

# 2019 National Small Business Exporter Summit

## Outstanding Exporter Honorees & Presenters

### Presenters:

Advantage Controls (Oklahoma) - <http://www.advantagecontrols.com/>



**Company Representative:** Chris Morris, Senior VP of Global Sales - [rjcm@advantagecontrols.com](mailto:rjcm@advantagecontrols.com)

**Session Title:** So You Want To Be An International Salesperson?

**Session Description:** If you google “key ingredients for international sales success,” you will find top three, top five and top ten lists from a variety of sources. Do differences exist between sales success in domestic and international markets? During this session, learn about information on key fundamentals that guide sales success for Advantage Controls and the trifecta of support that is needed to sustain that performance.

**Company:** Founded in 1994, Advantage Controls is a family-owned and operated business located in Muskogee, Oklahoma. Serving customers in the industrial water treatment market, Advantage Controls manufactures automation controls, chemical metering pumps, timers and accessories used for water treatment. A key driver of growth for the company has been the delivery of exceptional customer service and global market expansion.

**Export Awards/Recognition:** Advantage Controls is a recipient of the U.S. Department of Commerce Export Achievement Certificate and in 2014 received the Governor’s Award for Excellence in Exporting for the state of Oklahoma.

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Air Tractor, Inc. (Texas) - <https://airtractor.com/>

## AIR TRACTOR

**Company Representative:** Jeff McClatchy, Sales Administrator - [jmclatchy@airtractor.com](mailto:jmclatchy@airtractor.com)

**Session Title:** The Important Role of Financing to Support Export Expansion

**Session Description:** As population and income growth continue in emerging markets across the globe, U.S. companies must go where sales opportunities exist, to compete in the increasingly global business environment. In addition to playing an active role in making the sale, many companies are finding they must also engage in the structuring of financing and monitoring of payment performance of buyers. Learn how using financing solutions such as EXIM’s working capital loan guarantee, export credit insurance and portfolio lending has allowed Air Tractor to increase sales, revenue and net income -- and expand the company’s worldwide footprint.

**Company:** Located in Olney Texas, Air Tractor, Inc. manufactures agricultural and firefighting aircraft. For Air Tractor, exporting is not only core to company growth, it is central to job creation and economic growth in the rural North Central Texas community in which it resides. In 2018, Air Tractor sold 141 airplanes of which 89 (63%) were international sales.

**Export Awards/Recognition:** Air Tractor, Inc. is a recipient of the U.S. Department of Commerce Export Achievement Certificate.

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**Aventure Aviation (Georgia)** – <https://aventureaviation.com>



**Company Representative:** Zaheer Faruqi, President - [zaheer@aventureaviation.com](mailto:zaheer@aventureaviation.com)

**Session Title:** Exporting Rhapsody – Battling To Win From the Front Line Trenches

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** Trying to keep up with other exporters . . . or chasing international business leads that seem too good to pass up may take a company into the twilight zone and ultimately, be a recipe for disaster. With experience gained from 18 years of entrepreneurial experience and successful expansion into 45 countries, attend this session to gain insights into how you too can capture new business and better manage some of the unique problems faced by exporters every day.

**Company Description:** Aventure Aviation is a major parts supplier for commercial and military aircraft. The company was started in 2001 in Georgia and has successfully been growing their business while selectively choosing global markets and international customers that now account for 70% of sales revenues.

**Export Awards/Recognition:** Aventure Aviation was recognized as the SBA Exporter of the Year for the state of Georgia and the Southeast Region in 2009. The company is also a five-time recipient (2013-2017) of the Georgia GLOBE Award.

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**Equilibar, LLC (North Carolina)** - <https://www.equilibar.com>



**Company Representative:** Julie Detmering, Customer Service Manager - [julie@equilibar.com](mailto:julie@equilibar.com)

**Session Title:** Minimizing Payment Risk While Growing International Sales

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** Verifying the creditworthiness of customers can be a challenge, especially in developing markets, or when dealing with new customers that may lack the credit history and resources of larger more established businesses. In this session gain insight into the financial resources and strategy that Equilibar utilizes to support the growth of its export sales to businesses and research teams located across the globe. Learn how financial tools, such as those provided by EXIM Bank, have provided security and convenience to support the company's international sales objectives.

**Company Description:** Equilibar, LLC designs and manufactures specialty fluid control instruments for cutting edge research facilities and industrial corporations across the globe. Equilibar's patented back pressure regulators and vacuum control valves have played a key role in green energy efforts, water remediation systems, and numerous other projects that have made the world a better place. Headquartered in the Appalachian Mountains near Asheville, NC, Equilibar relies on a small team of dedicated professionals who enjoy learning from and working with people from different countries every day. More than one third of the company's sales are export sales.

**Export Awards/Recognition:** Equilibar, LLC was nominated by the North Carolina SBDC as a 2019 Outstanding Exporter honoree.

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ImmunoReagents, Inc. (North Carolina) - <https://www.immunoreagents.com/>



**Company Representative:** Ann Black, President & CEO - [ann@immunoreagents.com](mailto:ann@immunoreagents.com) and Joy Mitchell, Sales & Marketing Manager – [joy@immunoreagents.com](mailto:joy@immunoreagents.com)

**Session Title:** Building a Strong Export System

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** Vetting customers, building distributor relationships, and using customer courier accounts are among the key ingredients that have contributed to international sales success for ImmunoReagents, Inc. Gain insight into how you too can build a strong export foundation that positions your company to minimize issues and maximize opportunities to compete in today's dynamic global business environment.

**Company:** ImmunoReagents, Inc. is a global manufacturer of antibodies and reagents. The company has been in business since 2005 and currently exports antibody products and reagents to customers and distributors in Europe, China, Japan, Mexico and Brazil.

**Export Awards/Recognition:** In 2013, ImmunoReagents, Inc. was the recipient of the North Carolina SBA Exporter of the Year Award and the U.S. Dept. of Commerce Export Achievement Certificate. In 2015, the company was awarded the President's "E" Award for Export Excellence. ImmunoReagents was recognized in 2018 as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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KaMin Performance Mineral, LLC (Georgia) - <https://www.kaminllc.com/>



**Company Representative:** Eve London, Director of Marketing - [Eve.London@kaminllc.com](mailto:Eve.London@kaminllc.com)

**Session Title:** Expanding Customer Reach and Retention Through Exporting

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** With export roots that sprouted in Japan 40 years ago, KaMin Performance Minerals today is one of the largest exporters shipping product out of the Savannah port system, the USA's fourth largest port. Join KaMin for this session as they share how they have effectively used planning, teamwork and targeted marketing strategies to expand their reach to global customers. Learn how the development of key marketing and supply chain practices have enabled Kamin to become an efficient export powerhouse.

**Company:** KaMin, LLC is a 90-year-old kaolin (china clay) company based in Georgia, with subsidiary operations also in Brazil and Antwerp. KaMin currently exports to 56 countries around the world, and in 2018, the company exported over a half-million tons of kaolin clay from its three plants in Georgia.

**Export Awards/Recognition:** KaMin, LLC is a past recipient of the SBA Small Business Exporter of the Year Award for the State of Georgia. In 2017, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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**Kuder, Inc. (Iowa)** - <https://www.kuder.com/>



**Company Representative:** Bailey Rowell, Vice President of International Business Development - [rowellb@kuder.com](mailto:rowellb@kuder.com)

**Session Title:** Using Local Resources to Expand Globally

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** When looking at opening up new markets abroad, some of the best resources are those closest to home. Through establishing and maintaining a healthy working relationship with the local U.S. Commercial Service office, Kuder has leveraged several of their services to help support their international growth. This presentation will highlight how Kuder has used various Commercial Service resources at each stage of their sales cycle to boost exports.

**Company:** Kuder is a global career guidance solutions provider that offers comprehensive tools and resources for career planners at all life stages. Additionally, they collaborate between education, business, and community stakeholders to drive economic success. Kuder has helped more than 165 million people worldwide visualize possible next-steps to achieve their career goals.

**Export Awards/Recognition:** Kuder, Inc. was a 2014 recipient of the President's "E" Award for Export Excellence. The company was recognized in 2018 as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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**Morrison Textile Machinery Co. (South Carolina)** - [www.morrisontexmach.com/](http://www.morrisontexmach.com/)



*morrison textile machinery co.*

**Company Representative:** John (Jay) White, President – [jwhite@morrisontexmach.com](mailto:jwhite@morrisontexmach.com)

**Session Title:** Cross Cultural and Consultative Sales Techniques

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** Identifying and crafting the right 'commercial culture' for your export sales is core to creating legacy customers, and a key ingredient in any company's export success. Understanding the dynamics of when to open the door, when to take action and when to hold back and be patient, often takes time and experience. Attend this session to gain insight into the nuances that exist at each step in the sales process, and the potential to reduce the slope of your learning curve.

**Company:** Morrison Textile Machinery Co. (MTMco) has been at the forefront of design of textile dyeing and finishing machinery for fabric producers worldwide. Part of a fourth generation family business, MTMco has expanded to now include agents in 28 countries and technical staff in six. Exports now comprise more than 80% of the company's sales. Company President, Jay White served on the U.S. EXIM Bank Advisory Board in 2015 & 2016, and chaired the Small Business Committee during that time.

**Export Awards/Recognition:** Morrison Textile Machinery Co. is a 2016 recipient of the President's "E" Award for Export Excellence. In 2018, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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NuStep, LLC (Michigan) - <http://www.nustep.com/>



**Company Representative:** Linda Wojciechowicz, International Sales Director - [lwojciechowicz@nustep.com](mailto:lwojciechowicz@nustep.com)

**Session Title:** Adventures in International Sales – From Zero to Hero

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** You’ve more than likely seen the familiar heading: “Seasoned” U.S. salesperson promoted to an exciting global role. What if you have just about zero experience, guidance, or leadership? In this session, NuStep can help you launch your global export initiatives. Direct from the “School of Hard Knocks,” attend this session to gain insight into the essentials associated with international sales success. Exporting is a journey....and you should never go it alone.

**Company Information:** Creators of the world's first Recumbent Cross Trainer – NuStep, LLC is headquartered in Ann Arbor, Michigan. The NuStep Cross Trainer's inclusive design and ergonomic features make exercise possible for those unable to use traditional exercise equipment due to orthopedic conditions, cardiac event, stroke, spinal cord injury and other physical limitations. Although NuStep began exporting products in 1995, they intensified their international efforts in 2009, and now compete in over 60 countries.

**Export Awards/Recognition:** NuStep, LLC was a recipient of the 2012 President’s “E” Award for Export Excellence and the prestigious President’s “E” Star Award for Export Excellence in 2016. In 2018, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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PALLIDO Beauty Group (Florida) - <https://www.palladiobeauty.com/>



**Company Representative:** Monica Richardson-Morley, Senior VP International Business Development - [Monica@palladiobeauty.com](mailto:Monica@palladiobeauty.com)

**Session Title:** Understanding the Complexity of Entering New Markets

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**Session Description:** Entering new global markets is a journey often riddled with regulations and complexities unique to your product and unique to the country of interest. Successful entry requires research, due diligence, and careful planning. Join Palladio Beauty as they share lessons learned from a market entry path now well travelled.

**Company:** Founded in 1985, Palladio Beauty Group is a Florida-based company that produces cosmetic products for personal use and sale in the retail industry. Founded on the principles that beauty should be high quality, accessible, and multidimensional, Palladio Beauty products are sold in 47 countries around the world.

**Export Awards/Recognition:** Palladio Beauty Group was a recipient of the President’s “E” Award for Export Excellence in 2016. The company is also a three-time Florida Exporter of the Year award honoree.

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**Rotorcorp LLC (Georgia)** – <https://rotorcorp.com/>



**Company Representative:** Sean T. Casey, President - [sean@rotorcorp.com](mailto:sean@rotorcorp.com)

**Session Title:** Globalizing Your Website to Build Credibility and Trust

**Session Description:** Globalizing your website allows your company to access customers in new global markets, communicate with customers in their native language, and conduct transactions in local currency. Learn how Rotorcorp LLC has used its website as a tool not only to showcase products, but to build credibility and trust with international clients.

**Company:** Rotorcorp LLC is the world’s largest provider of parts, engines and major components for Robinson Helicopters. Founded in 2011, Rotorcorp now serves over 1,000 customers in 45 countries around the world. Exports now comprise over half of the company’s revenues.

**Export Awards/Recognition:** In 2017 & 2018, Rotorcorp LLC was recognized on the Inc. 5000 list of America’s Fastest Growing Companies. The State of Georgia recognized Rotorcorp in 2018 with a “Georgia Globe” award for entering new international markets.

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**Thermcraft, Inc. (North Carolina)** - <https://thermcraftinc.com/>



**Company Representative:** Tom Crafton, President - [t.crafton@thermcraftinc.com](mailto:t.crafton@thermcraftinc.com)

**Session Title:** The Future is Bright to Go Global - 50 Years of Building a Global Brand

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**Session Description:** There is room on the global stage for both big and small business to be successful. Gain insight into the techniques Thermcraft has used to compete with both Fortune 500 competitors and lower cost copycats in the global marketplace, and achieve healthy double-digit export sales growth annually. Explore how Thermcraft has built and maintained a competitive edge in Europe, Asia and emerging markets around the globe.

**Company:** Founded in 1971, Thermcraft, Inc. is a family-owned international leading manufacturer of high quality thermal processing equipment for application temperatures up to 1800°C (3272°F). Thermcraft equipment is used in science laboratories and in a variety of industry applications around the globe. The company is located in Winston-Salem, North Carolina.

**Export Awards/Recognition:** Thermcraft, Inc. was nominated by the North Carolina SBDC as a 2019 Outstanding Exporter honoree.

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Zeigler Bros., Inc. (Pennsylvania) – <http://www.zeiglerfeed.com/>



**Company Representative:** Chris Stock, Sales Manager – Eastern Hemisphere - [chris.stock@zeiglerfeed.com](mailto:chris.stock@zeiglerfeed.com)

**Session Title:** Export Diversification - Expanding the Horizon

[Download the Presentation](#), [Listen to Audio](#)

**Session Description:** Established exporters often hesitate to pursue business beyond known borders. Hear about the value gained from leaving your export comfort zones in pursuit of international growth. By virtue of their own experiences moving beyond their backyard in Latin America and into new markets in Asia, Africa and the Middle East, Zeigler will share the value of global export diversification. From early market evaluation, partner vetting, and supply chain development, to the management of regulatory challenges, gain insight into a pathway for export diversification that can be safely traveled.

**Company:** Zeigler has established itself as a global leader in the field of aquaculture nutrition by researching, formulating, and manufacturing innovative feeds used in the farming of fish and shrimp. Founded in 1935, Zeigler is a third-generation family owned and operated business located in rural Pennsylvania. The company annually exports to approximately 50 countries.

**Export Awards/Recognition:** Zeigler was the SBA National Exporter of the Year in 2013. The company is also a recipient of the President's "E" Award for Export Excellence.

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## Additional Honoree's:

ACMT, Inc. (Connecticut) - <http://acmt.aero/>



**Company Representatives:** Paul Polo, Sr. Vice President - [ppolo@acmt.aero](mailto:ppolo@acmt.aero) and Dan Polo, General Manager, ACMT South – [dpolo@acmt.aero](mailto:dpolo@acmt.aero)

**Company:** ACMT, Inc. is a leading manufacturer of complex sheet metal fabrications and assemblies. The company specializes in hot forming of titanium alloy, and hot and cold forming of other materials, surface coatings, riveting, molding and welding, used by jet engine manufacturers. ACMT focuses its international sales activities directly with OEM and tier 1 & 3 suppliers.

**Export Awards/Recognition:** ACMT, Inc. was a 2017 recipient of the President's "E" Award for Export Achievement. In 2018, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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AdEdge Water Technologies (Georgia) - <http://adedgetech.com/>



**Company Representative:** Richard J. Cavagnaro, Director of Marketing - [rjcavagnaro@adedgetechnologies.com](mailto:rjcavagnaro@adedgetechnologies.com)

**Company:** Founded in 2002, AdEdge Water Technologies specializes in the design, development, fabrication, and supply of packaged treatment solutions, specialty medias, innovative technologies, and membranes that remove contaminants from process or aqueous streams. With extensive experience in the removal of arsenic, iron, manganese, hydrogen sulfide, fluoride, nitrate and uranium from water, the company has sold hundreds of water systems throughout the world including countries in Asia, North America, and South America.

**Export Awards/Recognition:** AdEdge was recognized as the Metro Atlanta Chamber of Commerce's Business of the Year 2013, and was an Export Award finalist in 2016. In 2018, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

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Apfelbaum Industrial, Inc. (Texas) – <http://www.apfelbaumind.com/>



**Company Representative:** Octavio Manzano, President - [octavio@apfelbaumind.com](mailto:octavio@apfelbaumind.com)

**Company:** Apfelbaum Industrial, Inc. provides wholesale, distribution, installation and maintenance of high and medium voltage equipment, accessories and supplies. The company operates four divisions – power generation, transmission & distribution, green power and industrial, and serves a diversified customer base in the U.S., Mexico and South America.

**Export Awards/Recognition:** Apfelbaum Industrial, Inc. received recognition as an Outstanding Exporter Honoree at the National Small Business Exporters Summit in 2018.

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CONNOILS, LLC (Wisconsin) - <http://connoils.com/>



**Company Representative:** Michelle Coluccio, Supply Chain and Business Development Director - [michelle@connoils.com](mailto:michelle@connoils.com)

**Company:** Launched in 2007 by Stacy Peterson in Waukesha, WI, CONNOILS was initially formed to capitalize on market opportunities created when Cargill exited the nutritional supplement industry. Today, CONNOILS has expanded its base beyond vitamin supplements to service the nutraceutical, cosmeceutical, pet nutrition and sports nutrition industries. CONNOILS is a global leader in manufacturing and distributing high quality natural, organic and nutritional internally stabilized bulk oils, oil powders, softgels and specialty ingredients.

**Export Awards/Recognition:** CONNOILS was a Wisconsin Governors Export Award recipient in 2017. In 2018, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.



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Davenport Aviation, Inc. (Ohio) - [www.davenportaviation.com](http://www.davenportaviation.com)



**Company Representative:** Leah Simoes, Owner - [leah@davenportaviation.com](mailto:leah@davenportaviation.com)

**Company:** Davenport Aviation, Inc. is a global supplier of aircraft spare parts, equipment, supplies and services. Established in 2009, they specialize in global logistics support, repair services and purchase financing. Currently, nearly 100% of the company's annual sales come from international buyers.

**Export Awards/Recognition:** Davenport Aviation received recognition as a President's "E" Award recipient in 2017.

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LURACO Technologies (Texas) - <http://www.luraco.com/>



**Company Representative:** Robyn Readicker, International Sales and Marketing Manager - [r.readicker@luracotech.com](mailto:r.readicker@luracotech.com)

**Company:** Luraco Technologies is a private engineering firm located in Arlington, Texas, the heart of the Dallas-Fort Worth metroplex. Since its founding in 2005, Luraco has been a proud technology innovator with a mission to provide research, development, and manufacturing of advanced products for military, residential and commercial sectors. As a global leader in robotic massage chair design and innovation, Luraco combines its rich high-tech expertise and experience with superior technologies to bring customers unsurpassed quality and performance in its products.

**Export Awards/Recognition:** Luraco Technologies has been awarded the Dallas Top 100 Companies by the SMU School of Business, was recognized among the Fast 50- Asian-owned Business in U.S., and recently received the Export Achievement Award by U.S. Department of Commerce.

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Savannah Bee Company (Georgia) - <https://savannahbee.com/>



**Company Representative:** Kristen Crawley, Sales Director, International and Corporate Gift – [kristen@savannahbee.com](mailto:kristen@savannahbee.com)

**Company:** Savannah Bee Company is the leading manufacturer of all things honeybee. Ted Dennard, the brand's founder, president and head beekeeper has established a growing empire based on his extensive knowledge of the honeybee, acquired over 35 years of studying this unique species. The brand's offerings include the purest forms of honey for cooking and tasting, as well as nourishing beauty

products made from honeybee hive ingredients. Savannah Bee Company sells to businesses worldwide, and owns and operates 13 retail locations and an e-commerce platform.

**Export Awards/Recognition:** Savannah Bee Company has been recognized for their international efforts as a three-time recipient of the G.L.O.B.E. Award (2015-2018). The company was also a recipient of the Governor's International Small Business of the Year Award in 2017 and the International Small Business of the Year Award from the World Trade Center Savannah in 2016.