

The Global Business Club of Mid-Michigan began in 1990 as the International Business Forum with a target audience of academics, public policy makers, and the local business community. Over time, the focus of the Global Business Club has shifted to highlight global issues of interest to the mid-Michigan business community. The GB Club is dedicated to supporting global business growth tied to Michigan and its diverse corporations. The main activity of the GB Club is a luncheon speaker series.

Organized by Michigan State University's Center for International Business Education and Research (MSU-CIBER) and co-sponsored by Foster, Swift, Collins and Smith, P.C., the Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University Center for Advanced Study of International Development (CASID), Women in International Development (WID), and the MSU College of Law, the monthly GB Club luncheons provide outstanding speakers and relaxed networking opportunities for anyone interested in international business.

Register/RSVP now at: <http://GBClub.msu.edu>



## Exporting Successes: Tools, Lessons, and Advice from the Ag Exporter of the Year



Thursday, February 17, 2011

Dan Meeuwsen, Zeeland Farm Services, Inc.  
2009 Michigan Agriculture Exporter of the Year

MICHIGAN STATE  
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MICHIGAN STATE  
UNIVERSITY

Center for International  
Business Education & Research  
(MSU-CIBER)

## LUNCH KEYNOTE

Thursday, February 17, 2011, "Exporting Successes: Tools, Lessons, and Advice from the Ag Exporter of the Year"—Dan Meeuwsen, Zeeland Farm Services, Inc., 2009 Exporter of the Year

Thursday, February 17, 2011

## Market Opportunities in Canada & Basic Export Guidelines

The Henry Center for Executive Development, B119, 3535 Forest Road, Lansing  
Lunch to follow in Rooms 106-107

### Agenda:

- 8:30 – 9:00 a.m. Registration
- 9:00 – 9:10 a.m. Welcome and Opening Remarks
- 9:10 – 10:10 a.m. Canadian Market Presentation – **Kathy Boyce**, Boyce Strategic Marketing
  - Major Canadian retailers
  - Importance of private label
  - Demographics of the Canadian market
  - Canadian food trends
- 10:10 – 10:20 a.m. Break
- 10:20 – 10:50 a.m. Canadian Market Presentation, *continued*
  - Canadian packaging and labeling regulations
  - Question & Answer
- 10:50 – 11:30 a.m. Doing Business in Canada - **Brian Chillman**, Shibley Righton LLP
- 11:30 a.m. – 12:00 p.m. **Panel Discussion**
  - "Exporting to Canada, A Company Perspective"
  - Scott Pautuk**, Dawn Foods
  - Dan Meeuwsen**, Zeeland Farm Services
- 12:00 – 1:15 p.m. **Global Business Club of Mid-Michigan Luncheon**
  - Introduction: **Jamie Zmitko-Somers**
  - Keynote Speaker**
  - Dan Meeuwsen**, 2009 Michigan Agriculture Exporter of the Year: Zeeland Farm Services
  - "Exporting Successes: Tools, Lessons, and Advice from the Ag Exporter of the Year"



Zeeland Farm Services, Inc. (ZFS) is a family owned and operated business with 60 years of service to the agricultural industry. Products and services ZFS provides through its various divisions and affiliates include soybean processing, corn processing, vegetable oil refining, grain and feed ingredient merchandising, and transportation services. ZFS is committed to providing products that are healthy for you, your family and the environment by operating on renewable energy. Named Michigan's 2009 Agricultural Exporter of the Year, ZFS serves markets throughout the U.S. as well as a growing international customer base.

Dan Meeuwsen is the Feed Ingredients Division Manager at Zeeland Farm Services, Inc. Dan earned a Bachelor degree in Business Administration with a concentration in Marketing from Davenport University, and is currently working towards a Masters in Business Administration degree from Cornerstone University. Dan has served ZFS for over 20 years in various capacities.



## Registration

The cost is \$25 for the lunch.

Register/RSVP now at: <http://GBClub.msu.edu>

You can choose to pay by credit card, check, or cash online. Check or cash payments will be collected at the door.

Call 517-353-4336 if you are having trouble registering online.

### Council Co-Chairs

**Jean Shtokal**, Foster, Swift, Collins & Smith, P.C.  
**Bill Motz**, Lansing Community College

### Council Members

**Patricia Claire**, Willingham & Coté, P.C.  
**Tim Daman**, Lansing Chamber of Commerce  
**Robert Glew**, CASID, MSU  
**Stacy Hansen**, TechSmith  
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**Owen F. Johnston**, Bekum American Corporation  
**Mary McCune**, The Rehmann Group  
**Joshua Tudor**, JPMorgan Chase Bank, N.A.  
**Jamie Zmitko-Somers**, Department of Agriculture