

World Trade Day & National Small Business Exporter Summit

March 29th, 2017



8:00 AM	SUMMIT OPEN—Continental Breakfast (Room 300)	
8:30 AM	WELCOME (Room 300)	
	TRACK 1 (Room 302)	TRACK 2 (Room 303)
9:00 AM	Getting By with a Little Help from Our Friends— <i>The Milky Whey (Montana)</i>	The USCS Gold Key Service—A Golden Ticket? - <i>MN8-FoxFire (Ohio)</i>
9:30 AM	For the “Want” of Exporting— <i>Old Wood, LLC (New Mexico)</i>	Taking a Specialized Product into Int’l Markets— <i>Gatekeeper Security (Virginia)</i>
10-10:15 AM	BREAK (Lobby Area) - VISIT EXHIBITORS	
10:15 AM	From Zero to Hero – Successfully Building Distributor Relationships— <i>Pelican Products (California)</i>	Developing & Supporting International Subsidiaries - <i>HOTSTART (Washington)</i>
10:45 AM	The Rewards of Being a Big Fish... In a Little Int’l Market— <i>Singing Dog Vanilla (Oregon)</i>	Using Collaboration as a Export Growth Strategy— <i>Integra Design Group (Puerto Rico)</i>
11:15-30 AM	BREAK (Lobby Area) - VISIT EXHIBITORS	
11:30 AM	“Espionage in Paris France”...The Value of Vetting Customers— <i>Aladdin Light Lift (Alabama)</i>	Vetting & Payment Strategies of New Foreign Buyers— <i>Otto Environmental (North Carolina)</i>
NOON	Trade Mission Participant.... Turned Exporter — <i>RangeMaster (Washington)</i>	Franchising as an Export Growth Strategy— <i>Nomad Shelters (Alaska)</i>
12:30 PM	LUNCH (Room 300)	
12:45 PM	KEYNOTE—American to the Core - Innovative, Non-Traditional Marketing Strategies - <i>Julian Hard Cider</i>	
1:45 PM	Building an Int’l Service Business—Creating Value Using Tax Strategies— <i>CCK Strategies (Oklahoma)</i>	Successfully Commercializing US Technology in Global Markets— <i>Kent Displays, Inc. (Ohio)</i>
2:15 PM	Building Competitive Advantages in Logistics— <i>KaMin Performance Minerals (Georgia)</i>	Strength in Numbers: The Power of Building Relationships— <i>Merlot Skin Care (Texas)</i>
2:45-3:00 PM	BREAK (Lobby Area) - VISIT EXHIBITORS	
3:00 PM	When Your Product is Counterfeited— <i>Lectrodryer (Kentucky)</i>	Discovering New International Markets— <i>Mantis (Illinois)</i>
3:30 PM	Charting New Fields....and New Markets— <i>Alaska Perfect Peony (Alaska)</i>	Building a Powerful Export Network of Customers— <i>Karima Shipping, Inc. (New York)</i>
4:00-15 PM	BREAK (Lobby Area) - VISIT EXHIBITORS	
4:15 PM	Lead Demand Generation through Search Marketing— <i>Allied Wire & Cable (Pennsylvania)</i>	Overcoming Uncertainty—Developing a Worldwide Distributor Network— <i>Hess Pumice Prod. (Idaho)</i>
4:45 PM	Insights Into Export Success Panel— <i>Outstanding Exporter Honoree’s</i>	Insights Into Export Success Panel— <i>Outstanding Exporter Honoree’s</i>
5:15 PM	RECEPTION (Lobby Area)	
6:15 PM	CLOSE	