

Wisconsin World Trade Day May 19, 2026

Export Ready: Opportunity, Reality, Action



Agenda (check back for additional panelists):

Register [HERE](#)

8:00 Registration, Coffee

8:45 Welcome, Opening Remarks: MITA, DEC, ICE

9:00 Trade in Transition: Where the Opportunities are Emerging

Keynote Jason Turner, Chief Investment Strategist for Great Lakes Advisors, a Wintrust Wealth Management Company, will provide an outlook on where opportunities exist in an evolving global market.

Introduced by Chantal Wittman, Senior Vice President, Wintrust Financial Corporation, International Trade Services Group.

9:45 Break

10:00 Fast-Tracking Success in Global Markets

Discussion on what key resources are available to assist with global growth.

Moderator: Koreen Grube, Director, USCS Milwaukee

Who we are, what we do, exporters' experiences using our Resources.

- Steve Nordin, WEDC
- Ira Frydman, DATCP
- Chris Wojtowicz, SBDC Go Global,
- Susan Dragotta, WCTC School of Business

11:00 Break

11:15 Experienced Voices: Real-World Insights from Global Exporters

Moderator: Chris Baichoo, Executive Director ExportTech™

- Kashyap Malkan, CEO, Advasaf LLC
- Gautam Malik, CEO, Gamber-Johnson LLC
- Jim Zaiser, President & CEO, Hydro-Thermal Inc.
- Susan Kortendick, International Sales Operations Sr Mgr, Stella & Chewy's®

Experienced exporters will share their export development strategies, growth steps, overcoming

challenges, how they integrated exporting/global trade into daily operations and long-term planning, and decision-making factors along the way.

12:30-1:15 Lunch Buffet

1:15 – 2:30 Breakouts Round One

1. Financial Considerations for Global Trade

Moderator: Bruce Glaub, TAG (Trade Acceptance Group, Ltd.)

- AJ Krzyzanowski, Trade Acceptance Group
- Chuck Roedel, Town Bank® NA, Business Banking
- International Credit Executives Representative

Use financial risk mitigation tools to grow sales, say yes to opportunities and mitigate risk for the company and its employees; Cash flow, margins, risk exposure, FX risk, payment vehicles, credit risk, working capital, insurance, tax implications, ROI horizon, oversight, global accounting, transfer pricing.

2. Legal Structures Supporting Global Trade

Moderator: Dan Brink, DeWitt LLP

- Ngosong Fonkem, Amundsen Davis LLC
- Eric Dama, Husch Blackwell LLP

Due diligence, company setup, contracts, local expertise, IP protections, data privacy, product liability, FCPA.

3. Logistics & Compliance - Moving Products Globally

Moderator: Sandi Siegel, M.E. Dey & Co.

- Paul Jarzombek, LR International
- James Vanderloo, OEC Group
- Mike Modica, Platinum Cargo Logistics

Export/Import controls & licensing, documentation, INCOTERMS, cargo insurance, shipping strategy, labeling/packaging, compliance liability, AES filing and audit readiness, internal controls, sanctions/denied parties.

4. Sales & Marketing – Go to Market Planning & Strategies

Moderator: Jen Pino-Gallagher, M3 Insurance & Aaron M. Zitzelsberger, WEDC.

Sales & Marketing export leaders will share practical strategies for assessing market fit, identifying demand drivers in export markets, evaluating and selecting reliable business partners, go to market models, brand positioning, cultural nuances to messaging, pricing strategy, and creative solutions learned along the way.

2:30 Break

2:45 – 4:00 Breakouts Repeated

4:00 - 5:30 Closing Remarks / Networking Happy Hour

Register [HERE](#)