

MID-AMERICA **TRADE SUMMIT**



2022 FEATURED PRESENTERS

November 1 & 2, 2022

MID-AMERICA TRADE SUMMIT

(Brought to you Virtually via Zoom)

AGENDA

Tuesday, November 1, 2022 (4:00 p.m.~5:30 p.m.)

- 4:00 p.m. Recognition of 2022 Outstanding Exporters
- 4:45 p.m. Virtual Networking Opportunity with Exporters & Event Partners
Trade Resource Highlights

Wednesday, November 2, 2022 – Trade Summit Sessions (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. **Featured Presenter #1**
“Why Global Supply Chain Performance is so Hard to Predict and What to Do About It” – Chris Jones, EVP Industry & Services – Descartes Systems
- 10:00-10:45 a.m. **Outstanding Exporter Presentation #1**
Tips to Developing Niche Markets & Expanding Internationally - Tami Lange, CEO – Save the Girls Touchscreen Purses (IL)
- 10:45-11:30 a.m. **Keynote Presentation**
Breaking Through the Communication Boundaries of Global Business
Susanne Evens, Founder & CEO – AAA Translation, Inc. (MO)
- 11:30 a.m.-1:30 p.m. BREAK
- 1:30-1:45 p.m. Welcome Back
- 1:45-2:30 p.m. **Outstanding Exporter Presentation #2**
Having the Right Feet on the Street – Michael Strobe, VP Sales & Marketing, MSSC LLC (IL)
- 2:30-3:15 p.m. **Featured Presenter #2**
Supply Chain Development JUST Got a Little Easier – Dusty Cruise, President & CEO – Missouri Enterprise
- 3:15-4:00 p.m. **Featured Panel**
“Ask the Trade Experts”
Tom Dustman, International Sales Director – Sunnen Products Co. (MO)
Jim Foley, Director, Illinois SBDC International Trade Center (IL)
Caitlin Murphy, CEO – Global Gateway Logistics (MO)
Mark Klein, Managing Director, Lending – EXIM Bank (KY)
- 4:00-4:30 p.m. Closing Remarks &
Virtual Networking Opportunity with Exporters & Event Partners

MID-AMERICA TRADE SUMMIT

9:15 A.M. Featured Presentation: *Why Global Supply Chain Performance is so Hard to Predict and What to Do About It*



DESCARTES™

Presenter: Chris Jones, EVP Industry & Services - CJones@descartes.com
Descartes Systems – www.descartes.com

Session Description: Since the start of the pandemic, global supply chain performance has defied prediction. From record import volume to shifting port congestion and delays to an imbalance in containers, importers and exporters have been challenged to smoothly navigate their goods to market. Many thought that the shipping chaos, like COVID, would naturally subside; however, there have been fundamental changes in global logistics and the U.S. economy that have exacerbated and prolonged the challenging global shipping situation. This session examines some of the key metrics that importers and exporters should understand to get a better perspective on how global supply chains could perform and what they should do to minimize the impact of supply chain disruptions on their businesses.

About Chris Jones: As Executive Vice President, Industry and Services, Chris Jones is primarily responsible for Descartes industry thought-leadership activities and implementation services for Descartes' solutions. With over 30 years of experience in the supply chain market, Chris has held a variety of senior management positions including: Senior Vice President at The Aberdeen Group, Executive Vice President of Marketing and Corporate Development for SynQuest, Vice President and Research Director for Enterprise Resource Planning Solutions at Gartner and Associate Director Operations and Technology Kraft Foods.

About Descartes:

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions focused on improving the productivity, performance and security of logistics-intensive businesses. Customers use the company's modular, software-as-a-service solutions to route, schedule, track and measure delivery resources; plan, allocate and execute shipments; rate, audit and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes by participating in the world's largest, collaborative multimodal logistics community. With headquarters in Waterloo, Ontario, Canada, Descartes has offices and partners around the world.

MID-AMERICA TRADE SUMMIT

10:00 A.M. Outstanding Exporter Presentation: *Tips to Developing Niche Markets & Expanding Internationally*



Presenter: Tami Trover Lange, CEO – tamilange@savethegirls.com
Save the Girls Touchscreen Purses – www.savethegirls.com

Session Description:

Tami Trover Lange was looking for a product to develop and sell when she stumbled across the idea of a touch screen purse. In less than five years she's successfully taken that product from idea to inception to market adoption, generating USD 12 million in sales in the U.S. and Canada, with sales orders pending in Australia. Join this session to gain additional insights into the lessons learned by Tami and Save The Girls in their exporting and importing adventures to date.

About Tami Lange: In 1989 Lange graduated with honors from Valparaiso University with a degree in Marketing. She went on from there to St Louis University and received her MPA in 1991. From there she led the Marketing Department and New Product Development for Landshire Inc. In 2001 Lange developed a new Brand and Packaging Campaign that launched her company from a regional brand to a national powerhouse. Her new packaging solution also won her Exxon Mobil's prestigious Golden Mummy Award for best new packaging in 2001, beating out packaging from Anheuser Busch, General Mills, Purina foods and others. Lange helped lead Landshire's direction both as a board member and head of marketing from 1999 through 2015 growing the company from \$18 million in sales to \$70 million. Landshire sold in 2015 and in September 2017 Lange Launched Save the Girls Touch Screen Purses.

About Save the Girls Touchscreen Purses: Save the Girls Touch Screen Purses began in 2017 after founder and designer, Tami Lange, had two daughters' phones bite the dust in the same week. One washed and spun, the other was lost on a hike. Lange decided it was time to stop the madness and developed a way for women and girls alike to carry their phones safely, securely, and fashionably in a touch screen purse. With guidance from Tami, along with promotion from Lori Greiner (SHARK TANK), product sales quickly grew to the point that today the purses can be found in 2000 retail locations. In 2021 Save the Girls successfully exported their touch screen purses into Canada for television sales opportunities on The Shopping Network. As a result, the company has shipped over a half a million dollars of product to Canada within the last 12 months. With international interest growing, Save the Girls has just finalized its first sales to Australia.

MID-AMERICA TRADE SUMMIT

10:45 A.M. Keynote: *Breaking Through the Communication Boundaries of Global Business*



Presenter: Susanne Evens, Founder & CEO - sevens@aaatranslation.com
AAA Translation, Inc. (Missouri) - www.AAAtranslation.com

Session Description: Do you have a good understanding of the steps required to develop a culturally conscious business? Have you ever been tripped up by messaging and international communications that weren't received as intended? Join global communications strategy expert Susanne Evens for this session as she shares stories gained from traveling and working with clients around the world -- international business fails and funny stories, that provide a great foundation for learning. Learn about the importance of having a world-ready website; explore the modern-day global-marketing question of "to Google or not to Google?" and get a look behind the curtain to see why understanding regional and subcultural differences is critical to any companies' global business success.

About Susanne Evens: Born, raised, and educated Germany, Susanne immigrated to the USA in 1992 and became a proud U.S. Citizen in 2008. Susanne is Founder and CEO of AAA Translation, St. Louis, Missouri – a foreign language translation, localization & global consulting firm providing successful worldwide communication solutions to the most innovative brands. She also serves as President of the St. Louis - Stuttgart Sister Cities, 501C3 Not-For-Profit organization that manages St. Louis' oldest Sister City focused on creating business, student, and cultural exchanges. An accomplished professional and contributing author and correspondent, Susanne's business acumen has been recognized by numerous awards, to include – Top Woman Business Owner 2022 (Small Business Monthly St. Louis), and St. Louis Titan 100 (2022).

About AAA Translation: For more than two decades, AAA Translation's global team has supported some of the most iconic brands with successful communication solutions through accurate, localized translations, interpretation services, and a wide variety of tailored language solutions for individuals, organizations, and businesses of all sizes. Through years of cultivating collaborations across countries via businesses, governments and NGOs, the company promotes intercultural respect, understanding and cooperation for greater humanity.

MID-AMERICA TRADE SUMMIT

1:45 P.M. Outstanding Exporter Presentation: *Having the Right Feet on the Street*



Presenter: Michael Strobe, VP Sales & Marketing – strobe@msscllc.com
MSSC LLC – www.msscllc.com

Session Description: For almost any company engaged in international trade, finding the right local partner/s – Agent or Distributor – is essential to sparking and maintaining a high level of export sales. Core to “*having the right feet on the street*” and ensuring those “*feet keep marching in the right direction*” are systems that support you in finding and vetting distributor leads; managing relationships, motivating performance, and determining payment terms that meet the needs of both parties. With a sales strategy that exclusively uses distributors, learn how MSSC LLC is successfully managing the distributor footrace.

About Michael Strobe: Michael is the Vice President of Sales & Marketing at MSSC, LLC. He started with MSSC, LLC in 2012 and works with distributors in over 60 countries worldwide selling marking, stenciling, sealing, and coding products. A native of Southern Illinois, Michael has a Professional Science Masters (M.S.) from Southern Illinois University Edwardsville and a B.S. in Molecular and Cellular Biology from the University of Illinois Urbana-Champaign. Michael is also the Vice President of the Southwest Illinois Trade and Investment Council, coaching local businesses to increase and introduce export sales.

About MSSC LLC: MSSC, LLC is a manufacturer of stenciling equipment and supplies, water activated tape dispensers, and a distributor of markers and inkjet printers and inks. Started in December 2000, the company is headquartered in Collinsville, IL with a second manufacturing located in Owensville, MO. MSSC currently exports to over 60 countries worldwide and export sales make up between 25-30% of our total business. The company products are represented by approximately 170 distributors in North America and another 90 worldwide.

MID-AMERICA TRADE SUMMIT

2:30 P.M. Featured Presenter: *Supply Chain Development JUST Got a Little Easier*



Presenter: Dusty Cruise, President & Chief Executive Officer - dcruise@missourienterprise.org
Missouri Enterprise – www.missourienterprise.org

Session Description: CONNEX™ is the most advanced supply chain and manufacturing networking database tool ever assembled to connect the U.S. manufacturing supply chain. Use CONNEX™ to source and be found locally, and directly connect into the CONNEX™ Marketplace to see, be seen and network nationally. CONNEX™ was built with the resources to make it the best supply chain tool ever, and unlike other online manufacturing registers and directories, CONNEX™ offers enhanced listings, search access and networking tools to America's great manufacturers. Join us to learn more about this new supply chain solution.

About Dusty Cruise: Dusty has a proven manufacturing professional background with over 47 years of experience in a broad spectrum of manufacturing endeavors with International Harvester, Springfield Remanufacturing, Marathon Electric, and Whirlpool before joining Missouri Enterprise. Since 2010 he has served as President and CEO of Missouri's Manufacturing Extension Partnership (Missouri Enterprise). He has been with Missouri Enterprise for 25 years. Dusty's experience in the practical application of world class manufacturing concepts and operations leadership provide a framework for him to effectively interface with all functional areas of a manufacturing enterprise seeking organizational, operational, and strategic growth opportunities. Dusty holds a Bachelor of Science degree in Industrial Management, Comprehensive, from Missouri State University and has served as a Missouri Quality Award Examiner.

About Missouri Enterprise: Missouri Enterprise is a part of the National Institute of Standards and Technology's (NIST) Manufacturing Extension Partnership (MEP), a national network of manufacturing excellence resources available to support companies engaged in manufacturing. Sharing basic advice to recommendations for game-changing manufacturing excellence initiatives, MO Enterprise is positioned as the state's "go-to" resource for all things manufacturing.

MID-AMERICA TRADE SUMMIT

3:15 P.M. Featured Panel: *Ask the Trade Experts*



- Panelists:** **Tom Dustman**, CGBP – International Sales Director – tdustman@sunnen.com
Sunnen Products Company (St. Louis, MO) - <https://www.sunnen.com/>
- Jim Foley**, CGBP – Director & Author - jff@bradley.edu
Turner Center for Entrepreneurship & Illinois SBDC International Trade Center (Peoria, IL) - <https://www.bradley.edu/academic/colleges/fcba/centers/turner/>
- Caitlin Murphy** - CEO - caitlin@shipglobalgateway.com
Global Gateway Logistics (St. Louis, Missouri) - <https://www.shipglobalgateway.com/>
- Mark Klein** – Managing Director, Lender Accounts - mark.klein@exim.gov
EXIM Bank (Central Region – KS, MO, OH, KY, IN) - <https://www.exim.gov/>
- Moderator: Anthony Ross**, CGBP – Associate Dean for Research, Management Department Chair, Professor of Management, and Leggett & Platt Distinguished Professor of Supply Chain Management – anthonyross@missouri.edu
- Robert J. Trulaske, Sr.** **College of Business** (Columbia, MO) - <https://business.missouri.edu/>

Session Description: This session affords attendees access to a panel of seasoned trade professionals whose experience and expertise covers the gamut of international business operations – from sales & marketing, management, production & operations, supply chain and logistics; to compliance and trade finance. With a focus on guiding small-to-medium companies forward in their international trade activities, we invite Summit attendees to bring your questions, and we will do our best to share answers, tips, tactics, and strategy suggestions.

About the Panelists:

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. Prior to his work in international sales, Mr. Dustman served Sunnen in various roles including Business Group Manager and Product Manager. Tom is a past chair of the Missouri District Export Council and a current board member of the National Association of District Export Councils. He has also served on the Department of Commerce Investment Advisory Council.

Jim Foley serves as Director of the Turner Center for Entrepreneurship and the Illinois SBDC International Trade Center at Bradley University. He is also Director of International Programs for the Foster College of Business Administration. Jim is a frequent speaker on issues of international trade and teaches International Business courses at Bradley University. He is a Past President of NASBITE International and has served as the Director for the NASBITE Certified Global Business Professional (CGBP) credential. He is past Chairman of IATTO – International Association of Trade Training Organizations and serves as national co-chair of the Association of Small Business Development Centers (ASBDC) International Trade Committee.

Jim is the author of the book *The Global Entrepreneur* discussing techniques to expand international trade for small to midsize companies. Numerous colleges and universities have adopted the text for undergraduate and MBA international business courses. He is also the co-author of the tenth edition of *International Marketing* by Vern Tersprtra, one of the landmark textbooks in international marketing.

Prior to joining the trade center in 1994, Mr. Foley lived and worked in Europe for seven years. His overseas business experience includes positions in marketing, sales, and corporate management in the computer industry.

Caitlin Murphy is the founder and CEO of Global Gateway Logistics, a global freight forwarding and NVOCC firm based in St. Louis, Missouri. She received a BSBA in International Business from the University of Missouri and attended Peking University in Beijing. During her 12-year career in domestic and global logistics, Ms. Murphy managed an extensive portfolio of large scale domestic and global logistics projects. In 2017, Caitlin founded Global Gateway Logistics offering services in global maritime, air, and ground transportation for an array of commodities. Her extensive experience in the logistics industry and firsthand knowledge of global shipping markets and fundamentals have assisted many firms in strategizing their global supply chains. The firm's mission is to simplify global logistics through a hybrid approach of customer service and technology. In 2022, Murphy was appointed by Governor Mike Parson for the Missouri Supply Chain Task Force. She was awarded Most Influential Business Women 2022 by the St. Louis Business Journal.

Global Gateway Logistics is an international freight forwarding and logistics firm. The company's mission is to strengthen customer's 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.

Mark Klein is a Managing Director, Lender Accounts with EXIM and works closely with lenders throughout the United States and promotes EXIM's product/services that are beneficial both to the banks and their exporting customers. Mark also maintains Regional Director responsibilities and works with exporters, small/medium/large, throughout the Midwest; Primary focus is the KY, OH, MO, and KS markets but also works with companies located throughout the nineteen (19) state territory of the Central Regional Office. Mark has been with EXIM Bank for more than 11 years.

Prior to joining EX-IM Bank, Mark was an International Banking Services Specialist for three commercial banks and worked with exporters in Kentucky, Indiana, Ohio, Tennessee, and West Virginia. Mark

counseled these exporters on a variety of issues including, but not limited to, Letters of Credit, Foreign Exchange Risk Mitigation and Export Credit Insurance.

EXIM Bank is the official Export Credit Agency for the U.S., and its mission is to assist in the financing of U.S. goods and services to international markets. In doing so, U.S. exporters increase their export sales and sustain/create U.S. jobs.