



Wednesday, August 20, 2014 | Homer, Alaska

Workshop Agenda:

9:00-9:30 a.m.	Check-in and Networking
9:30-10:00 a.m.	WUSATA & Alaska Department of Natural Resources Welcome Welcome, overview of agenda, introductions. Speakers: WUSATA and Alaska Department of Natural Resources Division of Agriculture
10:00 a.m.-noon	Opportunities for Agri-businesses Abroad & How to Enter the Global Market Learn how to find the customers, qualify them and make an export sale as safe and easy as a domestic sale. Speaker: John Spiers, Author of "How Small Businesses Trade Worldwide," is an adjunct lecturer who has been trading worldwide since 1974. He lectures on the topic of small business international trade at dozens of colleges and his export sales program has proven effective for food and agricultural companies large and small.
Noon-1:00 p.m.	Lunch/Networking
1:00-1:45 p.m.	Getting Your Agricultural Products There: International Shipments Speaker: Ryan McBride, Nippon Express U.S.A.
1:45-1:55 p.m.	Break
1:55-2:25 p.m.	State Resources and Initiatives Discover resources you can use to prepare your company for export success. Speaker: Amy Pettit, Alaska Department of Natural Resources
2:25-4:30 p.m.	WUSATA Services Overview (Including Branded Program) & Seminar Wrap-up Learn how to connect with foreign buyers, receive 50% reimbursement on eligible international marketing expenses through our Branded Program, access trade leads and more. Speaker: Janet Kenefsky-Henderson, WUSATA
4:30 p.m.	Adjourn

