



October 2009 German-American Business Council Newsletter

Dear GABC Members and Friends,

I hope you enjoyed a relaxing summer. Now that fall is here it is time to get back to work, especially for us on the Board of Directors. We have been working hard on the fall, winter and spring programs and look forward to giving you a chance to meet new people in the German community, to network and to become informed by attending our events and utilizing our services.

We started the new GABC season by honoring this year's Sponsors and Corporate members with a traditional Oktoberfest gathering. On September 29th, over sixty members and guests met at Jacob Wirth, a German restaurant in downtown Boston for a lively family style dinner of German fare and drinks. Members had a chance to meet GABC's new Board Members, Jim DeLuca and Deputy Consul of Germany Claudia Schuett while re-connecting with old members and meeting new ones.

In the meantime we are pleased to bring you the Newsletter with several articles from new members on the social media and its applications as well as information on how to bring staff in from Germany to the US with minimum legal hassles.

I am looking forward to seeing you at one of our upcoming events where you will have a chance to meet our new members, especially at our annual Christmas party on December 2nd.

Sincerely,



Brigitte Carangelo
President

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Upcoming Events

The GABC season runs from Sept-June. Additional programs and events are added as current events occur. Watch your emails for updates and additional events!

Nov 9, 2009

20th Anniversary of the Fall of the Berlin Wall -. Hard to believe it's been 20 years. Do you remember where YOU were, when you heard the news? There's a lot going on to commemorate - you might want to check www.goethe.de/ins/us/bos/enindex.htm and www.germany.info/boston for the latest information on events.

Dec 2, 2009

Weihnachtsfeier/Annual GABC Christmas Party with dinner, auction, raffles and more to be held at the Goethe Institute Boston

Feb 10, 2010

15th Annual International Business Forum & Networking Evening - at the Burns & Levinson Law Firm - This event regularly attracts hundreds of companies involved in international

How to Effectively Use Social Media Tools for Marketing to an American Audience



By Coleby Mantz

The principles of marketing in any country are more or less the same. Tailor your marketing message to your target audience in order to build brand awareness and sales for your product or service. How this message is delivered to your intended audience differs based on what is being sold (business or consumer products) and also depends on what is considered to be acceptable in a particular country.

Like most consumers, Americans are unique and have certain ways that they like to be communicated with. Companies worldwide have long used print, radio, and TV ads, telemarketing, direct mail, billboards, etc. to reach prospective customers. But, these mediums are expensive and in many cases difficult to track. With the introduction of the Internet came online banner ads, email marketing and the like; also expensive but much more trackable. Now, there's social media. For the purposes of this article, we'll discuss social networking sites such as MySpace, Facebook, Twitter, and LinkedIn, as well as other social mediums such as blogging. The best part about social media is that it is free (except for the ads that appear on many of these sites), but free doesn't mean that companies should execute their social media tactics without some thought behind it.

First, companies must understand which of these mediums is appropriate for their business. One of the first social networking sites created is MySpace which has greatly waned in popularity compared to sites like Facebook, but it is still a great site for musicians, bands, and their fans. So, if you have something related to the music industry, a MySpace page might be very appropriate. With Facebook, both individuals and companies can have a page and people can become fans of a certain product or company. Facebook can be a great medium to announce an event or a free product giveaway or contest, but keep in mind, it is more appropriate for consumer-related products than business-to-business marketing. For technology companies, creating a game or application for Facebook is an interesting way to build awareness and also to get people to test your product online. One of the newest social media sites is Twitter, a medium that can be used for both business and consumer products alike. Some tips about using Twitter include: it is best to create a twitter account in the name of a real person at the company (vs. the company name only), so that it is

business, trade associations and organizations.

May 13, 2010

European Food Festival - at the French Library on Marlborough St, Back Bay - A wonderful social and networking evening, the next Food Festival will branch out into more space with even more food and drink selections than last year. Don't miss this popular event!

Please contact our Executive Director, Marian LeMay with any questions at info@gabc-boston.org

Registration for all events is available on-line at www.gabc-boston.org
For a complete listing, go to: [our calendar](#)

Member Profile



[Christoph Wassong](#)
[International](#)
[Sales Manager](#)
[InterContinental Boston](#)

What's your connection with German-American business?

Being a native German in Boston and working in an international environment such as that of InterContinental Boston as the hotel's international sales manager, it is quite natural to be a member of the German American Business Council. In addition, Germany is not only an export nation, but also a very travel-friendly country and is one of the top feeder markets for the international segment of the hospitality industry.

What keeps you busy when you're not working?

personalized. Posting "tweets" - comments on Twitter - are limited to 140 characters, so it is critical to keep your message brief. But, the key is to "tweet" often. Tweets from companies can be a combination of business information, passing along other peoples' relevant tweets ("re-tweeting"), and tweeting any personal tidbits. A CEO of a company may hold the twitter account for the organization and others from that company can post "tweets" from that account. When someone other than the account holder tweets from that account, it is good form to put the initials of the poster, so that readers know that the tweet is coming from someone other than the account holder. Another popular business social networking site is LinkedIn. This site is ideal for business-to-business marketing and networking with other colleagues. Compared to sites like Facebook, LinkedIn involves less personal content and is not generally used for consumer marketing purposes. On LinkedIn, you can create a profile for yourself, your company, and you can connect with colleagues. There are also many groups you can join, from alumna groups for universities and past employers to a multitude of functional and industry groups - all of which allow you to build your online network. Creating a basic account is free and you can send messages to your contacts as well as post a discussion, an event, or a question on group boards. All of which are great ways to create awareness and start a conversation that relates to your business. Companies can also post news on LinkedIn with a link to a press release - excellent exposure that doesn't cost a penny.

Lastly, there's blogging. Blogging can be an effective way to get your message out in a way that is very controlled, especially if your blog doesn't allow people to post a reply. Blogging can be a great medium if you have something interesting to say and you are comfortable writing on a frequent basis. There are, however, a couple issues with blogging. It is a commitment, and one that many companies aren't sure they are ready to undertake. The other issue with blogging is that with so many blogs out there, it is hard to get real visibility for your effort. The best way to blog nowadays is to comment on other well-established blogs that have content relevant to your business. There are "professional bloggers" who have a great following and posting on their sites can have a much more powerful impact than simply creating your own blog. These professional bloggers should also be viewed as reporters, and a good PR strategy that includes pitching these folks is strongly encouraged.

Americans are technologically savvy and spend a great deal of time online. They get most of news online nowadays and many traditional news outlets, such as newspapers, are going under because of it. Americans also like to get information that is relevant and

I pretty much enjoy everything outdoors, rain or shine -- as long as it involves my dog. The seasons in New England are terrific from winter to summer. We have it all here, skiing in the winter, beaches in the summer, the foliage in the fall and fresh air in the spring.

What are you looking forward to seeing the GABC do in the future?
More networking events.

What do you like about the GABC?
The connection to others in the Greater Boston area with ties to Germany in various capacities.

Board Profile



Karsten Xander
President and CEO
TÜV SÜD America

What's your connection with German-American business?

I have the pleasure to run the North American business of a "very German company", TÜV SÜD, which some of you may know from the vehicle inspections. We operate with about 750 people in US, Canada and Mexico with the corporate headquarters in Boston.

What keeps you busy when you're not working?

The GABC. Well sometimes. More often my family, our two kids Anika and Lasse, the City, the Northshore Beaches and White Mountains. If possible I am active and play soccer or tennis, race my bike or skis around New England, or watch the All American games of the Red Sox and Celtics.

informative so posting information on social media sites that is impersonal, too salesly, or isn't focused on the intended audience is not recommended. Readers are also wary of postings that come from outside the U.S. With so many online scams that are initiated outside the States, information that is poorly written, misspelled, or obviously written by someone who is not literate in English may not be well received in the U.S. so, plan your social media marketing strategy accordingly and make sure you know which social media sites are relevant for your business.

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About the Author: Coleby Mantz is Founder of Jetty Marketing (www.jettymarketing.com), a firm that helps foreign-based companies market to American audiences. She has been a GABC member since Spring 2009.

E-Visas as a Way to Gain Long-term, Non-immigrant Status in the United States



By: Matthew Roy

During my tenure as a Consular Officer at the U.S. Consulate General in Frankfurt, I adjudicated thousands of business-related visa applications. One of my favorite responsibilities was the Treaty Trader and Treaty Investor visa program, also known as E visas. In my opinion, this category of visa represents a very attractive, yet misunderstood and under-utilized, way to gain long-term business-based non-immigrant status in the U.S.

E visas can work equally well for large and small business alike. They are especially attractive for small business owners and entrepreneurs looking to invest and establish a presence in the U.S., but they have also become the preferred immigration tool for large multinational corporations to transfer employees to the U.S. to support their large investments here. The best example I saw of this phenomenon were the large German automobile manufacturers, who have established significant manufacturing operations in the southeastern United States. Through the E visa program, they have been able to send countless employees over to the U.S., quickly and flexibly, from the most senior executives, to the most specialized assembly line technicians.

For Treaty Trader status (E1 visa), the basic requirement is current and ongoing trade in goods and/or services between the U.S. and the applicant's home country. The dollar value of the trade need not be high, but rather the transactions should be regular, recurring, and of a significant volume.

What are you looking forward to seeing the GABC do in the future?

Get a better connection to the Corporate companies in the area. Whereas we have a quite good representation of small and entrepreneurial businesses, it will be an interesting challenge to have the SAP, Merck, Osram, and the like being active in the GABC.

What do you like about the GABC?

There is a true legacy for promoting and supporting the German-American business relations due to the strong ties of these economic powers. The GABC is the only organization in the North-East which provides a platform for social and professional relationships, thus for fun and success.



Members' Bulletin Board

Stephan Sauer is looking for some folks interested in setting up a quartet to play "Schafkopf" on a regular basis. "Schafkopf" is a typical German card game, popular especially in the South. Interested players can contact Stephan Sauer at stephan.sauer@ey.com or go to <http://gabc-boston.webexone.com> for more info listed under "Announcements"

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The GABC seeks a website-savvy volunteer to help us make improvements to our website (www.gabc-boston.org) and keep it updated. In return, the GABC offers a free membership, free admission to our events, and undying gratitude! Please contact Marian LeMay, Executive Director, at info@gabc-boston.org for full details.

For Treaty Investor status (E2 visa), the basic requirement is the investment of capital in a new or existing business in the U.S. Contrary to popular belief, there is no specific minimum level of capital that must be invested; rather, the applicant must demonstrate that the investment is "substantial", and that it is "more than marginal" (i.e. it will generate economic benefits beyond just the basic needs of the applicant). The best way to demonstrate that the investment meets the various requirements is through a detailed and well-written business plan; such a plan should walk the reader through the business concept, the operating plan, and the revenue and expense projections. In addition to the up-front investment of capital, the plan should explain all of the economic benefits that will accrue to the owners, employees, customers, and the local, regional, and national economies. The best examples of economic benefits to the U.S. economy include the employment of U.S. citizens, business relationships with multiple vendors of goods and services, taxes paid to local and state governments, and necessary services provided to customers. Substantial contributions in any or all of these areas can help demonstrate that the investment will have a far-reaching impact that is "more than marginal."

Under the E visa program, the individual who is the principal investor or trader is granted a non-immigrant E1 or E2 visa, typically valid for up to 5 years, with unrestricted travel and re-entry to the US. Spouses and dependent children are also granted the E1 or E2 visa. Additionally, E visas have a very high rate of renewal for additional 5 year periods, as long as the business venture that initially qualified for the visa is still active and viable.

Once the principal business owner has been granted E1 or E2 status, key employees of the business and their dependents may also receive E visas. The employee must demonstrate that they have significant executive and supervisory responsibilities within the enterprise, or that they have specialized skills which are essential to the business.

One major difference between E visas and other business-based categories (such as H1B and L categories) is the fact that E visas do not require that petitions be filed with and approved by the immigration service within the Department of Homeland Security. Applicants can submit their applications and supporting materials directly to the U.S. Consulate in their home country, and the case can be evaluated and decided by the Consular Officer at the time of the visa interview.

For these reason, the E1 and E2 visa categories can be very attractive alternatives to green cards, H1B visas, or other petition-based categories. Because of the long-

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GABC Members may send items for the Bulletin Board to warwick@theeventmechanic.com. All items posted at the discretion of the editor.

term nature of the visa, and its high likelihood of renewal, E status can provide several years, even decades, of employment-enabled residence for non-US citizens.

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About the Author: Matthew Roy served as a U.S. Foreign Service Officer and Vice Consul at the U.S. Consulate General in Frankfurt from 2004 to 2006. He is currently a Director in the Healthcare Strategy Practice of Navigant Consulting, based in Needham, MA. Matt is also a founder of the New Atlantic Management Group, which provides advice and assistance with business-based immigration matters. Contact: matt@newatlantic-group.com

Meet Our New Members

Mr Carl-Rainer Stetter

Global Project Manager, EMD Serono, Inc.

Ms Claudia Schütt

Deputy Consul General Consulate General of Germany

Mr John J DiBello

General Partner, COO and CFO US Operations, TVM Capital

Mr David Poltack

General Partner, Corporate Finance, TVM Capital

Ms Monika Schlawinsky

Office Manager, TVM Capital

Ms Cornelia Schubert

Administrative Assistant, TVM Capital

Mr Geoffrey Loftus

VP of Service & Chief Quality Officer, Presstek, Inc.

Mr Alexander Krapf

President & Founder, Codemesh, Inc.

Mr David Macaulay

Management Consultant, Growth Engineering, LLC

Mr Matthias Leitzmann

Founder, Leitzmann & Grillo Associates

Prof Dr Roland Schindler

Fraunhofer Center for Sustainable Energy Systems

Dr Christian Hoepfner

Fraunhofer Center for Sustainable Energy Systems

Mr Nolan Browne

Fraunhofer Center for Sustainable Energy Systems

Mr Douglas Hauer, Esq.,

Founder, Douglas Hauer LLC

For Membership information, go to: [GABC Membership](#)

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Sponsor Spotlight - McDermott Will & Emery

McDermott Will & Emery is a premier international law firm with a diversified business practice. Currently numbering 1,000 lawyers, the Firm has 16 offices worldwide and a strategic alliance with MWE China Law Offices in Shanghai.

The Firm has more than 75 years of experience serving a broad range of client interests. We understand the issues faced by corporate decision makers because many of our lawyers have held key government and in-house positions. We understand how economic, social and political issues affect operations because our lawyers have navigated the complex business and regulatory environment themselves.

We currently advise more than 60 percent of the Fortune 100 and are the 19th largest law firm globally (AmLaw Global 100, The American Lawyer, October 2008). Please visit www.mwe.com for more information about our Firm

Sponsor Spotlight - TVM Capital

TVM Capital (www.tvm-capital.com) is a global venture and growth capital firm with a 25 year operating track record during which more than 250 emerging companies have been financed. TVM Capital has long been a leader in international investing and has extensive operational and strategic experience, as well as strong relationships within the communities

necessary at all stages of a company's growth cycle to provide best practice counsel and guidance.

TVM Capital employs about 40 professionals and administrative staff in its Munich, Boston and Dubai offices. The Life Science team is led by Dr. Helmut M. Schuehsler; the Technology team is led by Mr. Friedrich Bornikoel. Both managing partners joined TVM Capital more than 15 years ago and have co-managed the firm since 1999.

With its roots in Siemens AG, TVM Capital was founded as Techno Venture Management in 1983 as one of the first venture capital firms in Germany. Today, the firm is one of the very few true international venture capital firms, with numerous transatlantic investments in eight countries, and more than 50 former portfolio companies listed on stock exchanges in Europe and the U.S. (including NASDAQ, London Stock Exchange, Frankfurt Stock Exchange, NASDAQ Europe and the Swiss Stock Exchange).

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About the GABC



German-American Business Council of Boston, Inc. (GABC), www.gabc-boston.org, is a non-profit organization of companies, business people, and other professionals dedicated to encouraging and cultivating German-American business and trade. Through its speaker series, seminars, and special events the GABC provides a forum for the exchange of knowledge and ideas, and for business and professional contacts between its members.

Interested professional are invited to apply for membership via our website. Our members represent all facets of the international business community including import an export managers, manufacturers, trade specialists, bankers, financiers, insurance agents, government officials, attorneys, consultants, educators and entrepreneurs.

The German-American Business Council is a member of GBANE, the Global Business Alliance of New England.

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