

# Doing Business Globally 2011

Thursday, May 12, 2011

Sleep Inn & Suites Conference Center  
5872 33rd Ave. Eau Claire, WI 54703

10 a.m. to 2:30 p.m.



## If you currently sell, or are considering selling your products internationally—you must attend this conference.

### Develop International Markets. Increase World-Wide Sales.

Don't miss this opportunity to shape and refine your international strategies for new and existing export markets.

Learn about:

- Product potential in foreign markets.
- Identification of agents/distributors/buyers.
- Foreign business practices.
- Accessing legal, banking and translation services.
- And more . . .

Bring your international business questions and get answers from experts who understand foreign markets and Wisconsin business concerns. Schedule a one-on-one appointment with Wisconsin Department of Commerce International Directors from Brazil, Canada, China and Mexico — top destinations for Wisconsin products (contact Stanley Pfrang at 1-608-267-0639.)

An EEO/Affirmative Action employer, University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.

### SEMINAR OUTLINE

9:30 a.m.	Registration	11:30 a.m.	<b>Paul Bauer</b> , CEO of Ellsworth Cooperative Creamery. <i>Exporting: A Work in Progress</i>
10 a.m.	Keynote, <b>Timothy Boettcher</b> , President of Realityworks Inc., Winner of the 2002 Wisconsin Export Achievement Awards, Small Industrial/Manufacturing. <i>Award Winning Experiences</i>	Noon	<b>Noel Eggebraaten</b> , President of Momentum West. <i>Momentum West Networking Lunch</i>
10:30 a.m.	<b>Stanley Pfrang</b> , Wisconsin Department of Commerce Export Development Manager. <i>Developing Your International Strategy and Chippewa Valley Exporting Statistic: How Do We Compare?</i>	1 p.m.	Wisconsin Department of Commerce Director Updates. These professionals are positioned globally to exclusively help Wisconsin businesses.
10:45 a.m.	<b>Jeff Hawthorne</b> , Senior Manager-Account & Packaging Engineer of Bentley World-Packaging, Ltd. <i>Packaging Regulations, Shipments and Economics</i>	2-2:30 p.m.	Post Program Networking Opportunity

### HOW TO REGISTER (Payment is required at time of registration)

11B158/ B9

**Online:** [www.uwec.edu/ce](http://www.uwec.edu/ce)

**Phone:** 715-836-5811 or  
1-800-582-5182

**Questions?** Call or e-mail  
[ce@uwec.edu](mailto:ce@uwec.edu)

**Cost:** \$49 (students \$20) includes lunch

Cancellations: If you cancel at any time, no refund will be given. If you do not attend the program, you are responsible for the full fee. If the program is cancelled or full, we will refund the program fee. You may substitute another person for your registration at any time. Call us for assistance. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jim Mishefske at 715-836-5811 or toll-free 866-893-2423, or use the Wisconsin Relay System by dialing 7-1-1-715-836-5811.

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