

# MID-AMERICA TRADE SUMMIT



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



## 2024 EVENT PROGRAM

October 2, 2024

# MID-AMERICA TRADE SUMMIT

(Brought to you Virtually via Zoom)

## AGENDA

Wednesday, October 2, 2024 - 9:00 a.m.-Noon and 1:30-4:00 p.m. CT

- 8:45 a.m.      **Informal Networking Opportunity**
- 9:00 a.m.      **Welcome and Opening Remarks**
- 9:15-10:00 a.m.      **Exporter Panel: Insights Into Export Success** - Gain insight into the export stories, best practices and lessons learned of a diverse mix of small businesses that have successfully expanded their sales internationally. Hear what resources they have leverage to support their export journeys to date, and what in hindsight they might do differently given the value of the experience and knowledge they now have in hand.  
**Moderator:** *Mike Strobe, President – Marsh Shipping Supply Company (IL)*  
**Panel Members:**
- *Matt Jones, CEO – Crease Beast (KS)*
  - *Jason Falbo, VP New Business Dev. & International Sales – Hyalogic (MO)*
  - *Mike Tomlinson, Revenue Strategist, Scinomix (MO)*
- 10:00-10:45 a.m.      **AI for Global Business Operations** - There is a lot of buzz about Generative AI and its potential applications in business and society today. Figuring out how this technology can be productively applied can be tricky. Join our panel of practitioners as they share lessons learned and examples of businesses leveraging AI to inform their decisions and guide operational efficiencies. Attendees will gain insight into the current and future challenges and opportunities for this technology.  
**Moderator:** *Scott Christianson, Director Center for Entrepreneurship & Innovation, Trulaske College of Business*  
**Panel Members:**
- *Craig Turner, CEO – Momentum AI*
  - *Zach Gardner, Chief Architect – Keyhole Software*
  - *Chris Kovac, Founder & CEO – kovac.ai*
- 10:45-11:00 a.m.      **Trade Resource Highlights**
- 11:00 a.m.-Noon      **Keynote Presentation: Future Trends in Global E-Commerce** - As the global trade environment continues to evolve with the acceleration of digital direct-to-consumer services and AI-empowered tools, cross-border e-commerce is becoming a central part of many companies' strategic global expansion plan. Join Josh Halpern, leading market-entry, and cross-border e-commerce consultant, as he explores ten ways that cross-border e-commerce will change in the next 5-years. The statistics and potential global business & consumer impacts are quite staggering. You can't afford to miss this session!  
**Moderator:** *Krista Hinrichs, Program Manager – International Trade Center, Trulaske College of Business*  
**Presenter:** *Josh Halpern, Founder & Chairman - Getting to Global*

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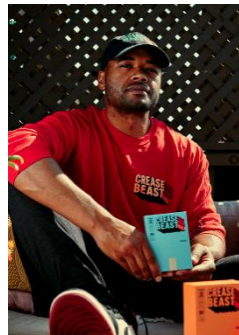
- Noon-1:30 p.m.      **Lunch Break**
- 1:15-1:30 p.m.      **Informal Networking Opportunity**
- 1:30-2:00 p.m.      **Recognition of 2024 Outstanding Exporters**
- 2:00-2:45 p.m.      ***The Nuts & Bolts of Cross Border E-Commerce*** - Join us for this “Ask Me Anything” session addressing the key cross-border e-commerce considerations companies need to make when looking to succeed in the global online arena. From payment systems and duties to tax compliance, channel optimization, and managing channel conflict, we’ll provide an overview of the essential aspect for cross-border online sales. Following the presentation, Josh Halpern will lead an interactive Q&A, featuring industry experts, to tackle your company-specific challenges. Bring your questions, and let's dive in to equip your business for cross-border success!  
**Moderator:** *Josh Halpern, Getting to Global*  
**Panel Members:** *Industry experts in the area of fulfillment, SEO, and online marketplaces.*
- 2:45-3:45 p.m.      ***Exporter Panel: Tips to Navigating a Dynamic Global Trade Environment*** - Opportunities are more abundant today than ever before to sell goods and services across the globe, and businesses both big and small continue to boost their bottom line and build their competitiveness by selling to world markets. However, with increasing geo-political tensions between countries, uncertain trade policy, sourcing and shipping issues and an increasing frequency of weather-related events, businesses engaging in international business must be increasingly astute and agile. Join us for this session to hear from a panel of successful exporter as they share their insights, experiences, and suggested tips for future success.  
**Moderator:** *Jackie Rasmussen, Director – International Trade Center, Trulaske College of Business*  
**Panel Members:**
  - *Chuck Mills, President – Mill Machine Company (OK)*
  - *Parth Bhatt, Director – Bhatt International (MO)*
  - *Mark Hoppenjans, VP of Sales & Sustainability – SEV-REND (IL)*
- 3:45-4:00 p.m.      **Thanks & Closing Remarks**

# MID-AMERICA TRADE SUMMIT

Wednesday, October 2, 2022 (NOTE: All times listed are Central Time)

**9:00 a.m.** Welcome & Opening Remarks

**9:15 a.m.** *Exporter Panel: Insights Into Export Success*



**Session Host: Drew Felling**, CGBP, Vice President, International Trade – Commerce Bank & Chair - Mid-America District Export Council - [Drew.Felling@commercebank.com](mailto:Drew.Felling@commercebank.com)

**Moderator: Mike Strope**, President - Marsh Shipping Supply Company, LLC & Member – Missouri District Export Council - [strope@msscllc.com](mailto:strope@msscllc.com); <https://www.linkedin.com/in/michaelstrope/>

**Panelist: Matt Jones** - CEO - [mattjones@creasebeast.com](mailto:mattjones@creasebeast.com)  
<https://www.linkedin.com/in/yomattjones/>  
**Crease Beast** (Kansas) - [www.creasebeast.com](http://www.creasebeast.com)

**Jason Falbo** – VP New Business Development & International Sales – [JFalbo@hyalogic.com](mailto:JFalbo@hyalogic.com)  
<https://www.linkedin.com/in/jason-falbo-6427499/>  
**Hyalogic** (Missouri) - <https://hyalogic.com/>

**Mike Tomlinson** – Revenue Strategist - [michael.tomlinson@scinomix.com](mailto:michael.tomlinson@scinomix.com)  
<https://www.linkedin.com/in/mike-tomlinson/>  
**Scinomix** (Missouri) - <https://scinomix.com/>

**Session Description:** Gain insight into the export stories, best practices and lessons learned of a diverse mix of small businesses that have successfully expanded their sales internationally. Hear what resources they have leverage to support their export journeys to date, and what in hindsight they might do differently given the value of the experience and knowledge they now have in hand.

## About Your Moderator & Panel Members:

**Mike Strope** - Mike is the President at Marsh Shipping and Supply Co. (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, Mike 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. Mike is also the Vice President of the Southwest Illinois Trade and Investment Council,

coaching local businesses to increase and introduce export sales, and a member of the Missouri District Export Council.

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 their total business. The company's products are represented by approximately 170 distributors in North America and another 90 worldwide.

**Matt Jones** - As a game changing product innovator and solution provider, Crease Beasts invented a new footwear product that was launched in 2022. Crease Protector provides the world's most comfortable shoe/sneaker crease protector – knocking out old creases and preventing creases in new shoes. Since launching the product, Crease Beast has made sales to every state within the U.S. and exported over 50,000 units to consumers in 62 different countries internationally. The company currently distributes products from its U.S. warehouse in Kansas and through Amazon facilities in the UK, Canada, Spain, Italy, France, Germany, Netherlands, and Sweden.

**Jason Falbo** – In addition to serving as VP of New Business Development & International Sales, Jason is an Education Specialist and product development consultant at Hyalogic, LLC. Jason has assisted Hyalogic in launching a series of new skincare products. With 20+ years of experience in healthcare positions working directly with human and/or animal products, Jason brings with him a wealth of knowledge and a genuine passion for promoting the benefits of Hyaluronic Acid.

Hyalogic is a brand focused on Hyaluronic Acid supplements and skin care wellness products. They produce formulas that focus on the outside in and inside out wellness for human and animal health. The company currently services 20+ international partners in Canada, Jordan, UAE, China, South Korea, Singapore, Taiwan, Honduras, Peru and Kenya to name a few.

**Mike Tomlinson** - Mike has been working in the technology field for over 30 years. He spent the majority of that time in a leadership role at Cisco Systems. Mike now is helping Scinomix grow their global footprint and develop organic bottom line growth. Scinomix is a market pioneer in providing innovative lab solutions tailored to meet the unique requirements of its customers. With years of experience in lab automation, the company has emerged as an industry leader in automated tub and microplate labeling technology. As a manufacturer of lab automation equipment, Scinomix relies on a global network of reseller partners to get their solutions shipped to over 26 countries worldwide.

# MID-AMERICA TRADE SUMMIT

**10:00 A.M. AI for Global Business Operations**



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



**Session Host:** **Melissa Miller** – Director, World Trade Center Kansas City - [mmiller@kcchamber.com](mailto:mmiller@kcchamber.com)

**Moderator:** **Scott Christianson** – Assistant Teaching Professor – Management, Director of the Center for Entrepreneurship & Innovation, and AI Fellow (2024-2025), Robert J. Trulaske, Sr. College of Business, University of Missouri - [christiansonjs@missouri.edu](mailto:christiansonjs@missouri.edu); [www.linkedin.com/in/jscottchristianson/](https://www.linkedin.com/in/jscottchristianson/)

**Panelists:** **Craig Turner** – President & Founder – [craig@momentumhub.ai](mailto:craig@momentumhub.ai)  
[www.linkedin.com/in/craig-turner-7107299/](https://www.linkedin.com/in/craig-turner-7107299/)

**Momentum AI** (New York) – [www.momentumhub.ai](http://www.momentumhub.ai)

**Zach Gardner** – Chief Architect – [zgardner@keyholesoftware.com](mailto:zgardner@keyholesoftware.com)  
[www.linkedin.com/in/zach-gardner-keyhole/](https://www.linkedin.com/in/zach-gardner-keyhole/)

**Keyhole Software** (Missouri) - [keyholesoftware.com](http://keyholesoftware.com)

**Chris Kovac** – Founder & CEO – [chris@kovac.ai](mailto:chris@kovac.ai); [www.linkedin.com/in/chriskovac](https://www.linkedin.com/in/chriskovac)  
**Kovac.ai** (Missouri) – [kovac.ai](http://kovac.ai)  
**Kansas City AI Club** - [KansasCity.ai](http://KansasCity.ai)

**Session Description:** There is a lot of buzz about Generative AI and its potential applications in business and society today. Figuring out how this technology can be productively applied can be tricky. Join our panel of practitioners as they share lessons learned and examples of businesses leveraging AI to inform their decisions and guide operational efficiencies. Attendees will gain insight into the current and future challenges and opportunities for this technology.

## About Your Session Moderator & Panel Members:

**Scott Christianson** - Scott is an Associate Teaching Professor of management at the University of Missouri, where his interests are focused on the impact of emerging technology on society and geopolitics. Prior to joining the college, he was an entrepreneur with decades of experience in videoconferencing technology, project management, and information technology. He currently serves as the College's Director of the Center for Entrepreneurship and Innovation, helping student turn their ideas into profitable products and services. You can reach him at [profnews.com](http://profnews.com).

**Craig Turner** - Craig W. Turner is the visionary founder and president of Momentum – The Business Growth Agency, Momentum for Chambers, and Momentum AI. Through Momentum, Craig leverages AI-driven strategies to help companies achieve exceptional ROI by transforming chamber of commerce memberships and sponsorships. His agency integrates cutting-edge AI solutions into consulting services, ambassador training, and comprehensive member benefit programs, providing chambers with innovative tools to optimize engagement, streamline operations, and deliver measurable growth for their members.

With a decade as executive director of the Buffalo Niagara International Trade Gateway Organization (ITGO) and six years as president of World Trade Center Buffalo Niagara, Craig now serves as Membership Lead for North America at the World Trade Centers Association.

**Zach Gardner** - Zach is the Chief Architect at Keyhole Software, a boutique consulting firm in Lenexa of 100 senior software developers that builds custom software for clients from startups through Fortune 500. Zach has been with Keyhole for 11 years and rose through the ranks at Keyhole from an IC to a team lead to an architect, and now the head architect at the firm. He focuses primarily on healthcare and the Microsoft ecosystem, but has worked in industries including education, financial services, agriculture, energy, construction, and accounting. Zach also hosts videocasts on Generative AI and career development and is often the face of Keyhole.

**Chris Kovac** - Since 1996, Chris's passion has been at the intersection of marketing & technology. Today, his focus is on helping companies implement AI-driven solutions for marketing/sales, HR, operations and more. Over the course of his career, Chris has worked with some of the most well-known brands in the world, including Hallmark, Sprint, Microsoft, 3M and many others. He is also the co-founder of the Kansas City AI Club, one of the largest AI communities in the country.

### **10:45 A.M. Trade Resource Highlights**

- U.S. Commercial Service
- U.S. Small Business Administration
- Missouri International Trade & Investment Office
- Missouri Department of Agriculture – International Marketing Program
- Kansas Commerce
- Missouri Small Business Development Centers
- World Trade Center – St. Louis
- Mid-America District Export Council
- International Trade Center @ MU Trulaske College of Business

# MID-AMERICA TRADE SUMMIT

**11:00 A.M. Keynote: *Future Trends in Global E-Commerce***



**Session Moderator: Krista Hinrichs**, CGBP, Program Manager – International Trade Center @ the MU Trulaske College of Business - [hinrichsk@missouri.edu](mailto:hinrichsk@missouri.edu);

**Presenter: Joshua Halpern, Founder & Chairman** – [jshalpern@gettingtogloball.org](mailto:jshalpern@gettingtogloball.org)  
<https://www.linkedin.com/in/jshalpern/>  
**Getting to Global Initiative** – [www.gettingtogloball.org](http://www.gettingtogloball.org)

**Session Description:** As the global trade environment continues to evolve with the acceleration of digital direct-to-consumer services and AI-empowered tools, cross-border e-commerce is becoming a central part of many companies' strategic global expansion plan. Join Josh Halpern, leading market-entry and cross-border e-commerce consultant, as he explores ten ways that cross-border e-commerce will change in the next 5-years. The statistics and potential global business & consumer impacts are quite staggering. You can't afford to miss this session!

#### **About Your Moderator & Presenter:**

**Krista Hinrichs** - Krista Hinrichs provides coordination, oversight, and support for the International Trade Center (ITC) Internship program and company-based project work. She also assists in planning and delivery of the professional development and training initiatives hosted by the ITC. Krista has a wealth of international trade experience and knowledge having spent a large portion of her professional career with the Missouri Department of Economic Development as Trade Manager for the International Trade & Investment Office. She is a Certified Global Business Professional through NASBITE International and completed the Advanced Certificate in Global Trade Development from Thunderbird School of Global Management's Executive Education program.

**Joshua Halpern** - Joshua is a leading market entry and cross-border e-commerce executive. Mr. Halpern is Founder & Chairman of the [Getting to Global Initiative](http://www.gettingtogloball.org), and leads the [Grow Big Initiative's free training portal](#), an official partner with the US International Trade Administration and the Small Business Administration, to empower SME's to sell more across multiple channels and geographies. His core work lately has been to onboard and grow clients across social commerce channels including Instagram and TikTok. Drawing on experience and research, Mr. Halpern regularly consults C-suite execs on global digital trade strategies. He is a former US Commercial Service Officer, founder of the U.S. Department of Commerce's eCommerce Innovation Lab and holds an MBA from INSEAD and Tsinghua University. Check out his alter ego on YouTube as THE @VANBASSADOR.

Getting to Global builds and deploys innovative technology solutions and programs that multiply the impact of economic development, trade, and investment organizations around the world.



# MID-AMERICA TRADE SUMMIT

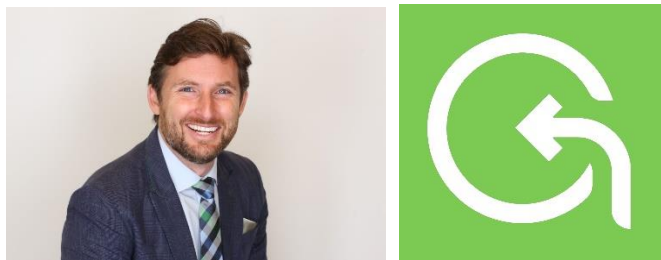
**Noon**      **Lunch Break**

**1:15 p.m.**      **Informal Networking Opportunity**

**1:30p.m.**      **Recognition of 2024 Outstanding Exporter Honorees**

- Cornsilk Company & Cornsilk World Parts (Oklahoma)
- Crease Beast (Kansas)
- Hyalogic, LLC (Missouri)
- Mercer Valve Co., Inc. (Oklahoma)
- Mills Machine Company (Oklahoma)
- Scinomix (Missouri)

**2:00 P.M.**      ***The Nuts & Bolts of Cross-Border E-Commerce***



**Session Host: Stella Sheehan**, Deputy Director – World Trade Center St. Louis - [SSheehan@worldtradecenter-stl.com](mailto:SSheehan@worldtradecenter-stl.com)

**Presenter: Joshua Halpern, Founder & Chairman** – [jshalpern@gettingtogloball.org](mailto:jshalpern@gettingtogloball.org)  
<https://www.linkedin.com/in/jshalpern/>  
**Getting to Global Initiative** – [www.gettingtogloball.org](http://www.gettingtogloball.org)

**Session Description:** Join us for this “Ask Me Anything” session addressing the key cross-border e-commerce considerations companies need to make when looking to succeed in the global online arena. From payment systems and duties to tax compliance, channel optimization, and managing channel conflict, we’ll provide an overview of the essential aspect for cross-border online sales. Following the presentation, Josh Halpern will lead an interactive Q&A, featuring industry experts, to tackle your company-specific challenges. Bring your questions, and let's dive in to equip your business for cross-border success!

## **About Your Session Moderator/Presenter**

**Joshua Halpern** - Joshua is a leading market entry and cross-border e-commerce executive. Mr. Halpern is Founder & Chairman of the [Getting to Global Initiative](http://www.gettingtogloball.org), and leads the [Grow Big Initiative's free training portal](#), an official partner with the US International Trade Administration and the Small Business Administration, to empower SME's to sell more across multiple channels and geographies. His core work lately has been to onboard and grow clients across social commerce channels including Instagram and TikTok. Drawing on experience and research, Mr. Halpern regularly consults C-suite execs on global digital trade strategies. He is a former US Commercial Service Officer, founder of the U.S. Department of Commerce's eCommerce Innovation Lab and holds an MBA from INSEAD and Tsinghua University. Check out his alter ego on YouTube as THE @VANBASSADOR.

# MID-AMERICA TRADE SUMMIT

**2:45 P.M** Exporter Panel: *Tips to Navigating a Dynamic Global Trade Environment*



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



**Session Host: Leslie Fischer**, International Trade Director, Missouri Small Business Development Centers - [leslie.fischer@missouri.edu](mailto:leslie.fischer@missouri.edu)

**Moderator: Jackie Rasmussen**, CGBP, Director – International Trade Center at MU Trulaske College of Business – [rasmussenj@missouri.edu](mailto:rasmussenj@missouri.edu)

**Panelists: Chuck Mills** - President - [cmills@millsmachine.com](mailto:cmills@millsmachine.com);  
<https://www.linkedin.com/in/chuck-mills-315b033/>  
**Mills Machine** (Oklahoma) - <https://www.millsmachine.com/>

**Parth Bhatt** – Director – [pnb@bhattinternational.com](mailto:pnb@bhattinternational.com) or [info@bhattinternational.com](mailto:info@bhattinternational.com)  
<https://www.linkedin.com/in/parth-bhatt-116a8410/>  
**Bhatt International** (Missouri) - <http://www.bhattinternational.com/>

**Mark Hoppenjans** – Vice-President of Sales & Sustainability - [hopp@sev-rend.com](mailto:hopp@sev-rend.com)  
<https://www.linkedin.com/in/mhoppenjans/>  
**Sev-Rend** (Illinois) - <https://www.sev-rend.com/>

**Session Description:** Opportunities are more abundant today than ever before to sell goods and services across the globe, and businesses both big and small continue to boost their bottom line and build their competitiveness by selling to world markets. However, with increasing geo-political tensions between countries, uncertain trade policy, sourcing and shipping issues and an increasing frequency of weather-related events, businesses engaging in international business must be increasingly astute and agile. Join us for this session to hear from a panel of successful exporter as they share their insights, experiences, and suggested tips for future success.

#### **About Your Session Moderator & Panel Members:**

**Jackie Rasmussen** - Jackie serves as an Assistant Teaching Professor within the management department at the Robert J. Trulaske, Sr. College of Business and Director of the International Trade Center. Jackie completed accreditation as a Certified Global Business Professional (CGBP) in 2012. She is past Chair of the NASBITE International CGBP Governance Council (a position she held from 2013-2018), a past-President of the NASBITE International Board of Governors and a NASBITE International Distinguished Fellow. She also serves as a current member of the Missouri District Export Council.

**Chuck Mills** - As owner and President of Mills Machine Company, Inc., a major custom manufacturer of earth drilling tools founded by his family in 1908, Chuck began his lessons in leadership at a young age. Under Chuck's leadership, Mills Machine Company became a multi-million dollar concern that provides a complete line of specialty earth boring tools and accessories for water, mining, construction, utility and environmental applications. Recognizing the emerging opportunities in international commerce, Chuck began to explore foreign markets for Mills Machine Company products. The company now exports an average 25 percent of its products to an estimated 70 international markets. Among many statewide services activities, Chuck currently serves as Chairman State Chamber of Oklahoma, Governors International Team, and Oklahoma District Export Council.

**Parth Bhatt** - Parth is the Director of Bhatt International, Inc. – a second-generation metal recycling and trading business. The firm is in the buy/sell of metals across 36 countries, with involvement in five processing operations, and active since 1986. The firm has been thrice listed to Inc Magazine's Fastest Growing Companies in America as well as named as an Outstanding Exporter Honoree at the Mid America Trade Summit in 2021.

**Mark Hoppenjans** - Mark has spent 20 years supplying packaging in the St. Louis region. As customers have expanded sales outside of the U.S., new packaging and shipping standards are part of doing business. Sev-Rend customers ship to Canada, Central America, South America and the EU. Material data and portals for packaging material tracking are the newest challenge. Sev-Rend has been an EcoVadis rated supply chain partner since 2016. Mark is a GRI Certified Sustainability Professional since 2021. Sev-Rend takes a 'business case' approach to these requirements and has learned to navigate the changing landscape.

**3:45 P.M**    **Thanks & Closing Remarks - 2024 Mid-America Trade Summit Concludes**

# MID-AMERICA TRADE SUMMIT

## 2024 Outstanding Exporter Honorees



Cornsilk Company & Cornsilk World Parts (Oklahoma) – [www.CornJansilkCo.com](http://www.CornJansilkCo.com)

Company Representative: Janice Patton, Founder/CEO - [Janice.Patton@CornsilkCo.com](mailto:Janice.Patton@CornsilkCo.com)

**Company Overview:** Cornsilk Company was started in 1996 and has been exporting to Micronesia since 2008. The company provides hardware and software related services to the 8 sites associated with the National and State governments of the Federated States of Micronesia.

World Parts, Inc. (dba Cornsilk World Parts) was acquired in 2022, and exports industrial engine parts to customers in New Zealand, Australia, Poland, Sweden, Dubai and Africa.

**Export Awards/Recognition:** In 2023, Cornsilk Company was the recipient of the 2023 Governor’s Award for Excellence in Exporting in Oklahoma. Recognitions received in 2024 include the Oklahoma District Export Council Export Champion Award and the U.S. Department of Commerce Export Achievement Certificate.



Crease Beast (Kansas) – [www.creasebeast.com](http://www.creasebeast.com)

Company Representative: Matt Jones, Founder - [mattjones@creasebeast.com](mailto:mattjones@creasebeast.com)

**Company Overview:** As a game changing product innovator and solution provider, Crease Beasts invented a new footwear product that was launched in 2022. Crease Protector provides the world’s most comfortable shoe/sneaker crease protector – knocking out old creases and preventing creases in new shoes. Since launching the product, Crease Beast has made sales to every state within the U.S. and exported over 50,000 units to consumers in 62 different countries internationally. The company currently distributes products from its U.S. warehouse in Kansas and through Amazon facilities in the UK, Canada, Spain, Italy, France, Germany, Netherlands, and Sweden.

**Export Awards/Recognition:** Crease Beast was nominated for recognition as a 2024 Outstanding Exporter Honoree by the Kansas SBDC.

# MID-AMERICA TRADE SUMMIT



Hyalogic, LLC (Missouri) – [www.hyalogic.com](http://www.hyalogic.com)

**Company Representative: Jason Falbo, Vice President of New Business Development & International Sales -** [JFalbo@hyalogic.com](mailto:JFalbo@hyalogic.com)

**Company Overview:** Hyalogic is a brand focused on Hyaluronic Acid supplements and skin care wellness products. They produce formulas that focus on the outside in and inside out wellness for human and animal health. The company currently services 20+ international partners in Canada, Jordan, UAE, China, South Korea, Singapore, Taiwan, Honduras, Peru and Kenya to name a few.

**Export Awards/Recognition:** With over 20-years of experience and 30+ awards, Hyalogic, LLC was nominated by the World Trade Center – Kansas City to receive recognition as a 2024 Outstanding Exporter Honoree.



Mercer Valve (Oklahoma) – [www.mercervalve.net](http://www.mercervalve.net)

**Company Representative: Scott Thompson, Director of Accounting -** [sthompson@mercervalve.net](mailto:sthompson@mercervalve.net)

**Company Overview:** Mercer Valve is a mixed-mode manufacturer committed to providing high-quality, long-lasting pressure relief valves that distributors, manufacturers, and families can depend on every day. The company takes safety seriously and prioritizes it in everything they do, from the engineering and production of valves to service and repair. Mercer Valve's products are used in the oil & gas industry, petrochemicals, chemicals and heavy industry as well as food industry, energy and water management.

International markets are of increasing importance to Mercer Valve Co. Rapid growth in Australia and Canada have led Mercer Valve to open local subsidiaries and branches in those countries. Additionally, Mercer Valve serves clients in a long list of countries directly from its OKC headquarters to include: Argentina, Brazil, Chile, Colombia Mexico, France, Italy, Norway, Portugal, UK, Egypt, Mozambique, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, China, India, New Zealand, Singapore, South Korea, etc.

**Export Awards/Recognition:** Mercer Valve received the Export Champion Award from the Oklahoma District Export Council in 2024 and was nominated by the Oklahoma DEC to receive recognition as a 2024 Outstanding Exporter Honoree at the Mid-America Trade Summit.

# MID-AMERICA TRADE SUMMIT



**Mills Machine Company (Oklahoma) - [www.millsmachine.com](http://www.millsmachine.com)**

**Company Representative: Chuck Mills, President - [Chuck@millsmachine.com](mailto:Chuck@millsmachine.com),**

**Company Overview:** Mills Machine Company (est. 1908) is a custom manufacturer of earth drilling tools and bits for infrastructure drilling industries. The company has exported to over 85 countries in the last 45 years. Mills Machine pride themselves in offering quality products with exceptional customer service to provide custom solutions to drilling problems worldwide. President and owner, Chuck Mills has been a member of the OK District Export Council since 1985 and Chairman since 2007. He is also active with Global Oklahoma (formerly known as the OK Governor's International Team) and a former Chair.

**Export Awards/Recognition:** The export successes of Mill Machine Company were initially recognized in 2012 when the company received a U.S. Export Achievement Certificate from the U.S. Department of Commerce. The company was recognized by NASBITE International as an Outstanding Exporter Honoree at the 2021 National Small Business Exporter Summit and in 2022 Mills Machine was a recipient of the Advancing International Trade Award for Oklahoma.



**Scinomix (Missouri) – <https://scinomix.com/>**

**Company Representative: Mike Tomlinson, Revenue Strategist - [michael.tomlinson@scinomix.com](mailto:michael.tomlinson@scinomix.com)**

**Company Overview:** Scinomix is a market pioneer in providing innovative lab solutions tailored to meet the unique requirements of its customers. With years of experience in lab automation, the company has emerged as an industry leader in automated tub and microplate labeling technology. As a manufacture of lab automation equipment, Scinomix relies on a global network of reseller partners to get our solutions shipped to over 26 countries worldwide.

**Export Awards/Recognition:** Scinomix was nominated by the World Trade Center – St. Louis to receive recognition as a 2024 Outstanding Exporter Honoree.

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## 2023 Outstanding Exporter Honorees

- Aero-Mod, Inc – Kansas
- Bison Inc. – Nebraska
- DOT Training Solutions – Kansas
- Heritage Tractor – Kansas
- Preferred Popcorn – Nebraska
- RIBUS, Inc. – Missouri
- Rocklin Manufacturing Co. – Iowa
- The Teledentists - Kansas

## 2022 Outstanding Exporter Honorees

- DataLocker - Kansas
- EWR Radar Systems – Missouri
- MSSC LLC - Illinois
- OTT Enterprises LLC - Missouri
- Save the Girls Touchscreen Purses - Illinois
- White River Hardwoods - Arkansas
- SMART Reproduction - Arkansas

## 2021 Outstanding Exporter Honorees

- Alliance Rubber Company – Arkansas
- Alpha Energy & Electric – Missouri
- Bhatt International – Missouri
- Bruckman Rubber Co. – Nebraska
- Earth Science Laboratories – Arkansas
- Franklin Strap - Tennessee
- HCI ENERGY – Kansas
- Holtec Gas Systems – Missouri
- ISS Inc. – Illinois
- Leather Brothers – Arkansas
- Lubrication Engineers – Kansas
- RADIOLOGY-Planning – Missouri
- SharkOFF – Kansas
- Steco Corp (Tap Magic) – Arkansas
- Superior Products International (SPI Coatings) – Kansas
- Ultra-Tech Aerospace – Kansas

# MID-AMERICA TRADE SUMMIT

## 2020 Outstanding Exporter Honorees

- Ag World International Corp - Illinois
- Allen Engineering Corporation - Arkansas
- Ameroc Export, Inc. - Illinois
- Champion Laboratories, Inc. - Illinois
- Dazor Lighting Technology, LLC - Missouri
- ECOJOHN - Arkansas
- Global Aviation Technologies, LLC – Kansas
- Grasshopper Company (Morange Manufacturing Inc.) – Kansas
- InnovaPrep - Missouri
- IVS (International Veterinary Supplies), Inc. - Iowa
- MotorParts Nation - Missouri
- Oscarware, Inc. - Kentucky

## 2020 Outstanding Exporter Honorees cont'd

- Pacific Supply Co - Missouri
- PT Coupling - Oklahoma
- Pyramid Foods – Kansas
- Sawyer Manufacturing Company - Oklahoma
- SEVO Systems – Kansas
- Stauder Technologies - Missouri
- Two Rivers Fisheries, Inc. - Kentucky
- Vortex Surgical - Missouri
- WW Cedar - Missouri

## 2019 Outstanding Exporter Honorees

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



# MID-AMERICA TRADE SUMMIT

## 2018 Outstanding Exporter Honorees

- Brewer Science – Missouri
- CCK Strategies – Oklahoma
- Clayton Agri-Marketing – Missouri
- Coneqtec Universal – Missouri
- Diamond V – Iowa
- Missouri Pacific Lumber – Missouri
- SCD Probiotic – Missouri
- SEV-REND High Performance Packaging – Illinois
- Smart Controls – Illinois
- Sunnen Products Company – Missouri
- TriCorps Technologies – Oklahoma
- Vacuworx – Oklahoma

# MID-AMERICA TRADE SUMMIT

## Event Partners



**NASBITE International** is a 501(c)(3) non-profit organization focused on the advancement of trade education and professionalism in support of global business. Specifically, NASBITE is the leading authority for global business education, trade credentialing, training and practice, and NASBITE is also the steward of the Certified Global Business Professional (CGBP) credential. NASBITE has nearly 2000 CGBPs and members in the United States, Canada and Mexico who work as trade assistance providers, managers in exporting companies and experts in a wide range of service-oriented companies that support international trade. Visit: <https://nasbite.org/>



The **Export-Import Bank of the United States (EXIM)** is the official export credit agency of the United States. EXIM is an independent, self-sustaining federal agency that supports American jobs by financing the export of U.S. goods and services—at no cost to American taxpayers. When businesses in the United States, or their customers, are unable to secure export financing from the private sector (e.g., due to political or economic uncertainty), EXIM fills in the gap by equipping American businesses with the tools to compete for global sales. Visit: <https://www.exim.gov/>



The **Missouri International Trade & Investment Office (ITI)** is the lead agency for export assistance and trade promotion in the State of Missouri. The ITI is a full-service agency with 12 foreign offices in key world markets that assist to discharge the products and services offered to Missouri exporters. These include: Trade Counseling, Agent/Distributor Search, Business Protocol, Customized Market Research, Export Finance, International Trade Shows, Customized Company Trade Missions, Trade Leads, Certificate of Free Sale/Export Documentation, Missouri Export Directory, Export Due Diligence Support and Business Protocol. ITI has foreign office locations in Canada, China, France, Germany, India, Israel, Japan, Korea, Mexico, Taiwan, United Arab Emirates and United Kingdom. For further information on exporting and ITI services please visit: [www.exportmissouri.mo.gov](http://www.exportmissouri.mo.gov)



The **Missouri Department of Agriculture**, located in Jefferson City, Mo., is dedicated to the promotion and protection of the state's agriculture industry. With nearly 100,000 farms on more than 28 million acres of farmland, the state's Department of Agriculture works to connect farmers with consumers. Nearly 90% of Missouri's farms are family owned, and our family farms are committed to producing a safe and secure food supply for customers locally and globally. Additionally, more than one in every ten Missouri jobs are in agriculture and forestry.

Visit: <https://agriculture.mo.gov/abd/intmkt/>



The **Missouri Small Business Development Center (SBDC)** helps business owners make confident decisions through personalized one-on-one assistance. SBDC services are available to for-profit businesses at any stage, from concept to startup, growth to renewal, mature to succession in all 114 counties of the state, and the city of St. Louis. Business specialists are here to help you succeed at every stage in your business's lifecycle. The program is funded in part through a cooperative agreement with the U.S. Small Business Administration, institutions of higher education, economic development organizations and other public and private funding partners. Visit: <https://sbdc.missouri.edu/>



Since 1984, the **Illinois Small Business Development Centers (SBDC)** have provided Illinois businesses with management, marketing and financial guidance to help them succeed. The SBDCs assist with the development of business and marketing plans; help improve business ownership skills; assist with the financial analysis of businesses; and provide specialized services including export and government marketing and other business management needs. The Illinois SBDC Network has 32 locations throughout the state and is funded in part by the State of Illinois, the U.S. Small Business Administration and the U.S. Department of Defense. Visit: [www2.illinois.gov/dceo/SmallBizAssistance/BeginHere/pages/sbdc.aspx](http://www2.illinois.gov/dceo/SmallBizAssistance/BeginHere/pages/sbdc.aspx)



The **Oklahoma Small Business Development Center (SBDC)** provides confidential, high quality, no cost entrepreneurial and small business management advising in order to help Oklahoma start and grow businesses. The Center for International Trade Development/SBDC at Oklahoma State University works with businesses to enhance their global success through customized research, networking, training and advising/counseling. We are committed to growing Oklahoma's economy one small business at a time. Visit: <https://www.oksbdc.org/>





The **Iowa Small Business Development Center (SBDC)** supports the collaborative economic development of Iowa by providing entrepreneurs and businesses with individual consultation and educational resources necessary to assist their businesses to succeed. With staff located in 15 regional business assistance centers, the Iowa SBDC is committed to being an innovative source for empowering business success in Iowa. Visit: <https://iowasbdc.org/>



The **Arkansas Small Business and Technology Development Center (SBDC)** assists entrepreneurs with every aspect of business creation, management, and operation, offering consulting and market research services plus educational programs and events. Funded by the U.S. Small Business Administration in partnership with the University of Arkansas at Little Rock and seven (7) other state universities, ASBTDC's network of offices serves small businesses from any county in Arkansas, in any industry sector, at any stage of development. Visit: <http://asbtdc.org/>



The mission of the **Kansas SBDC** is to increase economic prosperity in Kansas by helping entrepreneurs and small business owners start and grow their business. Increased prosperity of and jobs generated by small businesses is achieved through advising, specialized analytical tools, research, and training of entrepreneurs and small businesses. Kansas SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Visit: <https://www.kansasbdc.net/>



The **Small Business Development Centers (SBDC)** program of Nebraska Business Development Center (NBDC) is a resource for small business creation and expansion in Nebraska. The Nebraska SBDC offers confidential consulting services to entrepreneurs and small business owners looking to start and grow their enterprises or to transition companies to the next generation of ownership. SBDC consulting services are offered at no or low cost to those interested in operating a for-profit business in Nebraska. Visit: <https://www.unomaha.edu/nebraska-business-development-center/index.php>



For more than 20 years, as the international division of St. Louis Economic Development Partnership, **World Trade Center St. Louis (WTC)** has supported growth for the region's businesses, most importantly, ensuring St. Louis companies are represented in an increasingly global marketplace. From customized research to trade training, hosting inbound/outbound delegations and managing St. Louis' Foreign Trade Zone, WTC brings together a strong system of business and government agencies to support trade and investment and enhance St. Louis' global connectivity. Visit: <https://worldtradecenter-stl.com/>



The mission of the **World Trade Center – Kansas City (WTC-KC)** is to facilitate international trade in Greater Kansas City by connecting, educating, and providing services to the regional business community necessary to compete in the global marketplace. The WTC-KC participates in the Global Cities Initiative and leads the implementation efforts of Kansas City’s Metro Export Plan. Part of the export plan, the signature, Export Concierge program, is designed to connect businesses with the resources needed to complete successfully in the global marketplace. WTC-KC works to support and enhance a prosperous export economy, thereby accelerating Kansas City’s economic development and global identity. Visit: <https://www.kcchamber.com/what-we-do/world-trade-center-kc>



The **Missouri Chamber of Commerce and Industry** is the largest business association in Missouri and is the [2019 State Chamber of the Year](#). In 2020, the Chamber launched the Manufacturing Alliance, a dedicated effort to better serve Missouri’s manufacturing sector in the areas of policy, programing, communication, innovation and talent development. Together with the Missouri Chamber Federation, the Missouri Chamber represents more than 75,000 employers. Visit: <https://mochamber.com/>



**Food Export Association of the Midwest USA (Food Export-Midwest)** is a non-profit organization composed of 13 Midwestern state agricultural promotion agencies that provide U.S. companies with the programs and services needed to export and sell their products internationally. Visit: <https://www.foodexport.org/>

YOUR CONNECTION TO GROWTH™



**Missouri Enterprise** is a leading resource dedicated to supporting and empowering manufacturers in Missouri. By leveraging federal and state funding, they assist small and medium-sized manufacturers in achieving success through comprehensive services, expert guidance, and a vast network of public and private resources. With offices strategically located across the state, Missouri Enterprise caters to the diverse needs of manufacturers in both rural and urban areas, offering a range of specialized solutions including business growth, continuous improvement, supplier development, sustainability, and workforce solutions. Visit: <https://www.missourienterprise.org/>



The **Arkansas District Export Council (DEC)**, a 501(c)(6) organization, is one of over 60 District Export Councils (DECs) nationwide, whose members are appointed by the Secretary of Commerce. The DEC's mission is to promote and support international trade activities and awareness throughout the State of Arkansas. Members and Associates are either Exporters or Export Service Providers who provide advice and counsel about foreign markets, effective and innovative market strategies, and conduct and participate in export education workshops and seminars throughout the State. For the past ten years, The Arkansas DEC has presented the Governor's Award for Excellence in Global Trade to outstanding businesses throughout the state. Visit: <https://exportarkansas.org/>



The **Missouri District Export Council (DEC)** is a private, non-profit organization that brings together experienced international business people who provide guidance and assistance to Missouri-based businesses interested in growing export sales. The DEC also works closely with professionals of the U.S. Department of Commerce in St Louis for the benefit of our Missouri exporting community - [www.missouriexports.com](http://www.missouriexports.com)



The **Mid-America District Export Council (MADEC)** is one of the 61 District Export Councils established by the U.S. Department of Commerce across the United States. It's mission is to inform, educate, advocate and support Mid-American companies to become successful exporters, working in collaboration with the U.S. Department of Commerce in its western Missouri & Kansas region. Visit: <https://midamericadec.com/>



The **Oklahoma District Export Council** is composed of business leaders, international trade professionals, academic experts and government personnel, each appointed by the U.S. Secretary of Commerce. The Council Members' collective international business knowledge and expertise provide a valuable resource to assist Oklahoma companies to reach international customers, maneuver in those markets and increase international sales. The District Export Council is closely affiliated with the U.S. Commerce Department's Export Assistance Centers and the U.S. and Foreign Commercial Service. This partnership provides not only expert international business advice, but also trade counseling, advocacy, market intelligence and business matchmaking services.

# KANSAS

## COMMERCE



The **Kansas Department of Commerce** is the leading economic development agency in the state. Their goal is to enhance the business climate by bringing businesses to the state and assisting businesses that already call Kansas home. The Kansas Department of Commerce's International Division provides Kansas exporters with global insight and connections to grow their international business opportunities. Visit: <https://www.kansascommerce.gov/>

**REDI** is a collaborative public-private partnership committed to attract, expand and grow business opportunities to create high-quality jobs in Columbia and Boone County, Missouri. REDI coordinates the area's economic development activities to enhance the community's economic base while preserving its exceptional quality of life, and is accredited by the International Economic Development Council (IEDC). Visit: <https://www.columbiaredi.com/>

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## Other Federal Participants

### The U.S. Department of Commerce

As the export promotion arm of the U.S. Department of Commerce, the U.S. Commercial Service (USCS) works every day to grow U.S. exports to increase U.S. jobs. With global relationships and expertise in every major industry sector, USCS leverages the strength of the U.S. government to support U.S. company export growth through strategy development; partner background checks; in-country matchmaking through our flagship Gold Key Service (and other programs) to connect U.S. companies to the right partners; counseling with U.S. and international based staff on export regulations and compliance; overseas product promotion; and trade show support. USCS has a network of trade professionals ready to assist your company. U.S. companies can find USCS trade professionals to assist them in over 100 U.S. cities and in more than 75 countries to help them increase sales to new global markets. For more information, please visit: [www.export.gov](http://www.export.gov)



**SBA's Office of International Trade (OIT)** enables small business expansion into the global economy. Three main avenues to accomplish this are 1) The [State Trade Expansion Program](#), which provides grants to small businesses through State trade offices to help business begin or expand exporting; 2) A **trade hotline** and **Fast Track Service** for small businesses to discuss unique challenges with going global and identify potential resource solutions, via [international@sba.gov](mailto:international@sba.gov); and 3) Access to capital to support global sales growth through a nationwide network of [Export Finance Managers](#) housed in U.S. Export Assistance Centers (USEACs) around the country.

*SBA's participation in this activity is not an endorsement of the views, opinions, products or services of any person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis.*