



Global Strategies for Good – Corporate Capabilities Statement

At Global Strategies for Good, LLC, (GSG) we design and implement quality and impactful travel and tourism programs, establish high-level resource development and management efforts, manage international business brokerage services, plan and execute conferences, symposia and high-level meetings, special event planning and provide marketing support and strategic planning geared toward excellence, quality assurance and professionalism. GSG's President and CEO is Cynthia Blandford Nash and was established in 2008 in Atlanta, Georgia as a minority and women owned company. GSG has a team of experts available to provide on-time, on-budget project deliverables and provides an innovative approach to business development and management. The President of GSG is also the Honorary Consul General Republic of Liberia appointed by Her Excellency President Ellen Johnson-Sirleaf in 2009, bringing a unique perspective to the business platforms and conversations.

CORE SERVICES

- Travel and Tourism – Design and Implementation of quality program/services
- Business Solutions –International Business Brokering and Management
- International Conference Planning – Design, manage and execute conferences, symposia and workshops
- Fund Raising & Strategic Planning— Resource development, proposal writing, strategic plan facilitation
- Marketing and Public Relations— Media relations and network development
- Strategic Initiatives—Idea development, implementation and execution

TRAVEL AND TOURISM

- Design and implement quality and impactful travel and tourism programs, including opportunities for lecturing and teaching at local universities as well as Service Learning activities, and faculty and student exchange
- Provide management services, including theme and logo development
- Design and implement marketing and promotions efforts
- Provide financial management and controls
- Provide opportunities to participate in the culture, food, dance and music of a country

INTERNATIONAL BUSINESS BROKERAGE AND MANAGEMENT

- Plan and execute trade, educational, medical and investment mission trips
- Business2Business Matchmaking (5 American businesses established in Liberia 2012)
- Interface with Ministers of Government and other High-Level Officials, NGOs and Trade Organizations

CONFERENCE AND SPECIAL EVENT PLANNING

- Plan and manage international conferences and symposia. Established first Sister City relationship between Greenville County Liberia and Greenville, Mississippi
- Marketing and promotion, including engagement strategies and outreach and executive reports
- Special Event planning and execution for Presidents, Ambassadors, government officials, diplomats and others

RELATIONSHIP MANAGEMENT AND DEVELOPMENT

- Prospect Identification and cultivation including grant writing and proposal development
- Donor database management, stewardship, research, evaluation and reporting

CREDENTIALS

- BA Journalism, Public Relations and Marketing, Georgia State University
- Certification in Fund Raising Management, Indiana University Fund Raising School

ACCOMPLISHMENTS

- Designed and managed over 17 travel and tourism trips to Liberia and Ghana
- Planned and executed first Head of State Dinner in Atlanta, GA with over 1,000 in attendance raising over \$300,000 in cash and in-kind resources to support the President of Liberia
- Successfully planned and executed international conferences with over 300 in attendance with Vice President of Liberia and Clark Atlanta University

CIVIC

- President of Liberia's Global Leadership Award: Atlanta Business League 100 Most Successful Business Women
- Georgia State University Martin Luther King Torch for Peace Award; Vice President of Liberia Leadership Award