

# MID-AMERICA TRADE SUMMIT

**Tuesday, November 10, 2020 – 4:00-5:30 P.M. (CST)**

**4:00 P.M.** Recognition of 2020 Outstanding Exporter Honorees

**4:45 P.M.** Virtual Networking Opportunity with Honorees, Event Sponsors & Partners

**Wednesday, November 11, 2020 – 9:00-11:30 A.M. & 1:30-4:30 P.M. (CST)**

**8:45 A.M.** Zoom Platform Open – Coffee & Networking Opportunity for Registrants

**9:00 A.M.** Welcome & Opening Remarks

**9:15 A.M.** **Tips to Export Success – Getting Started**



**Presenter:** Alicia Jaime, President - [ajaime@intervetsupplies.com](mailto:ajaime@intervetsupplies.com)

**IVS (International Veterinary Supplies), Inc. (Iowa)** - <https://myvetsupplies.com/>

**Session Description:** The journey towards export success rarely follows a road that is straight or narrow. Wouldn't it be great if you could eliminate some of those challenging twists and turns by learning from the experiences and lessons learned of others? Attend this session to get just that -- gain insight into some of the basic "how to's" that are core to getting your export activities started off on a solid foundation.

**Company Description:** International Veterinary Supplies (IVS) is dedicated to providing quality animal health instruments and superior service to veterinary clinics and livestock and farm operators. Outside of the U.S., the IVS brand is well known in Japan, Dubai, South Africa, England and throughout the Americas.

**Export Awards/Recognition:** In 2018, IVS was awarded with SBA Iowa Exporter of the Year and Regional Exporter of the year.

# MID-AMERICA TRADE SUMMIT

**10:00 A.M.** International Negotiation Nuances



**Presenter:** Ray Garvey, International Business Development Manager - [rgarvey@grasshoppermower.com](mailto:rgarvey@grasshoppermower.com)  
**The Grasshopper Company (Kansas)** - <https://www.grasshoppermower.com/>

**Session Description:** Success in the world of international negotiations requires the ability to meet special challenges and deal with the unknown. Attend this session to gain insight into the nuances (important do's and don'ts) of international negotiations. Learn how time taken to understand and formulate negotiation strategy can provide your company with the groundwork needed to support long-term success.

**Company Description:** Known as a pioneer of zero-turn radius technology in the landscape equipment industry, the Grasshopper Company was founded in 1969 and currently distributes product in 40 international markets, all 50 states and additional US territories. It's an industry leader in the design, manufacture and distribution of commercial- and farm-grade mowers, snow removal and grounds maintenance equipment.

**Export Awards/Recognition:** Among other accolades, the export successes of Grasshopper Company have been recognized by the World Trade Council of Wichita and the state of Kansas. Grasshopper was a featured exporter in International Business New Magazine and the Wichita Business Journal.

# MID-AMERICA TRADE SUMMIT

**10:45 A.M.** Keynote: Global Data Insights



**Presenter:** Stuart Ravens, Chief Analyst – Thematic Research, GlobalData - [Stuart.Ravens@globaldata.com](mailto:Stuart.Ravens@globaldata.com)  
**GlobalData (London, UK)** - <https://www.globaldata.com/>

**Session Description:** Since early 2020, when COVID-19 began, Stuart Ravens and his analyst colleagues at GlobalData have been gathering and analyzing global data, with the goal of being able to better understand the COVID-19 outbreak and its impact on the global economy and implications on specific industry sectors. Join this session as Stuart shares highlights regarding cross sector industry impacts, economic recovery predictions, and insights into the future of business in terms of workforce, planning, automation and sourcing.

GlobalData is a leading provider of data, analytics and insight on the world's largest industries. Headquartered in London, UK, the company has key offices located in the U.S., India and Australia. GlobalData generates more than 13,000 reports annually for more than 4,500 clients worldwide. The company's unique data-driven, human-led and technology-powered approach creates trusted, actionable and forward-looking intelligence reports that companies, governments and industry professional need to predict the future and avoid blind spots.

**11:30 A.M.** BREAK

# MID-AMERICA TRADE SUMMIT

**1:30 P.M.** Welcome Back

**1:45 P.M.** Leveraging Resources & Connections to Open the Doors to Trade



**Presenter:** Debra Dudley, President & Owner - [debra.dudley@oscarwareinc.com](mailto:debra.dudley@oscarwareinc.com)  
**Oscarware, Inc. (Kentucky)** - <http://www.oscarwareinc.com/>

**Session Description:** From small beginnings, inauspicious surroundings, and amid life's challenges, great things can come. That certainly is the case for Oscarware, Inc., a small rurally-based manufacturer turned market leader. Success, however, has not be achieved in isolation. It's been through asking questions, leveraging connections and taking advantage of state and federal resources that export sales, initially unimagined, have come to be.

**Company Description:** Oscarware is a family-owned manufacturing business, founded in 1989 by Debra Dudley and her late husband Reg Dudley. Sensing the anything-can-be-grilled trend, they invented a new product they called "grill topper" making it possible to cook a variety of meals on an outdoor grill. All products are made in Bonnieville, a city of less than 300 people in south central Kentucky. Oscarware is the leading domestic manufacturer of both disposable and porcelain coated steel toppers in the U.S. Since 2014, the company has increased sales and market share in exporting and introducing their made in USA "grill toppers" to Europe. The company is currently working with customers in Canada and Mexico with assistance from the SBA STEP exporting program.

**Export Awards/Recognition:** Throughout the years, Oscarware has received numerous awards. Most recently, company owner (Debra Dudley) was named the 2017 Kentucky Small Business Person of the Year and the SBA National 1st-Runner-Up Small Business Person of the Year.

# MID-AMERICA TRADE SUMMIT

**2:30 P.M.**    **Connect and Convert – How to Write Your Way to the Sale**



**Presenter:** Emma Schermer Tamir, Owner - [emma@marketingbyemma.com](mailto:emma@marketingbyemma.com)

**Marketing by Emma (Missouri)** - <https://marketingbyemma.com/>

**Session Description:** Now, more than ever, everything is happening online. Do you know how to make sure your business stands out from the crowd, is heard, and is able to create meaningful relationships? Learn how to harness the power of curiosity to establish your competitive edge and build customer relationships that last. Discover the questions you should be asking, and how to use those answers to create impactful, engaging marketing writing that will help you increase engagement, conversions, and loyalty.

Emma Schermer Tamir transforms her insatiable curiosity into conversion-spiking copy. As co-founder of Marketing by Emma, she's helped over 700 businesses from around the world boost to their sales and build their brands online. Marketing by Emma helps online businesses connect with and convert their dream customers through compelling copy. Create best-selling product pages, Amazon listings, and website copy that makes your dream clients excited to click, "Add to Cart!"

**3:30 P.M.**    **Closing Remarks**

**Virtual Networking Opportunity with Honorees, Event Sponsors & Partners**

**4:30 P.M.**    **Adjourn**

# MID-AMERICA TRADE SUMMIT

Thursday, November 12, 2020 – 9:00-11:30 A.M. & 1:30-4:30 P.M. (CST)

**8:45 A.M.** Zoom Platform Open – Coffee & Networking Opportunity for Registrants

**9:00 A.M.** Welcome & Opening Remarks

**9:15 A.M.** Lessons Learned in International Trade



**Presenter:** Yongqin “Angie” Yu, President - [angie@tworiversfisheries.com](mailto:angie@tworiversfisheries.com)  
**Two Rivers Fisheries, Inc. (Kentucky)** - <http://www.tworiversfisheries.com/>

**Session Description:** With a global trade career that spans 30 years, Chinese immigrant and female entrepreneur Angie Yu has learned a thing or two about overcoming challenges and seizing opportunity. Angie’s list of “Lessons Learned” is a solid one that incorporates strategy, resiliency and adaptation, creativity and collaboration. Attend this session to gain valuable insights and key takeaways from the full list of lessons learned over the years.

**Company Description:** Two Rivers Fisheries is the largest fish processor and fastest growing exporter in the State of Kentucky with a mission of reducing, reusing, and redefining invasive Asian Carp in America. Its quality products are in high demand domestically as well as internationally by dozens of countries in Europe, Asia, and the Middle East.

**Export Awards/Recognition:** Two Rivers Fisheries received the Martha Layne Collins International Trade Excellence Award from the Commonwealth of Kentucky in 2015.

# MID-AMERICA TRADE SUMMIT

## 10:00 A.M. Critical Aspects of Export Compliance



**Presenter:** Pam Schell, Trade Compliance Manager - [Pam.Schell@champlabs.com](mailto:Pam.Schell@champlabs.com)  
**Champion Laboratories, Inc. (Illinois)** - <https://www.champlabs.com/>

**Session Description:** Developing and maintaining an export compliance program can be a difficult task. To really be efficient and strategic, everyone involved in the export process should understand the requirements in order to ensure compliance. Your international sales team can make better decisions about entering a new market if they are aware of export compliance regulations for the markets you sell to. Join Champion Laboratories as they share the critical aspects of their export compliance program and their lessons learned.

**Company Description:** Champion Laboratories, Inc., established in 1936, has grown into a global leader in automotive filter manufacturing. The company has become one of the industry's largest private label automotive filter suppliers and a leading manufacturer of original equipment filters and aftermarket brands such as Champ Filters, Luber-finer and Petro Clear. Champion's key export markets are Canada, China, Mexico, Saudi Arabia and Russia.

**Export Awards/Recognition:** Champion Laboratories, Inc. was nominated as an Outstanding Exporter Honoree for 2020 by the Illinois SBDC.

# MID-AMERICA TRADE SUMMIT

**10:45 A.M.** Keynote - Developing Effective Market Entry Strategies in a COVID-19 Environment



**Presenter:** Leroy Lowe, MBA, PhD, CGBP, Immediate Past-President - [Leroy.Lowe@nsc.ca](mailto:Leroy.Lowe@nsc.ca)  
**NASBITE International** - <https://nasbite.org/>

**Session Description:** Effective market entry strategies are key to exporting and most small to medium-sized business lean heavily on agents and distributors to help them open new markets and create durable business relationships that can produce ongoing sales and create business growth over time. What are the implications of opening new markets during this pandemic? How does COVID-19 factor into the business development challenges that every company faces when opening new markets? This session will focus on the key steps that companies need to take to ensure market entry success.

Dr. Lowe is a former aerospace engineer who began his business career in sales, marketing and business development for Michigan-based Sparton Electronics. In that role, he recruited, directed and managed a diverse network of agents, distributors and strategic alliance partners in 20+ countries worldwide. Since then, he has been an active international business consultant who has helped a wide range of companies in many sectors with all aspects of exporting. He is also the Immediate Past-President of the National Association Small Business International Trade Educators (NASBITE) and as a leading international business trainer, has given dozens of export-related workshops to companies, government, and World Trade Center staff in Canada, U.S., Mexico, the Caribbean, South America, the Middle East, and Southeast Asia.

**11:30 A.M.** BREAK



# MID-AMERICA TRADE SUMMIT

**1:30 P.M.** Welcome Back

**1:45 P.M.** Surviving Global Disruption



**Presenter:** Jacob Cluver, CEO/President - [jacob@agwic.com](mailto:jacob@agwic.com)  
**Ag World International Corp (Illinois)** - <https://agworld.international/>

**Session Description:** As an active genetics' exporter for the past 40 years, Ag World has successfully navigated their way through an alphabet full of disease outbreaks (H1N1, ASF, PRRS, Mad Cow/BSE), trade wars, economic downturns and total market collapses. In the midst of COVID-19 concerns, attend this session to review the range of approaches and strategies that Ag World has used to stay viable and profitable, and rebalance efforts in the face of uncertainty.

**Company Description:** Ag World is a purebred livestock exporter; whose export history spans more than 40 years. AgWorld exports high quality swine, beef and dairy cattle, sheep and goats to breeders in 100 countries in six continents globally. As exclusive Powder River and Renco distributors, Ag World also provides customers with access to top of the line livestock testing and handling equipment.

**Export Awards/Recognition:** Ag World was recognized in the early 1980's with the prestigious President's E-Award. The company was then recognized in 2013 at Exporter of the Year by the State of Illinois.

# MID-AMERICA TRADE SUMMIT

**2:30 P.M.** Mitigating Global Logistics Disruptions and Risks



**Presenter:** Caitlin Murphy, CEO - [caitlin@shipglobalgateway.com](mailto:caitlin@shipglobalgateway.com)  
**Global Gateway Logistics (Missouri)** - [shipglobalgateway.com](http://shipglobalgateway.com)

**Session Description:** It's true that COVID-19 had unprecedented disruptions on lives and businesses around the world and inflicted chaos on global supply chains. In this session, Caitlin will share details on several specific disruptions that have significantly impacted the global logistics industry over the past year. She'll highlight tools and information that can help mitigate future disruptions, reduce unforeseen costs and guide companies to regain confidence in their global shipping operations.

Caitlin Murphy is the Founder of Global Gateway Logistics in Saint Louis, MO. She graduated the University of Missouri-Columbia obtaining a degree in International Business with an emphasis in Mandarin. She has held several positions in international logistics over the past decade. In 2017, she came to the realization that the transportation industry needed change and innovation, and that companies should demand more strategy, transparency, and focus on the rapidly changing global economy from their logistics providers. It was from that realization, and with the desire to respond, that Global Gateway Logistics was created.

Global Gateway Logistics is an international freight forwarding and logistics firm. The company's mission is to strengthen customers' global and domestic supply chains by reducing their freight transportation costs, strengthening processes and expanding their trade tools. Services provided include international air and ocean shipping, ground transportation, warehousing and project logistics. The firm's goal is to simplify global logistics for importers and exporters through customer service and technology.

**3:30 P.M.** Closing Remarks  
**Virtual Networking Opportunity with Honorees, Event Sponsors & Partners**

**4:30 P.M.** Adjourn