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The MU International Trade Center Presents the

MID-AMERICA TRADE SUMMIT

November 6 & 7, 2019

University of Missouri, Columbia, MO

Join top exporters, global trade leaders and trade assistance providers from across Mid-America as they gather to share global trade best practice and lessons learned in global trade. The fast-paced, highly interactive format of this event provide attendees with direct access to high-level networking and share learning opportunities that can be use to guide export expansion.

FEATURED PRESENTERS



Dr. Martin Butler
Senior Lecturer
University of Stellenbosch, South Africa
*"At the Intersection of Innovation, Technology
and Human Ingenuity... Trade Prospers"*



Karyn Page
CEO & President
Kansas Global Trade Services
*"Using Trade Policy as Your
Competitive Edge"*



Dr. Anthony Ross
Distinguished Professor of Supply Chain
Management, Trulaske College of
Business, University of Missouri
"Managing Supply Chain Risk"

OUTSTANDING EXPORTER HONOREES/PRESENTERS

- U.S. International Foods, Missouri
- Elastec, Illinois
- Kuder, Inc. Iowa
- Link Electronics, Missouri
- Hayes Abrasives, Inc., Illinois
- Beyond Meat, Missouri
- Serola Biomechanics, Inc., Illinois
- 4B Components Ltd, Illinois
- Double D Mats, Kansas
- Sunnen Products Co., Missouri
- SEV-REND High Performance Packaging, Illinois

* **NOTE:** This list continues to grow....

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<https://business.missouri.edu/events/mid-america-trade-summit>

M Robert J. Trulaske, Sr.
College of Business
University of Missouri

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Keynote

Keynote Title: 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; that 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.

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, IFR 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 utilisation 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 to industry in all matters business and digital and frequently appears in the local media on matters related to technology, innovation and project management.

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Panel Discussion: Managing Supply Chain Risk

Session Title: 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 of 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 relationship and incorporating redundancy into your supply chain are key ingredients to managing and mitigating risks. Join panel members as they share successes and core strategies and lament the losses experienced on their journey's towards supply chain risk management.



Facilitator: Anthony Ross, Leggett & Platt Missouri Distinguished Professor of Supply Chain Management, Trulaske College of Business, University of Missouri

Dr. Anthony Ross joined the management faculty within the Trulaske College of business this Fall (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. He also oversaw the design and launch of a new supply chain curriculum that quickly became the largest program in the state. The program eventually received honorable mention by Gartner Supply Chain™. Previously, Dr. Ross served on the faculties of Michigan State University and Texas A&M University.

During his 24-year career, he has designed and directed study abroad programs in supply chain management and FDIB study abroad programs for faculty of color, directed doctoral programs, delivered executive education programs and collaborated across academic disciplines. He conducts research and consults in the areas of inventory management, facility network design, supply chain optimization, supply management value stream mapping and logistics management in various manufacturing and service industry supply chains. His current projects include buyer-supplier networks, transportation logistics, inventory strategy and healthcare supply chains. Dr. Ross holds a BA in computer science, and 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

Panelist: Jim Riley, President
Laclede Chain

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Closing Session

Session Title: 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 as they share how companies can better navigate and leverage policy as their competitive edge.



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 agility 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.

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Honorees - Presenting

4B Components Ltd. (Illinois) - www.go4b.com

Session Title: Breaking Cultural Barriers: Tips for Doing Business in Latin America



Presenter: Roger Bruere, Vice President of Technical Sales

Session Description: Culture – the way of life a of group of people; 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 culture 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.

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



Session Title: From Small Town Ideas to Global Success

Presenter: 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 worlds 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.

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



Session Title: Using Local Resources to Expand Globally

Presenter: 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.

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



Session Title: Three Ways Government Assistance Helped Regrow Our Exports

Presenter: Tricia Mcrae, Vice President of Sales

Session Description: Join Link Electronics for a quick dive to learn how they as 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 as a 2019 Successful Exporter Honoree.

Serola Biomechanics, Inc. (Illinois) - www.serola.net



Session Title: Steps to Success for Small Business Exporting

Presenters: Dayna Gouwens, Director of Operations and DaShanda Mosely, Director or Marketing and Business Development

Session Description: Developing & 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 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.

U.S. International Foods (Missouri)



Session Title: Export Mistakes & Lessons Learned the Hard Way

Presenter: 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.

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Honorees - Not Presenting

Double D Mats (Kansas) - <https://www.doubledmats.net/>



Company Representative: Amber Hutchinson, COO

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.

Hayes Abrasives, Inc. (Illinois) - www.hayesabrasives.com

HAYES ABRASIVES

Company Representative: David Hayes, President

Company: Hayes Abrasives, Inc. commenced manufacturing operations at its current location in Hillsboro, IL in 1989. The company unites 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: In 1995, Hayes Abrasives was the recipient of the Illinois Governors Award for "New to Export". The company was nominated by the Illinois SBDC for recognition at the 2019 Mid-America Trade Summit.

SEV-REND High Performance Packaging (Illinois) - www.sev-rend.com



Company Representative: Tony O'Driscoll, Vice President of Sales and Marketing

Company: Celebrating their 25th 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 at a Mid-America Trade Summit Outstanding Exporter Honoree.

Sunnen Products Company (Missouri) - www.sunnen.com



Company Representative: Tom Dustman, International Sale Director

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.