

SOUTHWEST ILLINOIS TRADE & INVESTMENT COUNCIL

Thursday, April 22, 2021, 9:00-11:00 am

Virtual GOTO Meeting

Meeting Minutes

I. Roll Call

President Craig Eversmann opened the meeting at 9:00 A.M. A roll call was taken, and the following members were present. It was stated that a quorum was present.

Board of Directors

Koerber, Vicki (proxy Koch)	Eversmann, Craig
Miller, Dave	Jarzombek, Paul
Kern, Mark (proxy Rick Stubblefield)	Wondolowski, Bobby
Kniepkamp, David	Li, Al
Toskin, Paul	Weilbacher, Ed (proxy Koch)

Ex-Officios

Silvia Torres	Scharf, Nathalie
Donna Richter	Elizabeth Ahern
Kim Hamilton	Mike Fazio
Han Ko	Margo Markopoulos

Ronda Sauget

Other

Julia Girard

II. Approval of January 28, 2021, Minutes.

President Eversmann asked members if there were any corrections to the minutes, they received in their meeting packets. With none being offered, a motion was made by Al Li and seconded Edie Koch to approve. the motion was carried.

III. Officers Reports:

A. Executive.

President Eversmann announced that the Executive Committee held a virtual meeting on April 7th by GOTO Meeting, to assemble the agenda for the April 22, 2021, meeting and to address any other issues and concerns. The Executive Committee members in attendance: Craig Eversmann, Edie Koch, Bobby Wondolowski, Paul Toskin, Dave Tanzyus, and Rick Stubblefield. Craig stated that the other key issues discussed at the meeting would be detailed in the Committee Chair reports that would follow in the meeting. Craig went on to remind everyone that the annual election of officers would take place at this meeting under new business.

B. Financial.

Treasurer Paul Toskin referred members to the Quarterly Financial Report enclosed in the meeting packet and reported that the Council had a Bank balance of \$5,881.94. He additionally reported he would be applying for the 501c6 tax status and also had completed the tax returns. Indicated that the Council had received \$3,750 in revenue from the Export Now Educational series.

IV. Committee Reports:

A. Marketing/Communications.

Bobby Wondolowski, Chairperson, indicated that he has continued to work with Serpentine on the website, making sure up-to-date information in regard to events and meetings are posted. In regard to the outreach letter prepared by this committee, for now it is something that can be passed on to potential members on a case-to-case basis, but there are hopes that when the Exporter database is completed, there

will be a larger distribution of it. Strategic to that will be the new intern, Julia Girard, who has come on board. This added manpower to SWITIC will allow for the completion of this database project and is key to other Council initiatives. Bobby added that so far no one from the membership has asked for the letter and encouraged all to do so.

Next Julia Girard was introduced, and she gave a brief introduction of herself and stated she looked forward to working with the Council. Plans are to proactively be reaching out to more businesses, cold calling, to complete the database.

A discussion ensued in regard to the need for assistance to help give the Council a Linked in presence, Face Book , and other social media marketing. It was suggested that by LI that an Intern from SIUE might be sought to assist. Silvia Torres indicated a willingness to explore that with her Dean.

B. In-Bound Trade Missions.

2021 Select USA Investment Summit. Edie Koch reported that a montage video is being developed in cooperation with Select USA Communication Dept. and the US Patent and Trademark Office Video Production Team. Will be shown immediately before the Keynote Speaker on the first day of the 2021 Select USA virtual Investment Summit. Video will be comprised of up to 4 EDO's and feature why SW IL is a location good for FDI. This is a comparable opportunity to the Industry Road Trip video with the guaranteed viewership up to 1,600 Foreign Investors.

Scottish Virtual Trade Mission. Next Koch reported that on March 23rd, she joined Tim Novak of the World Trade Center, Ronda Sauget of the Leadership Council, on a virtual visit with 8 delegates from Scotland that were focused on making connections in Illinois. Mission was organized by the Inverness Chamber of Commerce (largest and most ambitious business organization in the Highlands and the Islands of Scotland)) and the Scottish North American Business Council and the Members exhibited interest in the impending development opportunities around the Dupon area and other areas in SWIL; and also, SWIL's thriving food processing/Ag industry sectors. Plans were made to organize a follow-up that could also include some SWIL businesses.

C. Out-Bound Trade Missions.

Torres reported on the potential for an outbound trade mission to South America that is in the works with the possibility of a summer implementation. Gave overview on CARES ACT activities at the ITC along with impressions of the SWITIC's Export Now program. Mentioned that the U.S. Department of Commerce is going to South America in December and that the University would participate.

D. Education Committee.

Paul Jarzombek, Chairperson of the Education Committee, gave an update for the Export Now Training series summarized as follows:

- The participating companies, presenters, mentors, and judges were all high quality -communicating at a high level and contributing in positive ways to this program.
- 20+ people were helping in some way – primarily SWITIC Board members and IL District Council Members.
- CARES ACT scholarships are strategic in attracting companies – 5 companies are participating.
- May need to re-evaluate \$900 fee for future rounds of training series in light of the absence of any CARES ACT Scholarships.
- In light of the financial benefits SWITIC reaps from the training series, it was suggested that a higher volume of members become involved in the promotion and implementation of future training series.
- Noted appreciation for Silvia Torres, Craig Eversmann, the CARES Act funding, social media exposure, and ITC intern assistance, in getting the Series off the ground,

V. New Business.

A. Committee Information:

President Eversmann asked that everyone look at the current listings of Committees included in their meeting packets. Craig emphasized that it was important to the successful implementation of SWITIC initiatives that everyone engage in a committee and that the structure be pro-actively used by Committee Chairs to plan and implement their initiatives.

B. Board of Directors 2021 Appointments.

Craig directed members to the to the list of proposed board of directors for 2021 contained in the meeting packet: Erick Dahl, Vicki Koerber, Paul Jarzombek, Bryan Johnson, Mark Kern, David Kniepkamp, Al Li, Dave Miller, Kurt Prenzler, Herb Roach, Michael Strobe, Paul Toskin, Ed Weilbacher, Dennis Wilmsmeyer, Bobby Wondolowski. A motion was made by David Kniepkamp and seconded by Bobby Wondolowski, to approve the submitted Board of Directors for 2021. A vote was taken, and the motion passed.

C. Election of Officers for 2021.

Lastly, the slate of Officers for 2021 was presented as follows: President, Bobby Wondolowski, Vice President Michael Strobe, Treasurer, Paul Toskin; and Secretary Edie Koch. A request for any additional nominations was requested. With none given, a motion was made by Dave Kniepkamp and seconded by Al Li to approve the slate of officers presented for 2021. A vote was taken, and the slate of officers was approved.

VI. Public Comment and Announcements.

There were no public comments.

VII Adjourn

With no other business, a motion was made by Bobby Wondolowski and seconded by Edie Koch to adjourn. Motion passed and President Eversmann adjourned the meeting at 11:00 A.M.

Southwest Illinois Trade and Investment Council
Executive Committee Minutes
Thursday, July 8th, 2021

President Bobby Wondolowski called the meeting to order at 9:00 A.M. Wondolowski was joined by Edie Koch, Paul Toskin, Rick Stubblefield, Walt Williams, and Mike Strobe.

I. Executive – Wondolowski, Chair

Chair Bobby Wondolowski asked if there were any changes to the April 2021 quarterly minutes. None were given so Wondolowski instructed Koch to include in meeting packet for the July 22nd meeting. Wondolowski also mentioned that he would be stepping down as Chair of the Marketing and Communication committee and appointing Mike Strobe in his place. Bobby mentioned that Mike would give an update for the exporter database under his committee report.

II. Financial Committee- Toskin (see attached report)

Current Bank Balance. Paul Toskin stated as of July 8th, the bank balance for the Trade and Investment Council was \$10,027.94. There were no outstanding bills or receivables and anticipated that the consulting contract with Serpentine would be the only expenses forthcoming.

Other Revenue Streams. Edie asked Paul if his committee had explored any further on strategies for creating additional revenue streams for the Council. Besides charging for events and/or membership, Toskin answered that one of the ideas: selling space on the website, would not be feasible at this time since traffic to the site was relatively low. After further discussion it was agreed that a recommendation should be made to the full Board to increase our contract with Serpentine to get additional services that might help us with this challenge. A maximum of \$500 was suggested.

III. Marketing and Communication Committee – Strobe

Report on progress of exporter database work by SIUE Intern. Mike indicated that he had met with SIUE and the intern to make sure everyone was on the same page in regard to this project. Will be inviting the intern to the meeting on the 22nd and try to share the database and its progress on the zoom call.

Website improvements. Information about the upcoming Virtual Trade Mission would be added along with testimonials on Export Now. Possibly look at putting SWITIC on Linked In.

Requests for the outreach letter. It was reported that there were no requests for a personalized outreach letter to be sent. It was decided that another strategy might be to personalize the letter towards Chambers, using them as a conduit for business exporters recruitment to the SWITIC. Strobe, with the assistance of the Intern will implement this approach.

IV. Inbound Trade Missions Committee: - Koch

2021 Select USA Investment Summit. Able to garner two comp registrations (\$850 value) for this 4-day virtual summit (June 7-11, 2021). Walt Williams of Madison County and I were able to participate. There were 3,400 total participants and 80 international markets represented. Did not apply to be an exhibitor but should look into next year to be part of Team Illinois exhibitor booth. Local entities that participated with the state were: Leadership Council; AllianceSTL; Ameren; along 13 other IL EDO's. Each were able to submit a digital flyer. SWITIC was part of the curtain raiser video that showed prior to the Keynote speaker on the first day. Guaranteed viewership of up to 1,600 Foreign Investors.

AmCham Peru virtual meetings. Have been arranging virtual visits with facilities in the metro east of interest to AMCHAM Peru's Supply Chain Committee. Purpose of these virtual visits is relationship building and retaining enough interest in SWIL to spur an in-person visit from a larger delegation from Peru in the future.

- On a referral by Silvia Torres, Mr. Roberto Figari, Business Director for Ransa Peru and Vice President of the AmCham Peru Supply Chain Committee, has been reaching out, to set up visits with the following: Amazon Fulfillment Center, Walgreens, America's Central Port, and multi-state agriculture Highway Corridors, Freshness Preservation and Agricultural Product Packaging Processes.
- To that end, a virtual Zoom visit was held on June 23rd hosted by Alex Burkhart, Director of Strategic Marketing, America's Central Port, for Mr. Figaro. Alex presented a PowerPoint of ACP and its operations, and answered questions.
- The next virtual visit has tentatively been set for the week of July 26th with Mid America Airport. I did some pre-planning with Bryan Johnson, and he is ready to go.
- Have reached out to Amazon and Walgreens but have yet to set anything up. Moving forward will also set something up with North Bay Produce and Rock City Business Complex. It was suggested that we also look at Menasha and World Wide Technology if Amazon and Walgreens don't materialize.

V. Out Bound Trade Missions - Torres.

In the absence of Silvia Torres, Edie Koch shared the following report on Outbound Trade Mission activity with the Executive Committee. Silvia should be on hand to answer question at the July 22nd quarterly meeting.

Virtual Trade Mission to South America. A virtual trade mission to South America on September 20th -27th is in the works. Virtual stops will include Peru, Colombia, and Chile. Southern Illinois companies already exporting to this region in addition to those looking to get started in these markets are welcome to apply. Participating companies will have the opportunity to meet with potential business partners on one-on-one business matchmaking meetings in a virtual setting. **All industries and sectors welcome.** Despite recent political challenges, South America is resilient. Their business leadership experience and innovative methods have helped South American businesses meet the challenges of uncertain times, generating prospects for future growth. **The virtual trade mission will include:**

- Initial consultation and assessment
- Market research
- Pre-matchmaking business briefings
- Complete mission planning
- Customized online business appointments
- Webinar training covering business culture and how to conduct successful virtual meetings in S. America.
- Complete support during each virtual meeting (hosting, note-taking, interpretation services)
- Detailed post-mission review & report /Follow-ups.

A two-page flyer with background information, details of the virtual trade mission, services is included and how to register is included in the meeting packet. Thanks to Federal CARES Act funding, a business can benefit from TWO FULL DAYS of **customized**, pre-arranged one-on-one virtual meetings with pre-screened prospective partners, carefully selected with your input, for ONE COUNTRY at only **\$250 participation fee** (complete service package valued at \$1800).

If anyone is interested in participating in virtual meetings with the other two countries, the participation fee for EACH ADDITIONAL country is \$900/day/company* Registration deadline is July 16th or when all spots are filled, whichever happens first. Companies needing additional information need to contact Silvia Torres, ITC Director, via email at sitorre@siue.edu. (So far, three participants have signed up.)

A company could qualify for the Illinois State Trade Export Promotion (ISTEP) financial funding offered to small and medium-sized exporters. Businesses can be awarded up to \$7,500 in cost reimbursements (for virtual and in-person missions). For complete details regarding eligibility and how to apply, visit our site at: <http://www.siu.edu/business/itc/istep.shtml>

In-Person Trade Mission to South America. As an added bonus, the above virtual event could also serve businesses as preparation for an [In-Person Trade Mission to South America](#), sponsored by our partners at the U.S. Department of Commerce, to take place December 7th-10th. The ITC will be participating in this in-person mission and [ISTEP funding](#) can be made available to eligible small businesses interested in registering and traveling with us. Virtual events leading up to an in-person trade mission can be very beneficial in that they allow companies to make initial contacts, learn more about the markets to be visited and lay the groundwork for a more productive trip.

Virtual Platform for Small Business Exporters & FDI/CARES Act. Also to be enclosed in the July 21st meeting packet, is the [new virtual platform](#) being created to contain an electronic listing of small business exporters from the southern region. This will also serve as a promotional tool for southern Illinois (FDI). This project is being funded with CARES Act dollars.

VI. Education Committee – Jarzombek

Paul Jarzombek forwarded the following report to the Executive Committee for their review and will be available for further questions at the July 22, 2021 Quarterly meeting.

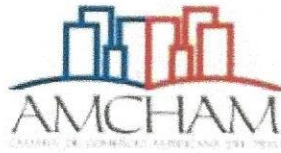
Update on EXPORT NOW. The Spring 2021 program was a success. 5 companies participated and their company tuition along with CARES ACT funds generated over \$4000 for SWITIC. 5 companies were just the right amount for this first attempt at this program. Branding was initiated by Paul and his team at LRI but fine-tuned by ITC SIUE and turned out great and can easily be replicated. Some post program follow up will generate some quotes and video that can be used for recruitment for future EXPORT NOW programs which the ITC/SIUE has taken the lead on as far as post program quotes and marketing material (see quotes in the meeting packet) and I cannot say enough about the absolutely awesome job Silvia and her team did.....WHAT A PRO SHE IS. *(Here are some final observations from Paul about the initiative and what needs to be considered in the future):*

- Companies that participated overwhelmingly agreed that the program was very useful, practical, affordable and they liked the virtual format.
- Participation by the SWITIC Board was good as far as lecturing and coaching but on recruitment of participants we need A LOT more help from the SWITIC Board. Especially since SWITIC took the lion's share of the funds paid by the participants and from ITC/SIUE in CARES ACT funds.
- The program should be offered Spring/Fall each year. Target company participation is 4-8 companies each time to keep the time commitment by participants and volunteers manageable. I would suggest virtual again for Fall 2021. maybe for 2022 in person would be a good idea or at least try that format in the Spring of 2022. who knows....maybe virtual will be the best format forever?
- Sponsors of this program should be sought out. If we could have 5-6 sponsors at \$1000 (\$500 per session) each per year or something like that, you will be able to keep the participant tuition under \$1000 per company which should be the goal because anything more than that and I think you will struggle to get participating companies. 100% of respondents to our survey felt that the tuition cost was just right at \$850.00 per company. We need a tuition companies can afford and are willing and pay for those potentially. This past Spring, we got lucky with the CARES ACT funds which reduced the tuition to \$150.00 per company which was a hit. However, CARES ACT will not be available going forward. Sponsors could also contribute to food, study materials etc....when meeting in person. Virtually the sponsors could donate straight cash to the program.

- Fall program should be something like mid-October, mid-November and early December for the meeting dates or something close to that. The agenda and materials can be replicated from the Spring 2021 program so not much work there. Recruiting volunteers takes a bit of time as you need about 20 volunteers to cover all aspects of this. We had good volunteer support from SWITIC, LRI, ITC/SIUE, The IL District Export Council, SBA, EXIM and some various other professional contacts Silvia and I had.
- The biggest issue is recruitment of participating companies and the SWITIC BOARD needs to step up. In the Spring, Silvia recruited 3 of the participant companies and Paul recruited 2 of them. We had no help from anybody else on the SWITIC Board at least not that we were aware of. Paul is based in the Chicago area....and not down there near Edwardsville/Collinsville the home base for the program. MANY of the SWITIC Board members are in the downstate region and could be sending out personal invites and taking the lead on participant recruitment.
- Lastly, Paul does not want to run this program in the Fall of 2021 or beyond. He got it off the ground, but his schedule will not allow it. He is willing to volunteer for it and promote it as well as act as a sort of consultant to whoever is running it. Would also suggest that SWITIC cut a deal with the ITC/SIUE to run or co-run the program and share the profits between SWITIC and the ITC/SIUE. Silvia can comment on that.

Treasurer's Report 6/30/2021

2021									
Date	Debits	Debit Payments to	Payables		Credits	Credit Payments From	Receivables		
12/31/2020 account balance					6176.94			CASH ACCT Balance at 2019 Year end	\$6,176.94
Revenue and Expense 2021									
Ofallon Post Office Box 2021(1/4/2021	118								
Sepentine	\$177								
Sepentine	354					Smart Controls Export Now 900-750	150		
						My Scratch Off Export Now 900-750	150		
						Bit Brokers Internationa Export Now 900-750	150		
						Little River Research & Design Export Now 900-750	150		
						Special Mine Services Export Now 900-750	150		
						Export Now CARES 750 X 5	3750		
Total Paid expenses	\$649.00	Total Outstanding Payables 2019	\$0.00	Total Revenue Collected 2019	\$0.00	Total Outstanding Receivables 2019	\$4,500.00	Net GENERAL revenue (Revenue minus Expenses 2021)	\$3,851.00
							ACCOUNT CASH BALANCE	TOTAL 2021 Net General Revenue plus Cash Acct Balance 2020	\$10,027.94



GG-242-21

Silvia Torres, MBA,CGBP
Director
Illinois SBDC International Trade Center

Dear Silvia,

I hope you are doing very well.

I would like to introduce you to Mr. Roberto Figari, Business Director for Ransa Peru and Vice President of AmCham's Supply Chain Committee. Mr. Figari will be in Chicago from May 20th to June 18th and, if possible, he would very much like to visit the Illinois SBDC International Trade Center facilities.

If it could be arranged, Mr. Figari would like to Include the following during his visit:

- Gateway Commerce Center, review the process and tools to control the flows, accesses and appointments to avoid traffic delays, extended waiting time and maximize productivity of transport units.
- Visit an Amazon Fullfilment center to see the Last Mile crossdocking equipment (multishuttles, sorters, etc.), Picking and truck loading tools, Urban distribution scheduling and tracking for last mile delivery at big cities like Chicago or Manhattan. Delivery tools such as roll containers, half pallets, etc. Control towers for monitoring the operation, Fleet optimization systems.
- Visit a Pharma operation, such as Wallgreens and see the warehouse process for medical products regulated by the FDA.
- America's Central Port (ACP), to see the systems they use to synchronize cargo transshipment between the different modes, to minimize waiting times between them, in addition to the integration between monitoring systems for traceability of cargo loads.
- The Importance of Multi-State Agriculture Highway Corridors, Freshness Preservation and Agricultural Product Packaging Processes.

Thank you for your support. We hope to continue working closely with you and are looking forward to organizing a trade mission to Southwest Illinois as soon as we can resume our missions.

Best regards,

Isaura Delgado Brayfield
Head, Trade & Innovation Center

SOUTHERN ILLINOIS VIRTUAL TRADE MISSION TO SOUTH AMERICA

SEPTEMBER 20TH – 27TH, 2021: PERU, COLOMBIA, CHILE

WHY SOUTH AMERICA?



- ✦ A region with 397 million potential customers who collectively imported over \$121 billion of U.S. goods in 2019.
- ✦ A natural commercial partner of the United States, tied closely together by geography, history, and culture, with a growing younger population, highly receptive to U.S. products and services.
- ✦ A resilient region, called “engine for growth” by financial experts, as countries remain focused on expanding and modernizing their economies, implementing stimulus programs to confront the pandemic and reenergize their global trade.
- ✦ The *Comunidad Andina de Naciones* (Andean Community), made up of **Colombia**, **Peru**, Ecuador, Bolivia and **Chile** (Associate), is one of the safest trade blocs in the world. The U.S. is their largest trade partner, responsible for half of their total trade.
- ✦ B2B ecommerce growth is speeding up dramatically.
- ✦ According to the World Bank Group’s **Doing Business 2020** study, countries in this region are adopting more business-friendly reforms, especially in the mining, oil, manufacturing and agricultural sectors.

WHY PERU?

Peru continues to be the fastest-growing and most stable economy in South America. Its economy is expected to grow 11% when it bounces back from the impacts of Covid-19. Peru has multiple free trade agreements, including the U.S.-Peru Trade Promotion Agreement (PTPA), which entered into force in 2009. Prudent macroeconomic and fiscal policies, openness to trade and a growing middle class are key factors that make Peru one of the best places for business in South America.

WHY COLOMBIA?

Colombia is the 4th largest economy in Latin America and has the third-largest population. Steady economic growth prior to Covid-19 made Colombia one of Latin America’s more attractive destinations for exports and investment. The U.S. is Colombia’s number one trading partner in exports and imports, in part due to the 2012 Trade Promotion Agreement (over 80% of U.S. exports now enter Colombia duty-free).

WHY CHILE?

Chile has been one of Latin America’s fastest-growing economies in recent decades and is considered the most stable, transparent and competitive country in Latin America. In the 2020 Global Competitiveness Index published by the World Economic Forum, Chile was 1st in Latin America. A solid trade agreement with the U.S., an educated and relatively wealthy population, make Chile as the ideal gateway country through which U.S. companies begin or expand operations in Latin America.

REGISTRATION AND QUESTIONS

Silvia Torres Bowman

Director, Illinois SBDC International Trade Center at SIUE

Phone: 618-650-2452 618-650-3851

Email: storr@siue.edu

Web: <http://www.siue.edu/business/itc>

ABOUT THE VIRTUAL TRADE MISSION

The **Illinois SBDC International Trade Center at SIUE (ITC)** continues offering virtual services during these ongoing challenging times and invites the small business community in southern Illinois to participate in our **2021 Virtual Trade Mission to South America**.

This will be a non-travel opportunity to keep your international business efforts moving forward. Explore this dynamic region and gain exclusive access to potential partners and customers in 3 key markets by participating in assisted virtual meetings with qualified prospects.

The ITC will lead this mission, in partnership with experienced in-country consultants, the U.S. Department of Commerce and the Southwestern Illinois Trade and Investment Council, with financial support of the CARES Act.

The virtual trade mission will include:

- Initial consultation and assessment
- Market research
- Pre-matchmaking business briefings
- Complete mission planning
- Customized online business appointments
- Webinar training covering business culture and how to conduct successful virtual meetings in S. America
- Complete virtual meeting support (hosting, note-taking, interpretation services)
- Detailed post-mission review & report /Follow-ups

Gain market insights, make industry contacts, identify potential customers & partners. **NOW** is your opportunity to lay the groundwork to start or expand your sales in these promising markets and stay ahead of your competitors!

SOUTHERN ILLINOIS VIRTUAL TRADE MISSION TO SOUTH AMERICA

SEPTEMBER 20TH – 27TH, 2021: PERU, COLOMBIA, CHILE

PARTICIPATION FEE - AGREEMENT

Registration Deadline is July 16th. All industry sectors welcome. Priority will be given to small businesses located in the southern Illinois region.

Participation fee: ONLY \$250. Covers all services described in previous page for TWO FULL DAYS of customized, pre-arranged one-on-one virtual meetings with prospective business partners based on your criteria for **ONE COUNTRY** (services valued at \$1,800).

Funding made possible through the Federal CARES Act.

Participation fee for each additional country: \$900/day/company*

* ISTEP funding is available to eligible small businesses to offset participation costs by 50-75%. For details and eligibility requirements visit: <https://www.siue.edu/business/itc/istep.shtml>

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	
INDUSTRY- PRODUCT DESCRIPTION:		

As a duly authorized representative of the above-named company/organization, I have read, understand and agree to the following terms necessary to be a participant in the **2021 Virtual Trade Mission to South America**:

- Registration Fee: \$250.00 at time of sign-up (*Check payable to "SIUE"*)
- All mission members must provide information on the results attained through participation in this trade mission. "Results" can be current and future sales, dealings transacted or agreements signed, as an outcome of attending the trade mission. This information will be held in strictest confidence. Any data collected will only be recorded in aggregate form.
- In the event of self-withdrawal from participation for this trade mission, the registered company will be subject to forfeiture of the sign-up fee.

Authorized Representative (Print)

Signature

Title

Date



"Southern Illinois Exports" Newest Marketing Tool – Creating Virtual Connections

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HS CODE

Enter HS code and click on the search button

SEARCH

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Press Release is in the works for the Export Now program. Below are quotes related to the Export Now program.

Silvia Torres Bowman – Co-Leader/ Co-Host Export Now

Our southern region was long in need for a customized, action-oriented export training program with personalized coaching and consulting sessions. And thanks to our partnership with the Southwest IL Trade and Investment Council, LR International, the Illinois District Export Council and the financial support of CARES Act funds, we made it a reality this year.

During a three-month training program which started in March and ended last month, five hard-working and grow-oriented small businesses from different corners of our southern region, received customized support by top professional experts, including business peers with more years of experience in selling internationally, all based in Illinois, whose priceless contributions made possible for this program to result into an **All Made in Illinois** success story.

On May 19, five EXPORT NOW participants shared their inspiring export journeys and presented their international growth plans to an advisory panel who took a deeper look into their planning, preparation, and execution process.

We feel our EXPORT NOW program met the goal of better positioning the participating companies for success in the global economy by helping them take a more proactive and strategic approach to their selection of export markets.

The Illinois SBDC International Trade Center at SIUE looks forward to continuing working with the first five EXPORT NOW graduates as they explore new international markets with us. We are proud of their accomplishments and the exciting opportunities ahead.

Bit Brokers International, Ltd., Little River Research and Design, My Scratch-Offs, Smart Controls LLC, and Special Mine Services, Inc., were an excellent representation of the energy and deep commitment to growth that coexists among business communities in southern Illinois.

Paul Jarzombek - Co-Leader/Moderator, Mentor (Special Mine Services & My Scratch Offs), Presenter

Chief Operating Officer, **LR International Inc.**

3720 River Road, Suite 300

Franklin Park, IL 60131

(630)350-7100

PaulJ@LRInternational.com

www.lrinternational.com

"I am very honored to have been a part of the Export Now program. The ITC at SIUE did a terrific job of hosting the program and keeping it organized, along with providing the companies that participated valuable resources to access for their export journey. The very best part of this program is that it was not based on theory. It was rooted in experience by real world exporters and service providers who have decades of experience helping exporters. The 5 companies that participated in this program each came away with a solid plan to move their exports forward and grow their international business. They also created new relationships that will last forever, and those friends will be there when our export companies need advice or help. I would highly recommend this program to any company that wants to sell their products around the world, or desires to expand their already existing export business. Thank you to The Southwest Illinois Trade and Investment Council, The Small Business Administration and the Illinois District Export Council, our trio of sponsors."

Tom Dustman, Presenter & Mentor (Smart Controls)

International Sales Director,

Sunnen Products Company

7910 Manchester Rd.

St. Louis, MO 63143

(314)781-2110 ext. 2217

tdustman@sunnen.com

"The Export Now Program was well organized, and effective. It provided a means for company leaders, new to exporting, to gain knowledge and real-world experience on the best practices for success in exporting. I would recommend this program to others due to the return on the investment of time and the results are tangible."

Sonat Birnecker Hart, Mentor (Bit Brokers International)

President

Koval Distillery

Kovaldistillery.com

312 402 0971

sonat@kovaldistillery.com

"Export Now was a thorough program with insightful speakers and a clear roadmap for readiness to launch in new export markets. Not only was the individual journey of the participants fruitful in developing thoughtful strategies for growth through export, hearing the approaches of the other participants and their strategies added layers of information unmatched by other seminars addressing international trade that I have experienced in the past. "

Laurel J. Delaney, Presenter and Coach (My Scratch-Offs)

Founder & President, **GlobeTrade.com**

6807 N. Lakewood, Suite LL

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(773)576-6403

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What I realized by participating is that: "The world is yours. You must go after it. Let's do it together."

Craig Eversmann, Presenter and Mentor

Past President, **Southwestern Illinois Trade, and Investment Council**

President & Chief Executive Officer, **Marsh Shipping Supply Company**

926 McDonough Rd.

Collinsville, IL 62234

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"As a mentor/presenter it was a joy to share our experiences with the participants. More importantly, even though I presented it was educational as well. It is a thrill to learn, and this provided a great venue to do so. The Southwestern Illinois Trade and Investment Council was extremely proud to sponsor the Export Now event which exposed southern Illinois companies to the economic benefits of exporting to reach their full potential."

Jacqueline Meredith Grahn, Presenter

Principal

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Your Trade Finance Resource

"It was an honor to collaborate with such a passionate group of international professionals in the EXPORT NOW program hosted by the SIUE ITC, and at the same time inspiring to observe the dedication of the exporting companies to expand their international presence, undeterred by the unique challenges of the ongoing global pandemic."

Participating Companies:

Kris Schachel, Business Director
Little River Research & Design (Carbondale)
Kris@emriver.com
www.emriver.com

"The Export Now program was of great benefit to us, as we seek to grow our international clientele. Hearing the experiences of others in our region and learning of all the supportive resources available has set us up for success!"

Marshall Girtman, International Sales
Special Mine Services, Inc (West Frankfort) Rural Small Business
Marshall.Girtman@specialmineservices.com
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SpecialMineServices.com
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"EXPORT Now was informational, inspiring, challenging, and rewarding. The industry experts that presented the materials were top-notch in their subject matter, as well as motivational for companies looking to grow their exports. The crux of the program was the development of a presentation by participating companies to pitch their next three target markets to grow their exports. This included detailed market analysis, as well as development of a clear presentation of where to expand, why to expand there, and how to accomplish the expansion. This exercise tied together the material previously discussed in the EXPORT NOW program while providing real-world applicability through the continued international growth of participating companies. Perhaps the greatest takeaway from EXPORT NOW, however, was the level of support from the EXPORT NOW organizers, presenters, and mentors. Rather than just presenting the material during the conference, everyone involved with EXPORT NOW continues to be a valuable resource for participating companies to grow their exports."

Karen Tinsley-Sroka, Founder & CEO
My Scratch Offs, LLC (Swansea) Woman/Disabled Veteran-Owned Small Business
karen@myscratchoffs.com
(618) 416-1623

"The Export Now program has afforded me an educational basis for continuing to grow my export business as well as facilitated some excellent partnership connections. We are already in the process of launching two Website localization projects with the help of the SIUE ITC and Export NOW! Thank you to the entire Export Now Team of presenters and mentors. Their guidance will prove to be invaluable in our upcoming exporting efforts."

Shannon-Galloway-Carr
Bit Brokers International (Logan)
Shannon@bitbrokers.com
Tel: (618) 435-5811
www.bitbrokers.com

"Export Now gave me a different view of my company than I had previously. I am in the Shipping and Receiving portion of Bit Brokers International. The Export Now program allowed me to view our exporting from a sales position point of view. I have a better understanding now of how sales are correlated with the actual shipping of our products. I am hoping that this will help the future of Bit Brokers International in continuing to be a leader in the Drilling Equipment Industry in the global market."

David Kniepkamp, President
Smart Controls (Fairview Heights)
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Southwest Illinois Trade and Investment Council

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