

# MID-AMERICA TRADE SUMMIT

(Brought to you Virtually via Zoom in CST)

## AGENDA

### Tuesday, November 10, 2020 (4:00 p.m.~5:30 p.m.)

- 4:00 p.m. Recognition of 2020 Outstanding Exporters  
4:45 p.m. Virtual Networking Opportunity with Exporters & Event Sponsors/Partners

### Wednesday, November 11, 2020 – Trade Summit Sessions - Day 1 (9:00-11:30 a.m. & 1:30-4:30 p.m.)

- 8:45 a.m. Trade Summit Platform Opens – Coffee & Networking time  
9:00 a.m. Welcome and Opening Remarks  
9:15-10:00 a.m. **“Tips for Export Success – Getting Started”** – Alicia Jaime, President, International Veterinary Supplies (IA)  
10:00-10:45 a.m. **“International Negotiation Nuances”** – Ray Garvey, International Business Development Manager, The Grasshopper Co. (KS)  
10:45-11:30 a.m. **Keynote: “Global Data Insights”** – Stuart Ravens, Chief Analyst – Thematic Research, GlobalData (London, UK)  
11:30 a.m.-1:30 p.m. BREAK  
1:30-1:45 p.m. Welcome Back  
1:45-2:30 p.m. **“Leveraging Resources & Connections to Open Doors to Trade”** – Debra Dudley, President & Owner, Oscarware, Inc. (KY)  
2:30-3:30 p.m. **“Connect and Convert – How to Write Your Way to the Sale”** – Emma Schermer-Tamir, Marketing by Emma (MO)  
3:30-4:30 p.m. Closing Remarks & Virtual Networking Opportunity

### Thursday, November 12, 2020 – Trade Summit Sessions - Day 2 (9:00-11:30 a.m. & 1:30-4:30 p.m.)

- 8:45 a.m. Trade Summit Opens – Coffee & Networking time  
9:00 a.m. Welcome and Opening Remarks  
9:15-10:00 a.m. **“Lessons Learned in International Trade”** – Angie Yu, President, Two Rivers Fisheries (KY)  
10:00-10:45 a.m. **“Critical Aspects of Export Compliance”** – Pam Schell, Trade Compliance Manager, Champion Laboratories, Inc. (IL)  
10:45-11:30 a.m. **Keynote: “Developing Effective Market Entry Strategies in a COVID-19 Environment”** – Leroy Lowe, Immediate-Past President, NASBITE International  
11:30 a.m.-1:30 p.m. BREAK  
1:30-1:45 p.m. Welcome Back  
1:45-2:30 p.m. **“Surviving Global Disruption”** – Jacob Cluver, CEO/President – Ag World International Corporation (IL)  
2:30-3:30 p.m. **“Mitigating Global Logistics Disruptions & Risks”** – Caitlin Murphy, CEO – Global Gateway Logistics (MO)  
3:30-4:30 p.m. Closing Remarks & Virtual Networking Opportunity