



# **2020 Annual Meeting**

December 8, 2020

# Navigating the year that was ... 2020



**1979-2019**

In-person events

Networking

Socializing  
(w/out distancing)

**2020**

Virtual Events

Partnerships

Expanded Reach

# 2020 MITA Annual Report



CONNECTING | INFORMING | EMPOWERING

## 2020 Annual Report

Dear Members of the Madison International Trade Association (MITA):

2020, one of the more challenging years in the 41-year history of MITA, is finally coming to an end. And because of those challenges MITA and all of us have experienced and responded to, 2020 may be one of the organization's finest. We have had setbacks, limitations, and transitions but have turned them into motivations, innovations, and opportunities. For these reasons, I am especially glad and proud to report that the state of MITA is strong and its future as promising as ever.

Like most years, we started this year with a new slate of Board Members [please see Appendix I], two of our hallmark annual events—our January “Economic Forecast” and our February “Trade Compliance Day”—and a solid set of programs scheduled into early summer. The looming pandemic had just started to emerge at that time. As we all know, by mid-March, the pandemic had spread to the point of shutdowns, social-distancing, and even graver impacts. The in-person programs and networking that so many look to MITA for were suspended indefinitely. And MITA's President and long-time supporter, Katy Sinnott of the Wisconsin Economic Development Corporation (WEDC), had to step down to manage the financial assistance programs implemented by the state to lessen the pandemic's effects. We are forever grateful for Katy and all her service to MITA and Wisconsin.

Despite everything, MITA and its Board of Directors remained true to MITA's mission to be a resource, a guide, and a forum for the state's and region's international trade community. Taking the word that embodies our great state, we implemented “MITA Forward,” an organizational initiative to “stabilize, energize, and rise” in the face of the “new normal.” First, MITA leveraged its network to expand the calls for vital PPE for the state and several hospitals in the Chicago area. Next, MITA appointed a new President, re-organized its Board Committees, and oversaw a successful transition to virtual programming. Several of MITA's newest Board Members rose to this occasion and assumed Committee leadership roles. Once stabilized, MITA started to energize. It embarked on a re-design of its website and brand, commenced a series of Membership, Sponsorship, and Outreach drives, and lined-up a series of valuable—and free for MITA Member—virtual programs well into 2021.

In doing all of the aforementioned, MITA, its Board and Committees, its Communications and Events Coordinator (Ana Garic), its generous Sponsors, together with all of you, accomplished an incredible amount in 2020, the highlights of which is my great privilege to report to you here:

- After a decline following the pandemic in the first half of the year, MITA's Membership stabilized and then increased to a two-year high and several new Corporate Members thanks to the Membership Committee, led by Chair Paul

- MITA's journey through a turbulent year
- “MITA Forward” → “stabilize, energize, and rise”
- Highlights of what we accomplished together
- The future of “MITA Forward”
- Available to all MITA Members via the “Members Portal” on the new MITA website at <https://www.mitatrade.org/>

# Our Why

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We exist to **guide** Wisconsin companies in succeeding in the business of international trade

We **create** networking and educational opportunities for members through monthly meetings and seminars focused on international trade topics

We provide a forum for members to **share** practical ideas relating to international business



[ABOUT US](#) [EVENTS](#) [JOIN MITA](#) [SPONSORS](#) [RESOURCES](#)

Helping your company succeed in international trade.

EXPLORE



#### CONNECTING

Provide global know-how and information to our members.

[Join MITA today](#)



#### INFORMING

Create networking & educational opportunities on a wide variety of international topics.

[Discover MITA events](#)



#### EMPOWERING

Provides current, relevant and vital international trade information and resources.



# We could not do it without you, our members.

What you have told us you value:

Quality programming  
Networking opportunities  
Access to expert advice

## Events



**The Right Export Partner for Turbulent Times (with MITA Annual Meeting immediately thereafter)**

**Tuesday, December 8 • 1:00 PM – 2:30 PM**

Join MITA on December 8<sup>th</sup> to learn how companies can leverage state and federal export support, financial resources and international connections to increase global sales and expand into new international markets.

[This FREE MITA webinar will be immediately followed by the Annual MITA Members Meeting](#), which will be an opportunity for current and prospective Members to get the latest updates on all the great things happening at MITA and provide direct feedback to the MITA Board of Directors!

# The MITA Team

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## **MITA Board of Directors**

Henrietta Bogayay, Hydro-Thermal Corporation [Program Chair and Outreach Committee]

Aleda Bourassa, International Customs Services, Inc. (ICS) [Outreach Chair]

Carrie Fix, M.E. Dey and Co. [Sponsorship Chair]

Harry Haney, Loyola University Chicago [Vice President and Programming Committee]

Olivier Hiers, ABS Global [Marketing and Communications Committee]

Erik Ibele, Neider & Boucher, S.C. [Programming Committee]

Paul Jarzombek, LR International [Membership Chair]

Carle Kutsche, The GEO Group [Membership Committee]

Glaselyn Miller, Sophke International Consulting [Membership Committee]

Dan Millmann, RSM U.S. LLP [MITA Treasurer]

Maureen Muldoon, Trek Bicycle Inc. [Marketing and Communications Chair]

Jay P. Nash, Nash Global Trade Services (NGTS) [President]

Jen Pino-Gallagher, M3 Insurance [Secretary and Programming Committee]

Katy Sinnott, Wisconsin Economic Development Corporation (WEDC) [Immediate Past President]

## **MITA Board Advisors**

Maria Cartier, Port of Milwaukee [Marketing and Communications Committee]

Mark Rhoda-Reis, Department of Agriculture, Trade, and Consumer Protection (DATCP) [Outreach Committee]

## **Staff**

Ana Garic, Communications and Events Coordinator



# Marketing, Communication Committee



## What we do

- Support quality programming through promotion of events
- Provide value to MITA sponsors leveraging marketing channels
- Facilitate member access to information
- Promote MITA to the international trade community

*To share ideas or join our efforts please contact:*

Contact: Maureen Muldoon  
[maureen\\_muldoon@trekbikes.com](mailto:maureen_muldoon@trekbikes.com)



Maureen Muldoon  
Trek Bicycle



Lora Klenke  
UW Madison



Olivier Hiers  
ABS, Genus



Maria Cartier  
Port of Milwaukee



Germaine Krystowiak  
Trek Bicycle

# Looking ahead to Q1 - Programs

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January - 2021

2021 Economic Forecast: A Global Perspective



**Tuesday, January 12 • 12:00 PM – 2:00 PM**

Join MITA at our 12th Annual Global Economic Forecast Conference to investigate the future of the global economy.

At this MITA flagship event, two renowned economists will provide insights into the US and global economy.

## **Speakers**

**Byron Shoulton**, International Economist at FCIA Management

**John Koskinen**, Chief Economist for the Wisconsin Department of Revenue





# Programs for February and March

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February - 2021

Annual Trade Compliance Event - **Tuesday, February 9<sup>th</sup>**

## Speakers

**Jim Bartlett**

**Susan Dragotta**

**Others to be confirmed**



March - 2021

Trade Policy - **Tuesday, March 9<sup>th</sup>**

*A look at U.S. trade policy under the new administration*

## Speakers

**Jeremy Suri**

**Cory Brouck**

**Robert Fitzgerald**



# Programming Committee

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## Our main goals are:

- to keep our audience up-to-date to changes related in doing business internationally and across supply chains
- to provide a wide range of topics to help putting the small puzzle clusters into an overall big picture while handling export related transactions.

## To reach our goals, we:

- Do a lot of networking with professionals in their own field
  - Meet on a regular basis to brainstorm on topics
- Focus to offer real life experience as well as “academic” – like sessions

*To share ideas for future programs or join our committee please contact:*

Contact: Henrietta Bogyay  
[hbogyay@hydro-thermal.com](mailto:hbogyay@hydro-thermal.com)



**Henrietta Bogyay (Chair)**  
Hydro-Thermal Corporation



**Jen Pino-Gallagher**  
M3 Insurance



**Harry Haney**  
Loyola University Chicago



**Dan Millmann**  
RSM US LLP



**Aaron Zitzelberger, JD**  
WEDG

# We need to know how we can make it even better

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*Please reach-out to our Programming Committee or anyone on the MITA Board to let us know the issues, platforms, experts, times, and ways that we can make our programs even more timely and valuable for you!*



# Membership

Explore and cultivate relationships with other business organizations and entities.

**Goal:**

Mutual benefit to programs and activities.

**Purpose:**

Broaden reach and depth of knowledge in State / Region.

**How:**

Leveraging MITA as a resource.

**Why:**

Support and learn from other organizations' strengths and benefits.

# Why you should invite someone to join MITA

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Network with a broad array of individuals and organizations involved with international trade

Broaden understanding of global trade

Allow access to expert speakers, professional programming and member access to partner organization events

Form lasting ties with other professionals involved in international business

Return on investment by attending 4 programs

# Membership Committee

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## What we do

- \* Introduce new potential members to the benefits of MITA.**
- \* Make sure corporate and individual members know what their full membership benefits are.**
- \* Coordinate membership “specials” at certain times of the year to take advantage of lower cost new member fees or renewals.**
- \* Work with the Marketing, Programs and Sponsorship committees to give members even greater access to ask questions and obtain valuable expert advice from presenters as well as via the MITA website.**



**Paul Jarzombek**  
LR International



**Glaselyn Miller**  
Sophke  
International  
Consulting



**Carla Kutsche**  
GEO Group

*Refer a friend or colleague:*

Contact: Paul Jarzombek  
[PaulJ@LRInternational.com](mailto:PaulJ@LRInternational.com)



# MITA Sponsors



## Platinum



## Gold



## Silver



## Bronze



# MITA Sponsorship Tiers



Sponsorship Level	Platinum	Gold	Silver	Event	Table
<b>Website and Social Media</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$500</b>	<b>\$400</b>
Listed as Top Sponsor	X				
Showcased as the sole event sponsor				X	
Banner ad on MITA Website	X	X			
Logo, link and company profile on MITA Website Sponsor Page	X	X	X		
Logo Linked on Event Notice and Registration Page	X	X	X	X	
Company profile in MITA Newsletters	X	X			
Company profile on LinkedIn	X	X			
Recognition as the sole event sponsor on events page				X	
<b>Speaking and Meeting Opportunities</b>					
Reserved table with your company name	X			X	X
Distribution of company material at events	X			X	
Receive a list of attendees	X			X	X
Logo displayed and recognition at each event	X				
Company recognition at one event		X			
Logo included on meeting materials	X	X	X		
Podium time to discuss industry update	2 events	1 event			
Podium recognition during event introduction	X	X		X	X
Bring guests at the member rate to each event	2	2			
Free memberships for your company	4	2	1		
Free entries to the event				2	8

- **Three levels of Annual Sponsors**
- **Event sponsorship opportunities as well**
- **Contact the Sponsorship Committee with any questions**

# MITA Sponsorship Committee 2020 - 2021

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Carrie Fix, Chairperson  
*ME Dey & Co., Inc.*



Leigh Zadra,  
Co-Chair  
*Clack  
Corporation*



Jolanta  
Kopczynska  
*Fiskars Brands*



David Kuehnel  
*Rule of Three  
Solutions, LLC*



Beng Yeap  
*Bright Asia, LLC*



# Outreach committee

Explore and cultivate relationships with other business organizations and entities.

## **Goal:**

Mutual benefit to programs and activities.

## **Purpose:**

Broaden reach and depth of knowledge in State / Region.

## **How:**

Leveraging MITA as a resource.

## **Why:**

Support and learn from other organizations' strengths and benefits.

# Meet the Outreach Committee

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## What we do

- Activities and events related to global business, trade knowledge and professional development for companies and individuals
- Organizations support each other's events; create joint events.
- Logo/website/event profiles on respective websites.

*Please join us on our mission:*

*Contact: [aleda.bourassa@icsbroker.com](mailto:aleda.bourassa@icsbroker.com)*



**Aleda Bourassa (Chair)**

International Customs Services, Inc.



**Wayne Thompson**

UW E-Business  
Consortium



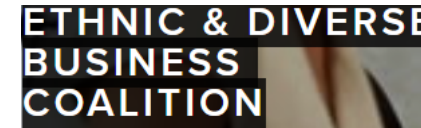
**Carrie Fix**

ME Dey & Co., Inc.

# Examples of MITA Partner Organizations



- Ethnic & Diverse Business Coalition, The New North, NEW North East WI
- University of WI E-Business Consortium - UWEBC
- Wisconsin Economic Development Corporation – WEDC
- Wisconsin Department of Agriculture, Trade and Consumer Protection – DATCP
- Wisconsin Small Business Development Center – SBDC
- Wisconsin District Export Council – DEC
- International Credit Executives Group - ICE
- MMAC World Trade Association - WTA



International Credit Executives Group  
Administered by Wisconsin Credit Association, Inc.

[wacredit.org](http://wacredit.org)



Metropolitan Milwaukee Association of Commerce's  
WORLD TRADE ASSOCIATION





## MY ASK AND CHALLENGE OF YOU

Ask: **join** a committee or ask how to get involved

Challenge: **refer** a friend to join MITA

# MITA Board elections are around the corner

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- We are taking nominations for several Board seats that will be open for a three-year term starting January 2021
- If you are interested or you would like to nominate someone, please contact Stanley Pfrang our designated Election Coordinator at [stanley.pfrang@wedc.org](mailto:stanley.pfrang@wedc.org) before Friday, December 18, 2020
- Voting will begin the week of December 21, 2020 and continue to January 8, 2021
- We will announce our new Board at our January 12, 2021 Economic Forecast webinar program



# We are focused on making 2021 our best year

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1. Quality programming on the most timely and critical topics, with 60+ participates at each event
2. Increase membership – 200 members by end of 2022
3. Increase member engagement in a virtual world – New membership portal/forum for on demand connection and enhanced online offerings
4. Promote MITA's sponsors to provide value, attract new sponsorships, and sustain MITA's efforts
5. Continue to expand outreach and partnerships across the broader region and with industry-specific groups

# Q&A / Discussion and Conclusion

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*Thank you for your time and attention, and for being an important part of MITA!*

*We're happy to take your questions, comments, and suggestions for ways that MITA can better serve you!*

*And we wish you and yours a healthy and joyous holiday season and year ahead!*

