

# MID-AMERICA TRADE SUMMIT

**Wednesday, November 6, 2019 – 6:00-8:00 P.M.**

## **Trade Summit Opening Reception**

The Tiger Hotel Ballroom, 23 S. 8<sup>th</sup> Street, Columbia, MO 65201

6:45 p.m. Recognition of Outstanding Exporter Honorees

**Thursday, November 7, 2019**

## **Trade Summit Session**

Memorial Union – N103 Stotler, 518 Hitt Street, Columbia, MO 65211

**8:30 A.M.**

**Welcome and Opening Remarks**

**9:15 A.M.**

**TRACK 1**



### **“Export Mistakes & Lessons Learned the Hard Way”**

U.S. International Foods (Missouri) - <http://www.usinternationalfoods.com/>

David Shogren, President

**Session Description:** It's 2011.... U.S. International Foods has just landed a big distributor in the Philippines. They've set up a subsidiary company to sell U.S. products and hired a sales team with big company experience. A huge first order is placed. Sales opportunities and the business relationship in place all look extremely promising. Six months later, however, sales have gone nowhere and the program is dead. What happened? What are the valuable lessons learned that your business can take away?

**Company:** U.S. International Foods exports high quality food and grocery products made in the USA to retailers, distributors and e-commerce companies primarily in Asia. Serving some customers that hold a place within the "Top 15" of global retailers, US International Foods currently has market contacts in China, Hong Kong, Taiwan, Philippines, Japan and Korea.

**Export Awards/Recognition:** Among other awards, U.S. International Food was the 2015 SBA Exporter of the Year for Eastern Missouri, and was recognized in 2014 as the Missouri Agricultural Exporter of the Year.

## TRACK 2



### **“Using Local Resources to Expand Globally”**

Kuder, Inc. (Iowa) - <https://www.kuder.com>

Clayton Kennedy, Vice President of Global Client Relations

**Session Description:** When looking at opening new markets abroad, some of the best resources are those closest to home. Through establishing and maintaining a healthy working relationship with the local U.S. Commercial Service office, Kuder has leveraged several of their services to help support their international growth. This presentation will highlight how Kuder has used various Commercial Service resources at each stage of their sales cycle to boost exports.

**Company:** Kuder is a global career guidance solutions provider that offers comprehensive tools and resources for career planners at all life stages. The company supports collaborate between education, business and community stakeholders to drive economic success. Kuder’s customizable products and services reflect a commitment to encouraging lifelong learning, development and achievement.

**Export Awards/Recognition:** Kuder, Inc. was a 2014 recipient of the President’s “E” Award for Export Excellence and President’s “E Star” Award for Export Excellence in 2018. The company was also recognized in 2018 and 2019 by NASBITE International as a National Small Business Exporter Summit Outstanding Exporter Honoree.

**9:45 A.M.**

## TRACK 1



### **“Steps to Success for Small Business Exporting”**

Serola Biomechanics, Inc. (Illinois) - [www.serola.net](http://www.serola.net)

Dayna Gouwens, Director of Operations

Steve Kadamain, Director of Strategic Planning and Management

**Session Description:** Developing and maintaining a successful exporting business can be a very difficult task for companies of any size. Laying the foundation for an export program by assessing new markets, building networks, vetting potential customers, and understanding unique options such as state or federal assistance are some of the steps to success. Serola Biomechanics will share a few of the tips and tricks that have helped them make sales in more than 40 countries to date and how they plan to continue that growth going forward.

**Company:** For over 30 years, Serola Biomechanics, Inc. has been in the business of pain relief and prevention manufacturing orthopedic solutions, specifically sacroiliac (back) support belts, elbow braces and other complementary products. Serola began exporting in the mid-90’s to its first international distributor who is based in the United Kingdom and who today remains an instrumental partner. To date, Serola has partnered with 31 international distributors, exports into over 40 countries, and holds over 50 domestic and international patents. Exporting has been invaluable to the growth of the Serola Biomechanics, Inc. brand and to the overall sustainability of the company.

**Export Awards/Recognition:** Serola Biomechanics, Inc. was a 2019 recipient of the Governor's Continuing Excellence in Exporting in Illinois. The company was also recognized in 2008 as the Stateline World Trade Association's Exporter of the Year.

## TRACK 2



### **“Profiles of a Successful Exporter” – Panel 1**

Sunnen Products Company (Missouri) - [www.sunnen.com](http://www.sunnen.com)

Tom Dustman, International Sale Director

**Session Description:** Join representatives from Sunnen Products Company and Hayes Abrasives, as they share a little background information about the export journeys of their companies to date – highlighting the key activities and initiatives that have contributed to the company's success, and key lessons learned along the way.

**Company:** Sunnen Products Company is a family owned business based in St. Louis, Missouri. Sunnen was founded in 1924 and has exported to industrialized countries around the world. Sunnen's network of subsidiaries and independent distributors form a sales channel that delivers. Sunnen is a machine tool manufacturer, with a product offering that includes high precision bore finishing machines, tools and abrasive products which yield ultra-high precision bore finishing for a wide variety of market sectors. The automotive industry, aerospace, defense, hydraulics and medical devices are all examples of markets served by Sunnen Products Company.

**Export Awards/Recognition:** Sunnen Products Company is a President's E-Award and E-Star Award Recipient. The company is also a St. Louis Global Pioneer Award Winner.

AND

## HAYES ABRASIVES

Hayes Abrasives, Inc. (Illinois) - [www.hayesabrasives.com](http://www.hayesabrasives.com)

David Hayes, President

**Company:** Hayes Abrasives, Inc. commenced manufacturing operations at its current location in Hillsboro, Illinois in 1989. The company uses specialized technology to make very thin abrasive cutting discs that are utilized in the automotive, aerospace, electronics and electrical and textile machinery industries, among others. Within the past year, the company has exported product to Mexico, Canada, United Kingdom, Ireland, France, Germany, Austria, Switzerland, Poland, Spain, South Korea, China, Japan and India.

**Export Awards/Recognition:** Hayes Abrasives was the recipient of the Illinois Governors Award for “New to Export” in 1995. The company was nominated by the Illinois SBDC for recognition as a Successful Exporter Honoree at the 2019 Mid-America Trade Summit.

10:30 A.M.

## TRACK 1



### “From Small Town Ideas to Global Success”

Elastec (Illinois) - <https://www.elastec.com/>

Shon Mosier, Vice President, North American Sales

**Session Description:** Join Elastec as they share insight into the unique “eureka” moment that led to the start of their company in 1990, and the global ambitions that have guided their export growth since that time. Participate in discussion of the current challenges facing global business, i.e., the strong U.S. dollar, tariff uncertainties and volatile political environments, and their impact on developing plans for the future.

**Company:** Elastec manufactures environmental products that are distributed in 155 countries around the world and include a variety of oil skimmers, containment boom, turbidity curtains, work boats, portable incinerators and industrial vacuum systems. Focused on innovation, the company has a big mission - developing solutions to clean up surface water pollution and to keep the world’s waterways clean.

**Export Awards/Recognition:** Elastec boasts an impressive list of environmental, innovation and export awards. They are a multiple recipient of the Illinois Governor's Export Award receiving recognition in 2011, 2013 and 2019.

## TRACK 2



### “Three Ways Government Assistance Helped Regrow Our Exports”

Link Electronics (Missouri) - <https://linkelectronics.com/>

Tricia Mcrae, Vice President of Sales

**Session Description:** Join Link Electronics for a quick dive to learn how they, as a 30-year-old company, turned their failures into successes with the assistance of government agencies. This presentation shares three most impactful ways government assistance changed the way Link Electronics does international business.

**Company:** Link Electronics has been serving the broadcasting industry for over 25 years, providing state of the art broadcast equipment. Serving customers in more than 20 countries, the vast majority of the company’s growth over the past three years is the result of focusing on international growth strategies.

**Export Awards/Recognition:** Link Electronics was nominated by the Missouri Department of Economic Development for recognition as a Successful Exporter Honoree at the 2019 Mid-America Trade Summit.

11:00 A.M.

TRACK 1



**“Breaking Cultural Barriers: Tips for Doing Business in Latin America”**

4B Components Ltd. (Illinois) - [www.go4b.com](http://www.go4b.com)

Roger Bruere, Vice President of Technical Sales

**Session Description:** Culture – the way of life of a group of people, and the behaviors, values and symbols that they accept – can significantly influence the dynamics of how business is done within one country to another. Attend this session to gain insights into the Latin American culture and business environment – general cultural differences, English language proficiency, perceptions of corruption, typical communication behavior and tips to overcoming the barriers that may exist.

**Company:** 4B Components, Ltd. is a leader in design and manufacture of mechanical and electronic components for bucket elevators and conveyors. With over 130 years of engineering experience and subsidiaries in the Americas, Europe, Africa, Asia and Australia, along with a worldwide network of distributors, 4B can provide practical solutions for any application no matter the location.

**Export Awards/Recognition:** 4B Components, Ltd. was recognized as the Governor’s Agricultural Exporter of the Year for Illinois in 2019.

TRACK 2



**“Taking Exports from \$0 to \$1 Million – One Manufacturer’s Experience”**

SEV-REND High Performance Packaging (Illinois) - [www.sev-rend.com](http://www.sev-rend.com)

Tony O’Driscoll, Vice President of Sales and Marketing

**Session Description:** Join SEV-REND as they share insights and discoveries associated with the successful expansion of sales into Mexico. Learn how they are now leveraging those initial sales to foster additional sales in Central and South America. See how the careful definition of project scope, acquisition of local knowledge and flexibility in execution, play a critical role in minimizing risks and maximizing returns.

**Company:** Celebrating their 25<sup>th</sup> year as a packaging innovator, SEV-REND is a leading supplier of high-performance tags, labels, pouches, netting and film with a focus on the produce industry. High-quality products paralleled with some of the quickest lead times in the industry makes SEV-REND the go-to supplier for produce packaging for customers across North and South America.

**Export Awards/Recognition:** SEV-REND was recognized in 2018 as a Mid-America Trade Summit Outstanding Exporter Honoree.

## JOHN SCHRAM LECTURE IN INTERNATIONAL BUSINESS

12:15 P.M.

### “At the Intersection of Innovation, Technology and Human Ingenuity... Trade Prospers”

**Description:** Organizations frequently cite the lack of resources and time as stumbling blocks to innovation, yet often the most inspirational ideas and those capable of profound impact and change, emerge in some of the globe’s most challenging trade conditions. Combine with that the notion that innovation is not about technology, it is about human ingenuity; technology is the vehicle that gives wings to the ingenuity of people tackling some of the biggest trade challenges. Join Martin Butler, Senior Lecturer at Stellenbosch University Business School, South Africa, as he shares a selection of innovative applications and case studies from Africa that illustrate how innovation, technology and human ingenuity are enabling trade in Africa.



**Presenter:** Martin Butler, Senior Lecturer, Stellenbosch University Business School (USB) and Research Associate at the Institute for Future Studies (IFS), South Africa

Martin holds an Electronic Engineering degree from Pretoria University, an MBA (*Cum Laude*) from USB and will graduate with a PhD in December 2019 from USB.

Martin joined academia after a 15-year career in the IT industry. During his career, he successfully led project teams in South Africa and the USA in information technology and technology-intrinsic business projects and has first-hand experience of the digitization of global trade. Martin has an active interest in the fields of information systems management, technology futures, project management and innovation management, and lectures in these disciplines at the USB, IFS, as well as in Europe and Asia.

Martin has a special interest in the impact of technologies in industry and securing global trade and his research includes the human challenges associated with the utilization of technology, as well as gaining value from innovative investments in technology. He has published and presented papers in his areas of interest at numerous conferences locally and abroad. Martin also consults with industry in all matters business and digital, and frequently appears in the local media on matters related to technology, innovation and project management.

## DISCUSSION PANEL

1:30 P.M.

### “Managing Supply Chain Risk”

**Session Description:** Successfully navigating the headwinds facing today’s supply chain operations is a challenging proposition for even the most experienced businesses. Exporters today face a complex business environment that is complicated by uncertain trade policy, and fraught with a variety of risks that impact both domestic and global supply chain operations. Extending and managing supply chain relationships and incorporating redundancy into your supply chain are key ingredients to managing and mitigating risks. Join panel members as they share successes, core strategies and adventures in supply chain risk management.



**Facilitator:** Anthony Ross, Leggett & Platt Missouri Distinguished Professor of Supply Chain Management, Robert J. Trulaske, Sr. College of Business, University of Missouri

Dr. Anthony Ross joined the management faculty within the Trulaske College of Business in August 2019. Before joining MU, he was a faculty member and the inaugural holder of the Rockwell Automation Endowed Chair in Supply Chain Management at the University of Wisconsin-Milwaukee. While there, he raised nearly \$3 million in corporate gifts to support industry-university partnerships and founded/directed the Supply Chain Management Institute. Dr. Ross studies a range of supply chain management issues and has collaborated with industry practitioners and academics in several countries during his 24-year career. Dr. Ross holds MBA and PhD degrees in operations management and decision sciences from the Kelley School of Business at the Indiana University-Bloomington.



**Panelist:** Tom Dustman, International Sales Director  
Sunnen Products Company (Missouri) - [www.sunnen.com](http://www.sunnen.com)

Tom Dustman is the International Sales Director for Sunnen Products Company, headquartered in St. Louis, Missouri. Sunnen is a family owned business celebrating 95 years as a leading supplier to the machine tool industry. Sunnen has exported for more than 80 years and has a global network of subsidiaries and independent distributors focused on precision bore finishing.

Mr. Dustman has been involved with sales leadership at Sunnen for over 20 years and currently directs the sales efforts in the Americas while supporting the company’s international sales channel. As part of Sunnen’s global expansion program, he coordinated the creation of joint ventures in China and Brazil and established direct sales in Canada on behalf of the company. Additionally, over the course of his career, Mr. Dustman has shared his knowledge of bore finishing and international business via numerous speaking engagements in various countries around the world.

Tom was recently appointed by U.S. Secretary of Commerce Wilbur Ross to serve on the U.S. Investment Advisory Council, where he advises on national strategies and efforts to increase foreign direct investment. He is also a past chair of the Missouri District Export Council, past member of the National District Export Council, and has served as president of the Glen Carbon Fire Protection District, board member of the YMCA of the Ozarks, president of the congregation for Eden United Church of Christ, and on other boards and committees.

Mr. Dustman is a graduate of the University of Missouri–Rolla with a degree in Ceramic Engineering.



**Panelist:** Tim Riley, President & CEO  
Laclede Chain Manufacturing Co. (Missouri) – [www.lacledechain.com](http://www.lacledechain.com)

Tim started out as an automation engineer working for Siemens on building new and revamping existing steel plants. Over his 20-year career in this industry, he worked domestically and globally in 8 countries for extended periods of time. Tim was initially part of the execution team and eventually worked his way up to leading the site teams in the commissioning and startups of these factories, often managing diverse teams.

Currently, Tim is with Laclede Chain Manufacturing Co. and has been with the organization for the last 3 years, first leading operations, and as of January 1, 2019, when his father was promoted to Chairman of the board, CEO. During his time in operations, he led a team responsible for supply chain, including global sourcing as well as domestic manufacturing. With the challenges from the 232 and 301 tariffs and general interruptions in the global market, Laclede (and Tim as CEO) have faced many challenges in terms of global supply chain. Currently the organization is exporting only to Canada and Mexico, but is looking to develop Central and South American markets over the next few years.

Laclede Chain is the oldest domestic manufacturer of welded steel chain, and is on the forefront of chain technology as the producer of the strongest domestically made chain. Laclede manufactures many types of welded chain, from proof coil all the way to overhead lifting alloy products. It assembles many types of products with chain, the forefront being traction chains. It services many industries from OEM specialties, transportation, agriculture, construction, manufacturing, marine and the military.

**2:45 P.M.**

**TRACK 1**

**“Profiles of a Successful Exporter” – Panel 2**



Double D Mats (Kansas) - <https://www.doubledmats.net/>  
Christin Merwald, Chief Marketing Officer

**Session Description:** Join representatives from Double D Mats and Laclede Chain Manufacturing Co. as they share a little background information about the export and import journeys of their companies to

date – highlighting the key activities and initiatives that have contributed to the company’s success, and key challenges and lessons learned along the way.

**Company:** Double D Family Mat Shop makes used tires useful again. The company is a permitted waste tire transporter in Kansas that creates new products from the used tires it collects. Double D has turned used tires into matting that prevents falls in the cattle industry for over twenty years and is expanding its product lines and markets through innovative design and manufacturing. The company’s products ensure that customers can reduce their environmental impact while also protecting livestock and the land on which they live. Double D currently exports to Australia and Canada.

**Export Awards/Recognition:** Double D Mats was recognized in 2018 as the Kansas Small Business Development Center Exporting Business of the Year. The company was also featured by the Kansas SBA as the *Business Success Story* in February 2018.

AND



Laclede Chain Manufacturing Co. (Missouri) - <https://lacledechain.com/>  
Tim Riley, President & CEO

**Company:** Laclede Chain is the oldest domestic manufacturer of welded steel chain, and is on the forefront of chain technology as the producer of the strongest domestically made chain. Laclede manufacturers many types of welded chain, from proof coil all the way to overhead lifting alloy products. It assembles many types of products with chain, the forefront being traction chains. It services many industries from OEM specialties, transportation, agriculture, construction, manufacturing, marine and the military.

TRACK 2 (Memorial N201 B)



**“Trade Finance – Beyond the Basics”**

Larry Creswell, Regional Export Finance Manager – Office of International Trade  
U.S. Small Business Administration

Mark Klein, Regional Director  
Export-Import Bank of the United States

**Session Description:** Join trade finance experts from the U.S. Small Business Administration (SBA) and Export-Import Bank of the United State (EXIM) as they share examples of how exporters across the country are creatively using the financial tools available to support international sales expansion, counteract the challenges that today’s uncertain trade environment presents, or provide favorable payment terms for their customers.

## CLOSING SESSION

3:30 P.M.

### “Using Trade Policy as Your Competitive Advantage”

**Session Description:** There are a lot of recent changes in trade policy that impact businesses of all sizes. Learn what’s going on, how to be proactive, and what’s next. This session will cover updates on EXIM Bank, USMCA/NAFTA, Tariffs (Section 232 alum & steel and Section 301 Chinese imports), and why they matter to you. Join Kansas Global Trade Services as they share how companies can better navigate and leverage policy to their competitive advantage.



**Presenter:** Karyn Page, CEO & President, Kansas Global Trade Services

Karyn Page is recognized at the local, state and national level for her expertise on export promotion and export ecosystem development in both private and public sectors. She consults small businesses and communities across multiple industries on trade strategy, advocacy, compliance, market entry and identifying global opportunities. As the current chair of Industry Trade Advisory Committee 11, a unique public-private partnership jointly managed by the U.S. Department of Commerce and the Office of United States Trade Representative, she engages business leaders in formulating U.S. trade policy.

Ms. Page currently serves as President and CEO of Kansas Global, a full-service trade advisory firm, helping companies and cities leverage their capabilities and global reach. Kansas Global was honored in 2017 with the Presidential Award for Export Service, recognizing four consecutive years of sustained commitment to export expansion that support the U.S. economy and create American jobs.

In 2014, Ms. Page led the effort to create regional Export and Foreign Direct Investment plans including best-in-practice performance metrics. To date, through the plan’s hallmark export ecosystem, small businesses have achieved tens-of-millions of dollars in new exports and earned the region recognition as a top exporter in the nation. Her ability to embrace change and harness the strengths of others allows her to execute on big ideas.

Ms. Page earned a Global Executive MBA from Georgetown University and a Bachelors in International Business and Economics from Wichita State University.