



Special Session for small and midsize manufacturers at World Trade Day

Zero to Hero in 3 Steps

Clarity and Results in Exporting

Getting started in exporting can be daunting, especially for smaller manufacturing firms. This workshop focuses on the three essential elements for success in exporting:

- **Find** the countries where your products have a market (and which markets are worthwhile)
- **Learn** the regulations that matter to you
- **Do** the things that simplify logistics

In this session, you'll hear directly from manufacturing executives who have launched export programs. In addition, international business experts will be available to answer your questions and provide critical guidance and resources at no or minimal cost to small and midsize manufacturers.

Hear from

3 Manufacturers that got results

The Wagner Companies

150 employees - HQ in Milwaukee

2011 Results:

- Established strong distribution in England
\$400,000 in 2011 -
Projection for 2012: \$800,000
- Canadian business up 60% (**\$150,000**)

A & A Manufacturing Company, Inc.

370 Employees - HQ in New Berlin

2011 Results:

- European quote rate has **more than tripled.**
- **Two large OEM accounts** are testing products
- **Leads have increased 10-fold** in the last year

Spee-Dee Packaging Machinery, Inc.

50 employees - HQ in Sturtevant

2011 Results:

- Established distributor in India to sell cup fillers to the rice industry.
Sold ten machines valued at \$175,000
- Established a distributor in UK.
One machine placed at \$100,000.
- **2011 Canadian sales were \$276,556**

Sign up for more info at:

www.manufacturingmatters.org

Save \$70

When you attend **both World Trade Day on May 8th and Manufacturing Matters! on May 9**

World Trade Day

Tuesday, May 8, 2012
Italian Community Center
Milwaukee

\$75 with MM! Registration
\$95 without MM!
Registration

Manufacturing Matters!

Wednesday, May 9, 2012
Frontier Airlines Center
Milwaukee

\$295 with MM! Early-Bird
Registration and Trade Day
\$345 without Trade Day and
with MM! Early-Bird
Registration (before April 1)

The Wagner Companies

Rick Kettler

President & Chief Operating Officer

R & B Wagner is a manufacturer and distributor of architectural handrail, glass support components, handrail systems and industrial metal components. Rick and his team focus on an export expansion strategy for Canada, Australia, Norway, UK, and Germany.

Rick has a wealth of experience in manufacturing with a solid 20+ year career in various manufacturing operating positions in precious metals refining, chemical production and manufacturing; and quality and sales positions in the large engine bearing industry.

He holds a Bachelors of Science in Mechanical Engineering and Master of Science in Metallurgical Engineering and Materials Science from University of Notre Dame.



A & A Manufacturing

Anthony Cavalco

Vice President Sales/Marketing

A & A Manufacturing developed an export expansion plan in early 2010 in the WMEP ExporTech™ program focusing on the European Union.

Tony has more than 25 years experience in technical sales, management and marketing. Tony joined A&A in 1999 and was named VP of Sales/Marketing in 2003. Prior to joining A&A, Tony started the Automation Division for Viking Electric. Prior to Viking, Tony worked for Siemens and Honeywell in Technical Sales and Account Management roles.

He has a BS in Electrical Engineering from Marquette University.



Spee-Dee Packaging Machinery, Inc.

Timm Johnson

Vice President Sales and Marketing

Mr. Johnson has been with Spee-Dee Packaging Machinery, Inc since 1995. He developed an export expansion strategy, signing an agreement with a UK firm, allowing Spee-Dee to expand its market into Europe to access significant opportunities for growth. Mr. Johnson has had an extensive career in the packaging industry.

He holds an MBA from Indiana University and a BA in Economics from Valparaiso University.



Wisconsin Manufacturing Extension Partnership

Roxanne Baumann

Director of Partnerships and Alliances

Roxanne Baumann brings more than 20 years of expertise in OEM direct sales, dealer/distributor networks, international sales and customer service management to her role as WMEP Director of Partnerships and Alliances.

Prior to joining WMEP, she managed the International Parts & Accessories and Licensed Product divisions of the Harley-Davidson Motor Company. She has an extensive background in international business, especially in Europe, Latin America, South America, Australia and the Pacific Rim, and is an expert in "outside-in" manufacturing and process redesign.

Roxanne holds a BA from UW-Stevens Point and has done post-graduate work in business, international business and quantitative studies.

