

# Featured Speakers

## **Katy Sinnott**

**Vice President of International Business Development  
Wisconsin Economic Development Corporation**  
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Katy Sinnott is vice president of international business development with the Wisconsin Economic Development Corporation (WEDC). In this role, she is responsible for developing and implementing strategies to grow Wisconsin's economy through helping Wisconsin companies expand their exports and through attracting foreign direct investment in Wisconsin.

Katy has more two decades of business management and financial services experience, working in more than 40 countries with an emphasis on China. Before joining WEDC, she was the CEO and a board director for ERIC Paris Salons, a chain of salons based in China that had revenues of \$6 million at its peak. Prior to that, Katy held several positions in Hong Kong with HSBC Ltd., one of the world's largest banking and financial services organizations. Katy is experienced at forging international business solutions and is conversant in Chinese and French.

## **Mark Rhoda-Reis**

**International Business Director (FDI)  
Market Development Director - Mexico  
Wisconsin Economic Development Corporation**  
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Mark brings to his role at WEDC as Market Development Director for the Americas and Europe, over 30 years of sales and marketing experience, with more than 25 years in global sales and business development. His key industry experience is in advanced manufacturing. Mark holds a BS degree in Business, with concentrations in Marketing and Spanish, from the Indiana University, Kelley School of Business. In addition to his native English, he speaks and is literate in Spanish and Portuguese.

## **Stanley Pfrang**

**Senior Market Development Manager – Europe, Middle East, & Africa  
Wisconsin Economic Development Corporation**  
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Stanley Pfrang is the Market Development Director for Europe, the Middle East, and Africa at the Wisconsin Economic Development Corporation. Stanley started with Wisconsin's international trade program in 1987 and has served as Foreign Office Liaison, International Research Specialist, and the Export Development Manager responsible for Northwestern Wisconsin and Canada at the Wisconsin Department of Commerce and its predecessor agency, the Department of Development.



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## **Brad Schneider**

**Market Development Director - Americas and Australia  
Wisconsin Economic Development Corporation**

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Brad Schneider, Market Development Director, has been with the Wisconsin Economic Development Corporation since its inception in 2011 and its predecessor agency, the Wisconsin Department of Commerce, since 1999. Based out of Milwaukee, he serves as an in-house expert on the process of exporting, its benefits and opportunities as well as counseling Wisconsin companies on the mechanics of exporting. In 2005, Brad became a Certified Global Business Professional, which provides a benchmark for competency in global commerce, including Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance.

## **Khay Khong**

**Market Development Director – Asia & India  
Wisconsin Economic Development Corporation**

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Khay Khong is the Market Development Director for Asia at Wisconsin Economic Development Corporation (WEDC). He connects Wisconsin companies with resources for their export strategies and provides technical and cultural assistance in global trade. He has accumulated over 20 years of varied international marketing and sales experience.

Prior to joining the State, Khay was an accomplished Sales Director for Asia-Pacific region for Inpro, a building products manufacturer in Wisconsin. He has an M.B.A. in International Business and Marketing from University of Miami in Florida. Khay is multi-lingual, and has a deep appreciation of global culture.

## **Monica Wahlberg**

**International Grants Manager  
Wisconsin Economic Development Corporation**

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Monica Wahlberg has over twenty years of experience in working with non-profits and businesses ranging from program management, volunteer coordination, to fund development. She currently serves as the International Grants Manager at the Wisconsin Economic Development Corporation (WEDC). She writes grant proposals to seek funding for WEDC trade promotion programs from state and federal sources and administers a grant program in which business applicants seek funds from WEDC to pursue their own international business export projects.



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## **Jack Heinemann**

**Bureau Director Wisconsin International Agriculture Business Center  
WI Department of Agriculture, Trade and Consumer Protection**

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With more than 20 years of experience in leadership roles in business and partnership development, Jack leads a staff of economic development consultants whose job is to provide education, technical assistance and support to help Wisconsin farms and agribusinesses reach new international markets.

Previously, Jack worked for several large manufacturing firms where he was responsible for developing export markets and businesses venture opportunities. His history of business management success includes working with large numbers of economic development organizations throughout the United States to form the Agricultural Technology Innovation Partnership (ATIP) Foundation, a non-profit organization dedicated to maintaining global competitiveness for the emergence and growth of agriculture and agribusiness industries.



## **Lisa Stout**

**Economic Development Consultant**

**Canada, Asia, & Middle East; Processed Foods & Ingredients  
WI Department of Agriculture, Trade, and Consumer Protection**

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Lisa Stout assists Wisconsin's processed food industry to export to Asia, Canada and Middle East, by providing one-on-one consultation, market research, export education programs and referral to export funding. Lisa has led trade missions and other export activities in China, Japan, Korea, United Arab Emirates, Kuwait, Singapore, Hong Kong and Canada.

Before moving to Wisconsin, Lisa was a Commercial Officer for the Canadian Consulate General in Minneapolis. She also worked as an Export Development Specialist for the Minnesota Trade Office and Minnesota Department of Agriculture.



## **Ashwini Rao**

**Economic Development Consultant**

**Latin America, Europe, & India; Processed Foods & Ingredients  
Wi Department of Agriculture, Trade, and Consumer Protection**

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Ashwini Rao, Economic Development Consultant, helps to increase exports of processed foods to Latin America, India and the European Union. Her diverse experience includes program management, community outreach, benchmarking/evaluation of economic development programs as well as international public relations/communications. In her previous position, Ashwini assisted small businesses with finding resources and guidance to getting started.



## **Enrique Gandara**

**Economic Development Consultant**

**Latin America, Russia, & Middle East; Livestock Feed, Genetics, & Equipment  
WI Department of Agriculture, Trade, and Consumer Protection**

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With more than 20 years' experience in international business marketing and sales development, Enrique possesses extensive knowledge of export trade practices and laws between the U.S., Mexico, Central and South America. Most recently Enrique served as a Mortgage Officer with M&I Bank of Madison.

Enrique owns and manages a farm and ranching company in his native country of Guatemala. He is fluent in Spanish, English and French.



## **Jennifer Lu**

**Economic Development Consultant**

**Asia; Livestock Feed, Genetics, Lumber, & Forestry  
WI Department of Agriculture, Trade, and Consumer Protection**

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Jennifer brings a wealth of experience in international marketing, distribution, retailing and joint venture management with significant Asia expertise. She assisted Wisconsin's top livestock genetics, ag equipment and animal feed companies on distributor agreements, market analysis, shipping and payment documentation. Jennifer helped establish the first biotech joint venture in China, open flagship retail stores in major Chinese cities, establish distribution networks for Asian markets, negotiate sponsorship deals with major Asian companies, and arrange TV advertising on Chinese cooking shows.

Prior to starting her own consulting business, she was the Business Development Manager at Fiskars Inc. from 1997 to 1999 and Manager of Pacific Asia Operations at Promega Corporation from 1988 to 1997. Jennifer is bilingual in English and Chinese.

U.S. Small Business Administration



## **Dennis Foldenauer**

**Illinois and Wisconsin Regional Export Finance Manager  
U.S. Small Business Administration**

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Dennis Foldenauer is the Illinois and Wisconsin Regional Export Finance Manager in SBA's Office of International Trade at the U.S. Export Assistance Center in Chicago. In this role he reviews SBA export loan applications and provides technical assistance to exporters and export lenders on SBA's International Trade, Export Express and Export Working Capital products. Previously, Dennis served as a Supervisory Economic Development Specialist in SBA's Illinois District Office and an Economic Development Representative for the U.S. Department of Commerce's Economic Development Administration.



**Mary Trimmier**  
Lead Economic Development Specialist  
U.S. Small Business Association  
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Mary Trimmier is a Lead Economic Development Specialist who works with lenders, businesses and business associations to understand SBA lending and the resources that support small businesses. Mary is the liaison for the Women's Business Centers, coordinates the SBA awards program and markets the programs to the northeast portion of the state. Mary previously worked for Prudential Insurance Company.



**Leslie Bergland**  
President  
Trade Acceptance Group, Ltd.  
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Leslie is a founding principal of TAG and has over 30 years' experience in international banking and trade finance. She began her professional career in the Latin America division of International Banking at U.S. Bank, where her responsibilities included the administration of the bank's Ex-Im Bank insurance policies.

After completing the lender credit training program, she transferred to the International Trade Finance division. In that capacity, she supported the international trade needs of large corporate clients and managed the division's portfolio of reverse investment clients.

In 1994, Leslie joined Wells Fargo as a Vice President in International Trade Services. She left Wells Fargo in 1996 to found TAG where she is currently a Principal and serves as President.



**Curtis L. Hanson**  
Chairman of the Board  
Trade Acceptance Group, Ltd.  
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Curt is a founding principal of TAG and has over 35 years' experience in accounting, finance, banking, and international trade finance. He began his professional career as a certified public accountant working initially for an agency of the U.S. government and later for a large international public accounting firm.

He left the accounting profession to begin a banking career at U.S. Bank where he held various auditing, accounting, finance, and management positions before accepting a position in the Bank's International Trade Finance division. In that capacity, he supported the international trade needs of middle market import and export clients of the bank.

In 1994, Curt joined Wells Fargo as a Vice President in International Trade Services. He left Wells Fargo in 1996 to found TAG, where he is currently a Principal and serves as Chairman of the Board.



**Bruce A. Glaub**  
Principal

**Trade Acceptance Group, Ltd.**

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Bruce understands the specific challenges of working in the global marketplace with over 25 years of experience in international business and finance.

Bruce started his career with InPro Corp where he was the first employee in the international department and established key distributors around the world. Bruce then transitioned to international finance; he worked for US Bank for 7 years and BMO Harris (M&I) for 8 years. During Bruce's tenure in banking, he focused on international methods of payment and risk mitigation, helping companies implement the appropriate international method of payment.

Bruce is a recent past president of MMAC's World Trade Association and an Executive Board Member of International Credit Executives (ICE).



**Paul Eversman**

**Vice President- Foreign Exchange & Trade Finance**  
**Associated Bank**

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Paul is responsible for developing foreign exchange and trade services solutions for Associated Bank's clients in the Midwest.

He brings over 35 years of experience to Associated's client base. Paul served in the U.S. Army Security Agency as a German linguist and intelligence analyst in Berlin in the '70s; attended International Banking Summer School at St. John's College, Cambridge University in 1985; and, before joining Associated in 2001, managed correspondent relations with banks in Canada, Europe, Middle East and North Africa.

Paul earned a BA in German and an MBA in Finance from Indiana University. He is active in the Milwaukee World Trade Association, the Madison International Trade Association and the International Credit Executives Group.



**Michael F. Howard**  
Managing Director

**Export-Import Bank of the United States**

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Michael Howard is the Managing Director for the Central Region of the the Export-Import Bank of the United States. Ex-Im Bank's mission is to promote exports of U. S. goods and services through a variety of programs including an Export Credit Insurance program, a Loan and Guarantee program and a Working Capital program.

Mr. Howard holds a B.S. in Industrial Management from Georgia Institute Technology. He has served on many advisory councils and committees on international financing for small businesses and is one of the authors of the Florida Export Finance Corporation.



**Denis Griffin**  
**Director, Minneapolis Regional Office**  
**Export-Import Bank of the United States**  
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Denis Griffin joined Ex-Im Bank as Director, Minneapolis Regional Office and helped open the office in July 2012.

Mr. Griffin brings a 25-year career in business development and sales. From 2003 to 2009, he was the Minneapolis Regional Manager for Atradius Trade Credit Insurance where he gained valuable experience in export credit insurance.

Prior to Atradius, Mr. Griffin worked for some of the world's leading electronics companies including Philips Electronics of The Netherlands and Kyocera Corporation of Japan.