



INTERNATIONAL  
BUSINESS  
ASSOCIATION

# Executive Guide



2022 - 2023

Organizational planning and  
guide developed by Chelsea  
Quach and Dalton Downer

# Message from our **leaders**



Taking an executive role is not easy, but it is a self-fulfilling role when done successfully, and success varies based on your values and goals.

First off, **congratulations** for being the next IBA leaders! Dalton and I struggled when we first jumped into this role as we did not have much guidance post-COVID-19, however our values and goals kept our leadership and partnership strong. One of our values is to ensure that our future leaders achieve their goals at ease, to give you more time to explore and/or enhance leadership skills.

We hope this guide will give you peace in mind as we want you to achieve great things and to continue flourish IBA. If you need any help, you will always have my contact.

Best regards,  
Chelsea Quach  
President 2022-2023

As **leaders of IBA**,  
we **believe** in our  
**vision:**

- Expose
- Explore
- Enrich

# Message from our **leaders**



**Congratulations** on becoming part of the IBA family and continuing to enhance CSULB, its community, and your fellow board members! Chelsea and I hope to be a helpful hand in your future accomplishments and milestones. We built our relationships on commitment, hope, and generosity. Prior guidance was limited when given our roles and this has prepared us for the day we will need to give guidance to the next board. I cannot wait to see the meaningful future and any transformations IBA will partake in as it takes on new leadership.

Best regards,  
Dalton Downer  
Vice President 2022-2023

As **leaders of IBA**, take the time to get to know yourself and each other as this is important to effective communication and to **expose, explore, and enrich** those around you with positivity and knowledge.



# About Our Association

We are a student-run nonprofit organization committed to providing its members with a tangible understanding of international business and global issues through incomparable networking opportunities with multinational corporations, professional trade associations and others within the business community. More importantly, our goal is to prepare you to succeed in the business world of today where capital markets are becoming increasingly global.





## Our Vision

Our vision is to expose our members to the international marketplace, explore opportunities within local enterprise, and enrich others through inspiration and grit. We will strive to discover every member's potentials by creating a corporate culture where leadership, teamwork, and creativity are highly valued.

## Our Mission

Our mission is to fully prepare our members for leadership roles in the global marketplace. We provide insights, opportunities, and the resources necessary for our members to learn and understand international business beyond nominal classroom learning. An organization to develop ethical leadership, academic achievement, and to cultivate civic responsibility.

# Executive Checklist

## Here are some responsibilities as executives should know

There are many things that I wish I knew about. Here's a list of what to do as you prepare for your new leadership role.

---



### **Know the Standard of Excellence Contract by heart**

This is what keeps the organizations standards high and a great way to show as portfolio



### **Create a group chat**

Create a group chat to delegate tasks, frequently check on your board members and reassure them when issue arise.



### **Send out Welcome Packets**

It is important to let the board know what their duties are and who to contact when in need of help.



### **Create Membership Packet before hand**

Create an affordable and reasonable membership packet and make sure director of finance and membership review and approve packet the week prior to Week of Welcome



### **Network**

This is the time to learn about how you run and utilize your connections to land internships or full-time jobs



### **Find a full board**

Try to recruit more board members to make tasks done efficiently. Do not be afraid to delegate tasks.



### **Create an expense sheet**

It is much easier when director of finance create an expense sheet for future directors to insert their expenses for reimbursement



### **Create a calendar**

Best way to demonstrate your team your goals is to show them a calendar for them to track team progress.



### **Assign Room for IBA meetings**

Make sure to send Matt the room you desire to have. Let Chelsea know what room you want.



### **REGISTER: Very important**

Make sure you register IBA and board every semester. Ask Matt if you have any questions.



### **Attend President Meetings**

ABSOC presidents meet every month to update, make sure to ask to collaborate and work together



### **Dine with the Dean**

Dean meets with organization board members to update him. Please contact Kelly to schedule.



### **Explore and expand your leadership skills**

Being president of an organization is a big deal. A good leader brings good results. Don't be afraid to make mistakes and learn how to delegate. Don't be afraid to contact Chelsea!



### **Change password**

It's good to change password every year/semester to protect IBA database



### **Empathy**

I think being an empathic leader keeps the board running, but make sure to set boundaries and ensure tasks are done



### **Stay organized**

Explore softwares that works for you to keep you organized, but also be aware of what ABSOC wants.



### **Schedule photoshoot**

Don't forget to schedule photoshoot. You can also schedule headshots at CSULB Career Center.



### **Board meetings**

Contact board for weekly meetings to ensure progress are in the make. Stay consistent and it can be around 20mins to an hour, depending on situation.

# Important Contacts

## For Faculty Guidance and Support



**Matt Cabrera**

SLD Advisor - Events, Finance & more

562-985-4966

[matt.cabrera@csulb.edu](mailto:matt.cabrera@csulb.edu)



**Markus Biegel**

Faculty Advisor (might be changed)

213- 200-0728

[markusbiegel@gmail.com](mailto:markusbiegel@gmail.com)



**Justin Loop**

ABSOC President

[president.absoc@gmail.com](mailto:president.absoc@gmail.com)



**Naomi Guevara**

Director of Alumni Engagement

562-985-6497

[noemi.guevara@csulb.edu](mailto:noemi.guevara@csulb.edu)



**Kelly DeSimas**

Executive Assistant to the Dean

562-985-5307

[kelly.desimas@csulb.edu](mailto:kelly.desimas@csulb.edu)



**Veronica Quezada**

Port of Long Beach Communication

562-233-7980

[veronica.quezada@polb.com](mailto:veronica.quezada@polb.com)



**Ming Chen**

International Business Faculty

[ming.chen@csulb.edu](mailto:ming.chen@csulb.edu)



# Standard of Excellence



Know the Standard of Excellence by heart. It is different every year, but have it kept in mind ensures the organization thrive.

Please ensure that future ABSOC president educates current presidents about standards of excellence.

I think it is important for Vice President, President and ABSOC representative to be fully aware about the Standards of Excellence and check up on each other to ensure goals are fulfilled. Also make sure to update any of your achievements on LinkedIn.

Also be aware of the deadline:  
FALL DECEMBER 4TH AND SPRING APRIL 8TH

Some standards to know:

- Collaboration & Support
- Professional Development
- Membership Development
- Philanthropy

# IBA checklist

## Here are some things that make IBA stand out from other organizations

You can always add or take away from the lists, but these are goals/events that make IBA special. We want students do develop inside and outside of the professional world.



### **Consulate Series**

Every year, we host consulate series. Our guest consulate educates our members about



### **Weekly meetings**

Every Tuesday at 5pm is when our weekly meetings as a tradition (you can change if you'd like)



### **Diverse guest speakers**

Our weekly meetings are valuable because we have different people from different professional business backgrounds to inspire students



### **Company Tours**

Ideally, the more the merrier. Please ensure there are more than 2 collaboration events; it can be with organizations inside or outside of ABSOC



### **Port of Long Beach Tour**

Make sure to reserve a tour each semester if can:



### **Dining Etiquette**

Ask Matt for more questions. Previous presidents used Charter Room at CSULB, but it's closed down. Improvise if can.



### **Bonding activities**

Have a meeting or outside a meeting of having fun! We want members to feel comfortable and happy to meet new people!



### **Workshops**

Make sure to have at least one to two workshops a semester: resume, interview, and more! Connect with CSS for collaboration.

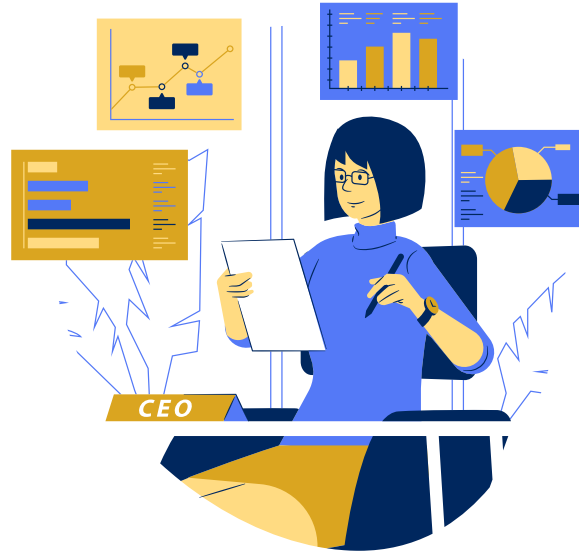


### **Fireside Chat: Alumni Center**

Every fall semester, we host an alumni event on a particular topic where we bring in 3 guest speakers and a moderator(s)

# Board Duties

Let's prepare welcome packets and get the semester started!



As you prepare you team for the semester, you'll want to know what each member does so you can delegate necessary tasks. It is good to know what each position do; doesn't mean you have to know everything. You just need to know enough to delegate and track progress. As a leader, come up with questions and ideas to keep the board motivated to work together.

There are different styles of leadership: democratic, coach, pacesetter, and more. Do your research and see what works for you. I found this link from Capitol One that might teach you about leadership and what works for you:

[www.capitalone.com/learn-grow/business-resources/types-of-leadership-styles/](http://www.capitalone.com/learn-grow/business-resources/types-of-leadership-styles/)

Now let's get ready to send out Welcome Packets!  
You can change/ fix them, create new ones, or do whatever works for you. These are just drafts for you to send out. Click on this folder to access welcome packets.



**Welcome Packets**

# About Positions

## Brief Guide About Each Position

You can refer to this or refer to this old document made by previous president:  
[Positions responsibilities, logistics & scheduling](#)

### VP of Finance

- Report to President
- Handle budgeting
- Maintain accounting records
- Speak regularly with ASI Business Office for account balances and reimbursements
- Ensures every expense is requested properly and in a timely manner; disburses credit for expenses and keeps record of Credits/Debits
- Keep track on what member has paid for a yearly membership and semester membership

### Director of Membership

- Actively recruit new members and retain the older ones
- Handle application and dues related to membership
- Design membership package with VP of finance + Director of marketing each semester
- Perform other duties designated by the president
- Keep track of roll-call on each event and meeting for the disbursement of a participation scholarship at the end of the semester.
- Send out weekly reminders via IBA social media platforms

### Director of Fundraising

- Work with local businesses and ABSOC orgs in creating new fundraising events
- Coordinate and assist with corporate sponsorships (scholarships) and donations
- Perform other duties designated by the president
- Ensures the funds are correctly accrued and transferred to the VP of Finance for deposit.

### ABSOC Representative

- Serve as ABSOC Representative, secretary, and historian
- Will attend all ABSOC meetings
  - Bi-weekly Thursdays at 4:00PM
  - Excellence of Pillars
- Collect and report information back to board
- Maintain all records of organization
- Perform other duties designated by the president



## Co-Directors of Corporate Relations

- 2 Co-directors work together
- Update meeting planner
- Creating agenda/meeting topic for guest speakers
- Responsible for contacting and scheduling professional speakers
- Responsible for achieving corporate donations and sponsorships
- Perform other duties designated by the president

## Director of IT

- Organization's Webmaster and Database Administrator
- Maintain the organization's website
- Responsible for weekly newsletters
- Responsible for responses to inquiries via webmaster email
- Perform other duties designated by the president

## Director of Events

- Serve as coordinator of all member events
- Will be the head of planning social events, fundraising, and community service opportunities
- Will work with business organizations for future collaborative events
- Perform other duties designated by the president
- Responsible for contacting event professionals for future corporate donations and sponsorship opportunities

## Director of Marketing

- Communicate events through social media and advertising
- Create online and hand copy flyers
- Work on increasing organization visibility and outreach
- Will be responsible for maintaining organization social media accounts (Facebook, Discord, Instagram, and LinkedIn)
- Perform other duties designated by the president

## Director of International Logistics

- Network with official consulates and plan Consulate Series
- Keep members in the loop with business and IB programs
- Recruit International students
- Stay informed with international alumni and the international house

## Director of Communications

- Develop messaging and communication strategies
- Helps President, Director of Marketing hand Instagram chat
- Track engagement on media platforms through Discord and Instagram
- Curate and engage online events: Online game night, Online study buddies, Up to their creativity
- Announce IBA activities across different platforms, especially on Discord and Instagram

# Tent Preparation

## College of Business Day Week of Welcome

and more

Here are some things previous president did to prepare. During these days, this is where it's important to put our organization's name out there. You'll be acting like a salesman making sure you can have people sign up and follow our Instagram/Discord. Your goal is to convince them why IBA has so much to offer and what we do. Make sure to sign up/register to get your tent, especially for Week of Welcome.

### Our set up:

- Canopy
- Flags
- Blue Table cover
- Table runner (Black w IBA logo)
- Flyers
- IBA decor letters, globe
- Sign Up sheets
- IG & Discord QRs
- Snacks/Candies to give out
- If you have merch, event better
- IBA banner

### Ideas

- If you have board opening positions, make sure to spread it and let them know the opportunity they can get. It'll stand out on their resume especially for internships as companies look for experience and motivated students. Plus join board does not require experience.
- Director of fundraising could do a gift basket drawing to raise some money.
- If you can print IBA t-shirts for board, it'll be better. There's still Amy's design that can be used.



Thank you all who stopped by  
yesterday and today 🤍

We look forward seeing you at  
our first general meeting  
(9/6/22 at 5pm  
USU Huntington Beach Room)

# Consulate Series



*Consulate Series with Japanese Consulate  
April 2023*

## Preparation - Fall

Please contact Matt Cabrera first to start initiating the plan for the event. During Fall semester, Director of International Relations should reach out to as many consulate as they can. Theon off from first come, first serve basis; so first consulate to confirm that they will do it, will be speaking in Spring. Director of Corporate relations job is help plan out during Fall and prepare next semester's Director of IL to launch event.

## Event- Spring

Director of IL will need to keep close contact with Director of Events to plan this event out. President and Vice President should be resource to help Director of IL and events plan this event out. Director of IL should continue to keep in contact with Consulate and ideally host meetings to plan out what topics guest speaker will talk about (i.e. Japanese consulate talked about Japanese relationship with the United States and brought guest speaker to talk about US and Japan's project on carbon-neutrality). Meanwhile Director of Events will have to book a space in campus to plan this event out with Matt Cabrera. Matt will help out a lot with planning and will be the first person in-contact when it comes to event planning: file rooms, budget, decoration, marketing, security, and more.



# Alumni Series



*Road Map to Success at Anna W. Ngai Center  
2023*

## Preparation

Please contact Naomi Guevara to plan out this event with Director of Events. Ideally this would take place at the Anna W. Ngai Center. Ask Naomi about guest speakers you suggests, explain to her how last year was a success and IBA would love to keep a tight relationship with the Anna W. Ngai Alumni Center as our goal is to keep in touch with Alumni. Marketing is super important because we want educate our members about Alumni connections and networking.



**Naomi Guevara**  
Director of Alumni Engagement

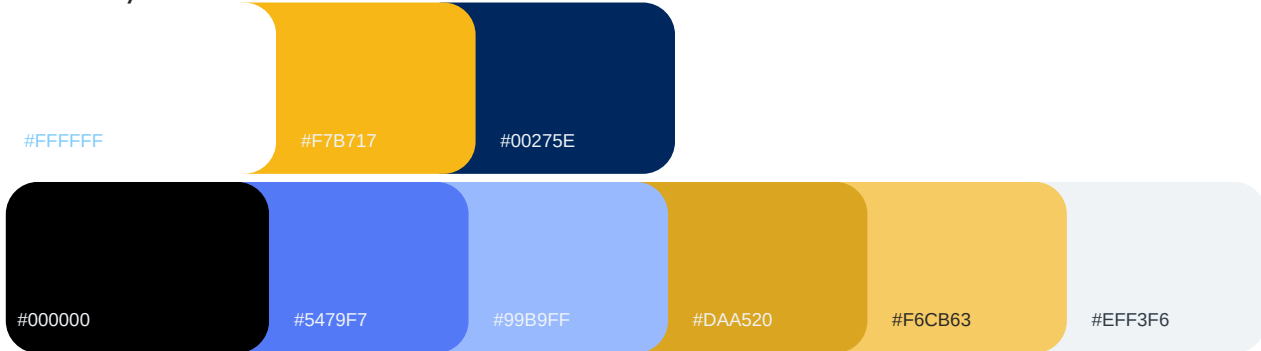
562-985-6497  
noemi.guevara@csulb.edu



# BRANDING KIT

## Our Color Palette

Primary



Secondary

## OUR LOGOS

These are our logo variations. However, you can adjust them on what color you think will work.



LONG BEACH STATE UNIVERSITY  
INTERNATIONAL BUSINESS  
ASSOCIATION

## Our Fonts

### LEAGUE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

### JOSEFIN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

### CODEC PRO EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

### JOSEFIN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

\*these are just suggestions, please feel free to change it up

# Visual Elements

IBA  
CONGRATULATIONS  
to our  
*Easter*  
BASKET WINNER!!!




Andrew Lopez

**FUNDRAISER**  
CSULB IBA + Chick-Fil-A

notification:  
IBA  
please show our flyer to  
receive credit



CSULB IBA  
Fundraiser  
Tuesday April 12, 2022 - All Day

Apr 12th, Tuesday  
When: All Day  
Where: Chick-Fil-A,  
Long Beach Traffic Circle

swipe left to see full flyer

IBA

**LinkedIn Workshop**

with Joel Quebral  
LinkedIn Strategist  
Virtual Assistant Coach



No Brainer Prospecting:  
Learn the Basics

Apr 14th, Thursday  
Zoom: 857 1486 7128  
5:00pm - 6:00pm

IBA

**JOIN  
OUR  
BOARD!**



**WHY YOU SHOULD JOIN**

- Builds your resume
- Develops leadership and professional skills
- Allows you to expand your network



**BOWLING  
N'  
BUSINESS**

Mar 11th, Friday  
Cal Bowl, Lakewood  
4:00pm - 5:30pm



**Location**



**Cal Bowl**  
2500 E Carson St, Lakewood, CA 90712

IBA

**Giulia Triassi  
& Kiara Kensie**

journey in entrepreneurship

ALUMNI

FOUNDERS  
of Hunnibuzz Digital Agency



Mar 22nd, Tuesday  
5:00pm - 6:00pm  
Room: COB 123

IBA

**Ebony Utley**  
PROFESSORPRENEUR

theinstitute  
FOR INNOVATION  
+ ENTREPRENEURSHIP

OWN

Ebony Yoga

THE JOHN AND HELEN  
APOSTLE  
ENTERPRISE LAB  
& INCUBATOR

3 Core Parts of a Story  
3 Core Ways Stories  
are Used in Business

Mar 16th, Wed  
Zoom: 851 1678 7858  
4:00pm - 5:00pm





# Guest speakers

## Alumni Network

Alumni Network

Name

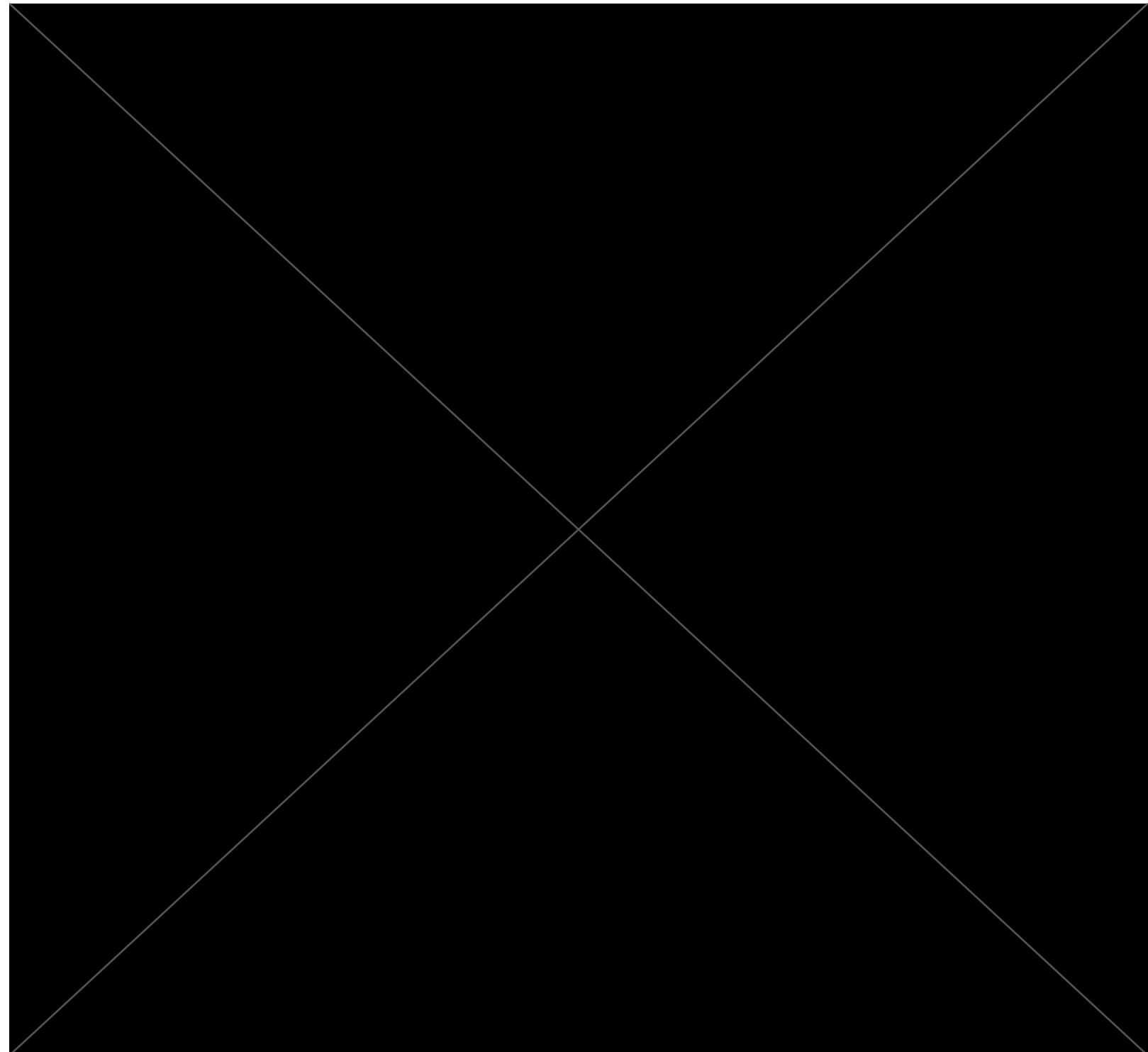
Topic Covered

Affiliation

Company

Email

LinkedIn Page





The logo features a stylized globe icon on the left, composed of yellow and blue curved lines. To the right of the icon, the word "MEMBERSHIP" is written in a large, bold, blue, sans-serif font. Below "MEMBERSHIP", the words "IBA PACKAGE" are written in a bold, black, sans-serif font, with "IBA" in a slightly larger size than "PACKAGE".

# MEMBERSHIP IBA PACKAGE

## There are reasons why you should join IBA:

- Participate in seminars, workshops, and conferences on international business topics
- Develop leadership skills by taking on roles within the association
- Find opportunities to collaborate with other association members and expand network

Make sure director of membership (membership package) works on this with (director of marketing) before Week of Welcome.

Membership Fee: \$45

Membership Due Date: September 29th

Payment options: contact Matt about payment

Venmo

Zelle

Etc

## Package Includes

Guest Speakers from different Industries

Port of Long Beach Tour

Network with Experts from different industries

Corporate Tours

Internship and scholarship opportunities

Join IBA Fam, meet new friends and expand your network

Workshops: Resume, Interview, Internship, and more

IBA events: Consulate series, Alumni series, and more

Free food, T-shirt, and Merchandises