

BACKGROUND



The creation and history of the Saint Dennis Group, L.L.C. (SDG) began with the merger of the marketing division of Logical Expression In Design, Inc. (LED), and a group of high-tech corporations in Joint Ventures. The opportunity to expand market shares and access to underserved communities were the benchmarks. In 1995, LED's marketing division developed a programming syllabus designed to initially foster trade and technologies to underserved markets. The programming content was entitled the "University and Business Technology Summit, (U&BT)," to advocate technology outreach to those communities supported by the U.S. government to booster R&D and relations with the government's research laboratories. The program agenda would also establish criteria to edify and expand upon cultural sensitivities for trade relations with and among the developing nations in emerging markets.

In 1996, the principal founder of LED would apply niche marketing concepts in case studies, to identify the potential for trade opportunities. The first of the endeavors were imports from the agro-business sector. Marketing strategies were developed for wholesale distribution to Nordstrom's supply chain, with a line of alpaca sweaters from an independently owned group of women businesses, operating in a consortium from a micro industry zone in Bolivia. The absence of adequate infrastructure and efficient tools would prevail over the economic plan to maintain the volume of production required for exportation. As a solution, alternative financing options for technology and infrastructure development were identified to help meet production quotas, along with the buyers' suggestions for design modifications to meet the esthetic requirements of the U.S. markets.

The U&BT would later receive funding support from the National Science Foundation; the U.S. Departments of; Agriculture, Commerce, Energy, Health & Human Services, Transportation, and three divisions of the Department of Defense. Private sector participants would include: Abbott Labs, AT&T, Boeing, Fluor Daniel, IBM, Motorola, McDonnell Douglas, Silicon Graphics, regional high technology corporations, along with other private sector research institutions in support of minority serving universities. By further incorporating the requirements of financial institutions, business methodologies, academia's R&D requirements and training combined with a comprehensive marketing strategy to commercialize new and existing technologies. This process has proven to be productive to expand partnerships with the US Federal Laboratories, university research centers, and SME business concerns.

In 1998, the Governments of the Dominican Republic and the Jamaican Ministry of Agriculture each sponsored the U&BT Summit. From the experiences learned in Bolivia, an additional topic panel was designed to address funding issues and infrastructure requirements that would help foster economic development. The Summits' would enlist the support of angel investors, the World Bank Group, the Inter-American Development Bank and other financing institutions to establish these financial panels. The relationships that SDG has since developed through the U&BT Summit has expanded its business opportunities and allowed for a diversification in its services, as a facilitator for economic development.

Historically, the principle founders of SDG have promoted collaborative partnerships for best practices in research, tech-transfer, and the commercialization of technology from research labs to the market place. Initially, the primary groups of relationships were directed towards small business concerns, minority serving universities and underutilized markets in the United States. From these initial relationships to promote U.S. technology usage nationally, both international R&D, and commerce/trade would emerge. The UB&T Summits developed matrices to gather data and to make recommendations on technology requirements. SDG would revise the programming elements designed to enhance the collaborations for trading opportunities and to serve as a catalyst to promote sustainability practices for Green, Renewable, Oceanic, Technology Transfer, Outpost, i.e. (GROTTO for Life).SM

Experience

Publishing – A special edition table top books for historical reference and career guides to minority serving institutions entitled, “[The Murray Resource Directory](#),” published in 1993 in (2) editions, full color printing, w/190 to 280 pages over 10 years toasting (18) volumes. The publication’s debut was launched with an exhibition, produced with the Library of Congress. *The Global Trade Guide*, an online publishing launched for international business relations, trade missions, conferences, and economic development activities.

University and Business Technology Summit (UB&T) – A series of conferences and study tours from 1996 through 2000, designed to promote technology transfer and business development sponsored in conjunction with The National Science Foundation’s Programs for Small Business Innovative Research and University Technology Transfer programs. Events were held in cooperation with: The State of South Carolina, Office of the Governor and South Carolina Research Authority (SCRA); The Governor’s Office of Puerto Rico and the University of Puerto Rico; The Southern University System and the USDA’s Agricultural Research Center, New Orleans, LA; The University of Hawaii and the SBA Office, Honolulu, HI; The Government of Jamaica, Agricultural Foundation, University of the West Indies, Ocho Rios, Jamaica; Governmental Agencies’ of the Dominican Republic, USDA’s Foreign Agriculture Services, and the U.S. Department of Commerce’ International Trade and Economic Development Agencies.

Global Women’s Summit on International & Homeland Security – Trade Mission programs where developed with AUSTRADE through the support of The Heritage Foundation, to foster international exchange with women policy and business professions. Trade missions were conducted to The Kingdom of Saudi Arabia, with the Saudi International Chamber of Commerce with delegation briefings held at the Saudi Chambers Women’s division in Jeddah and the U.S. Department of State, Washington DC.

Governmental and Private Sector Affiliations – The principals of the Saint Dennis Group have three decades as contractors for the U.S. Federal and Regional Governments, National Associations and Fortune 500 Corporations providing: advertising, graphic design, publishing, public relations and marketing services. They have conducted trade missions and business development export summits for U.S. based businesses, universities, and U.S. Federal Government technology transfer executives. Programs have been hosted in national and international markets in conjunction with the National Federal Laboratory Consortium, the National Science Foundation and other US government agencies and their counterparts in Bolivia, Jamaica and the Dominican Republic. The GROTTTO programming is a collective sum of the experiences obtained in evaluating market trends, government relations, economic development assessments, funding resources and technology evaluations. Over the past decade, the firm has engaged in public relations, private contracting and content development in Brazil, Ghana, Mali, Poland, Saudi Arabia and the U.S. Virgin Islands.

APPENDIX

Programming Development and Collaborative Partnerships: *A full Dossier of Publishing, Public Relations, News Reports, Press Releases, Technology Research and Business Developments from 1993 to most recent is available upon written request.*

2001-05 **Business Developments:** — Established trading of precious and recycled metals and stones from the Republic of Mali. (Saint Dennis Group Dominicana, SA) for light manufacturing and design studio operations in the Dominican Republic.



Publishing & Public Relations: — The Global Trade Guide. The editorial profile was developed for the global media viewer in the Washington Diplomatic Corps and international community. Organized activities and public relations for events coordinated initially with the Embassies of Australia, and Egypt.

2006-07 **Trade Missions:** — 2006 the first women’s trade mission to the Kingdom of Saudi Arabia, hosted by Saudi Arabia’s Chambers of Commerce & Industry. The 2007 mission initiated parameters for the planned Jeddah Economic Forum of 2009.

07-2009 **GROTTTO Green Initiative Debut its 1st Invitational:** — *Recovery Act Forum*: Charleston, South Carolina, Workshop for trade and export, and regional renewable energy projects. The agenda covered alliances with the Embassy of the Republic of Poland Trade & Investment Section, The Government of Colombia Proexport USA, US, Russia Federation Chambers of Commerce, University of South Carolina, Clemson, Naval Spa Wars, Export-Import Bank, **Collaborators:** [South Carolina Research Authority \(SCRA\)](#) [Trident Research Center](#). **Study tour:** NOAA Research Station Center.



08-2009 **SBA’s Center for Innovative Technologies and The Inter-America University of Puerto Rico, Renewable Green Forum:** Program participation to establish relationships for the development of a GROTTTO in Puerto Rico.

Events & Highlights



Photos from top left to right: (GTG) Global Trade Guide's, founders conducting Mission Briefings at U.S. Department of State for the first Women's Trade Delegation to Saudi Arabia, with H.E. Derrick Moyo, Deputy Chief of Mission, Embassy of South Africa at Consulate House, First Lady Laura Bush, at the White House during the African American Museum announcement, GTG Woman's Trade Delegation at a private home in Jeddah Saudi Arabia, GTG forum honoring H.E. Michael Thawley, Ambassador of Australia at The Heritage Foundation, GTG founder with H.E. Gunnar Lund, Ambassador of Sweden, at the House of Sweden, GTG with Senator Elizabeth Dole and the Malian historian from the Timbuktu Museum at the U.S. Capitol Rotunda, Vice President Al Gore at the Naval Observatory, (NDU) National Defense University fellows sponsor program with Col Al-Mutain, Kuwait Armed Services and family celebrating Ramadan's Eid Al-Fitr and Christmas at the home of GTG's founders, GTG's meeting with Prince Turki Al Faisal at the King Faisal Foundation, Riyadh, Saudi Arabia, GTG with NDU fellow Bangladesh General during a visit to Old Town Alexandria, VA, President, of The Dominican Republic, Loanel Fernandez with GTG founder prior to 2004 elections, 1998 with Officers from the President's Office on Reform during the first U.S. technology trade and development conference in Santo Domingo, Dominican Republic, and Laura Bush, discussing the US and Dominican Republic, First Ladies program.