industry through the 1940s and 50s. In 1998, Thomas Built Buses became a subsidiary of Daimler, giving Thomas the backing and resources to grow and adapt as a leader in the mass transit industry.

- **Guy Wheeler, Taylor Vinters and David Smyth, Brooks Pierce**

Taylor Vinters is a British law firm with a global practice and offices in London, Cambridge and Singapore. Taylor Vinters advises companies and provides compliance programs for the UK's 2011 Bribery Act. David Smyth joined Brooks Pierce in its Raleigh office from his position as an Assistant Director of the Securities and Exchange Commission's Enforcement Division, where he had responsibilities for enforcement of the US Foreign Corrupt Practices Act.

- **Michael Reiss von Filski, CEO, Geneva Group International**

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Geneva Group International (GGI) is a worldwide network of professional services firms based in Switzerland, with members in more than 85 countries. Michael will address the emergence of networks as alternatives to multinational professional services firms in the evolution of global commerce.

- **David Sar, Partner, Brooks Pierce**

David Sar, a partner in Brooks Pierce's Greensboro office, has a global intellectual property practice. He will discuss intellectual property as the core subject matter of global commerce, and what the players need to know.

- **Rick Wimmer, EVP and CFO, New Breed Corporations**

New Breed is a privately held, third party logistics services provider that helps companies design, implement and operate efficient supply chains.

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## PEOPLE

David W. Sar