

Global Expansion: Dodge County Lunch & Learn Program



An opportunity to learn about global expansion opportunities available to businesses through Wisconsin Manufacturing Extension Partnership's ExporTech™ Program

Monday, November 16 | 12pm-1:30pm

John Deere Horicon Works

201 E. Lake Street
Horicon, WI 53032



Together with Wisconsin Manufacturing Extension Partnership (WMEP), the Dodge County Land Resources and Parks Department and Madison Region Economic Partnership (MadREP) will host this Lunch & Learn for Dodge County bankers, attorneys, accountants and executive leadership of manufacturing companies. We'll learn about global economic and demographic trends, shifts in middle class consumption and populations, and the need for small-to-medium size manufacturers to diversify their customer base for growth and risk aversion.



We'll also discuss WMEP's ExporTech™ Program — a proven process to develop your global export expansion strategy by focusing on markets with your greatest opportunity for ROI, and least amount of risk. Action-oriented resources are available to help companies develop a successful exporting strategy to reach the 95% of the market located outside of the United States. Graduates of ExporTech™ have achieved sales increases averaging \$900,000 in 6-9 months after completing the program.

Program:

- **Welcome Remarks**
Steve Johnson, Plant Manager, John Deere Horicon Works
Russell Kottke, Chairman, Dodge County Board of Supervisors
- **Overview of Exports in Dodge County and Madison Region**
Michael Gay, Senior VP of Economic Development, MadREP
- **Presentation on ExporTech™ Program**
Roxanne Baumann, Director of Global Engagement, WMEP
- **Presentation on STEP Grant Dollars**
Funding Available from Wisconsin Economic Development Corporation for ExporTech™ implementation
Michael Gay, Senior VP of Economic Development, MadREP

Lunch will be provided to participants.

There is no cost for this program, but space is limited.

Register by contacting Dean Perlick at 920.386.3710 or dperlick@co.dodge.wi.us.

“Reactive exporting is risky business. It is better to not export, than to reactively export. Without a plan, you risk time, money, legal entanglements, and customer disappointment, which hurts your brand. Just as manufacturers have taken the waste out of their manufacturing processes with lean manufacturing, CEOs need to lean out their export business by carefully crafting an export expansion plan that drives revenue outcomes, builds ROI, and minimizes exporting risks. ExporTech™ is that process.”

- Bruce A. Glaub
Vice President, Trade Finance & International, BMO Capital Markets