Global Business Club of Mid-Michigan
Celebrating Agricultural Exporter of the Year: Connor Sports Flooring
Wednesday, February 19, 2014 – 8:30am-1:30pm
MSU Henry Center for Executive Development – 3535 Forest Road, Lansing

8:30 – 9:00 a.m.  Registration & Networking
9:00 – 9:15 a.m.  Welcome & Opening Remarks
Jamie Zmitko-Somers, International Marketing Manager, MDARD
Jade Sims, Trade Specialist, MSU International Business Center
9:15 – 9:50 a.m.  Legal Considerations: Contracts & Due Diligence
Jean Schtokal, Foster, Swift, Collins & Smith PC
9:50 – 10:00 a.m.  Break
10:00 – 11:15 a.m.  Getting Paid: Credit Insurance, Incoterms, ExIm Bank, Letters of Credit & Documentary Collections
John Toles, ExIm Bank
Bill Richeson, FirstMerit Bank
11:15 – 11:45 a.m.  Case Studies
Jade Sims, Trade Specialist, MSU International Business Center
11:45-12:00noon  Marketing Considerations & Assistance: Buyer’s missions, Helpline, & Branded Program
Jamie Zmitko-Somers, International Marketing Manager, MDARD
12noon-1:30 p.m.  Lunch
Keynote Speaker: Connor Sports Flooring
Connor Sports Flooring is a Michigan company manufacturing northern hard maple flooring for sports use. Hear from this Michigan Agricultural Exporter of the Year, and find out how to become more successful in your exporting activities! This program co-sponsored by Michigan Department of Agriculture & Rural Development
$35 registration fee includes break service & lunch

www.GBClub.msu.edu - 517.353.4336 – check us out on social media: