**Important Dates**

* **Cohort #4: Interested Export Businesses Submit Online GSEA Application by: August 25, 2025**
* **GSEA Steering Committee Application Review & Notification Period: August 26 - September 6, 2025**

**GSEA MEETINGS SCHEDULE:**

**DATES**              **VENUE** (In-person & Online Meetings)         **PURPOSE** (Evaluate Export Readiness)

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| **September 8-12, 2025**Online meetings to be scheduled | **Online Virtual meetings with GSEA Program Adviser- Vern Jenkins (45 - 60 minutes)** | To gain an understanding of your company’s products/services and current export goals.  |
| **September 15-19, 2025**1-hour meetings to be scheduled | **In-person visits - onsite at participating Export Business Location with GSEA Adviser: 45 - 60 minutes** | To gain an understanding of your company’s products/services and current export goals |
| **September 22, 2025** 4:00-6:00PM | **In-person GSEA launch Meeting and group orientation** for all Cohort (3) Business participating in the GSEA program. Held at the Washington Athletic Club (WAC) | **Introduction of GSEA Program** and Program Launch with Cohort FOUR Businesses and Seattle Area Partners  |

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|  | **GSEA Participants Attend ONLINE Export Module (1) of (6)** |  |
|  | **Tuesday, September 30th –** **Thursday, October 2nd** **3:00- 4:30 PM** |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Review Your Export Market Readiness** **and Business Plan Elements** | * Review company’s Export Readiness Initiatives
* Evaluate your company’s operational & financial capabilities
* Define your company’s desired export outcomes as related to business plan
* Review selected products, production & shipping capabilities
 | Cohort (4) Businesses to complete GSEA Webinar Module ONE Online. |

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|  | **ONLINE Export Module (2) of (6)** |  |
|  | **Tuesday, October 7th –** **Thursday, October 9th**  **3:00- 4:30 PM**  |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Review Your Export Business Plan and Market Entry Strategies** | * Review your export management team
* Identify and select helpful export assistance programs
* Discuss export market entry strategies and related export business plans
* Review SWOT homework assignment
 | Cohort (4) Businesses to complete GSEA Webinar Module TWO Online.  |

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|  | **ONLINE Export Module (3) of (6)** |  |
|  | **Tuesday, October 14th –** **Thursday, October 16th**  **3:00- 4:30 PM**  |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Review Foreign Market Opportunities, Risks and Barriers** | * Research your product demand in targeted foreign markets
* How to evaluate foreign market sales and distribution channels
* Evaluate risks and barriers for selected market(s) (SWOT)
* Review Landed Costs Formula
 | Cohort (4) Businesses to complete GSEA Webinar Module THREE Online. |

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|  | **ONLINE Export Module (4) of (6)** |  |
|  | **Tuesday, October 21st –** **Thursday, October 23rd**  **3:00- 4:30 PM**  |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Review Shipping Terms and Calculating Landed Costs for target Export Products** | * Calculate your product(s) landed costs for selected markets
* Best practices for qualifying your potential foreign buyers
* Guidelines for shipping products overseas (Incoterms)
 | Cohort (4) Businesses to complete GSEA Webinar Module FOUR Online. |

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|  | **ONLINE Export Module (5) of (6)** |  |
|  | **Tuesday, October 28th –** **Thursday, October 30th**  **3:00- 4:30 PM**  |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Export Business Plan and Financing with EXIM and/or SBA International Trade Programs** | * Review credit policies and foreign buyer payment terms
* Estimate timelines and cost for increased production capacity
* Evaluate Exim Bank and SBA Financing options for Exporters
* Review current business Module
 | Cohort (4) Businesses to complete GSEA Webinar Module FIVE Online. |

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|  | **ONLINE Export Module (6)** |  |
|  | **Tuesday, November 4th –** **Thursday, November 6th**  **3:00- 4:30 PM**  |  |
|  | **Online MS TEAMS Session (60-90 mins each)** Instruction by Vern Jenkins and invited experts |  |
| **Export Business Model Review and Export Compliance with Int’l Attorney** | * Summarize current business model for exporting to foreign markets
* Review trademark and IP issues and other export compliance regulations
* Review key elements for export business plan presentation
 | Cohort (4) Businesses to complete GSEA Webinar Module SIX Online. |

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| **Note: Participating Cohort Businesses will have Homework Assignments related to Each Online Module** |

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| **Week of November 10 – 14, 2025**Vern Jenkins conduct Onsite Visits | Vern Jenkins conduct **One-on-One Trade Advising Meetings with each Cohort Business** to review their Export Business Plans and Market Entry Readiness | **Prepare Cohort Business for presenting their Export Business Plan** based on selected product & target foreign markets |

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| **November 17th 2025, Presentation & Celebration Lunch** 10:00 AM – 1:00 PM (Location TBD) | **Export Business Plan Presentation by Each Cohort Business:** In-person meeting to share Export Business Plan and key strategies for entering selected foreign markets.  | **Have Cohort Businesses Present their Export Business plans** based on selected product(s) and target foreign markets |