

# REGISTRATION

Name: \_\_\_\_\_

Additional Attendees: \_\_\_\_\_

\_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Conference Registration:

\_\_\_\_\_ Full Conference - \$85 WTC members/\$135 non-members

\_\_\_\_\_ Luncheon Only - \$55 WTC members/\$75 non-members

- Check Enclosed
- Please Invoice
- VISA/MC: \_\_\_\_\_

Signature: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Please make checks payable to:

“World Trade Center of Central PA”

Mail to: 600 N. Hartley Street, Suite 110  
York, PA 17404

Phone: 717-843-1090

Fax: 717-854-0087

Register Online at [wtccentralpa.org](http://wtccentralpa.org)

**72 Hour Cancellation Notice Required**

World Trade Center of Central PA  
600 N. Hartley Street  
Suite 110  
York, PA 17404



## International Trade Conference 2011

You Export What...  
To Where?

*Showcasing Southcentral PA's Exporting Success*

June 22

Lancaster County  
Convention Center

# Agenda

## Bringing Resources to YOU! Trade Exhibit

The conference features an exhibition area, showcasing resources and services to support your international expansion. Private and public sector trade service providers will be on hand to answer your questions and explain their services. Embassies from around the world have been invited to make you aware of opportunities in their respective countries.

Join us for our 12th annual  
International Trade Conference, highlighting the success  
and expertise found right here in Southcentral PA.

We would like to thank our sponsors for their  
generous support of this event:



## About Us

The World Trade Center of Central Pennsylvania is a licensed member of the World Trade Centers Association and one of 320 World Trade Centers located in 96 countries, connecting local companies with global opportunities. We promote global trade, deliver relevant educational programs, up-to-date trade information, practical trade assistance, and research & referral services for our members and clients to help them compete and prosper in a global economy. We are also the regional coordinator for the State of PA's comprehensive free export assistance services.



A MEMBER OF THE WORLD TRADE CENTERS ASSOCIATION

8:30 am	Registration & Continental Breakfast
8:45 am - 10:00 am	Breakout Session 1
10:15 am - 11:30 am	Breakout Session 2
11:30 am	Luncheon Registration & Reception
	Exhibits Open
12:00 pm	Luncheon Program
1:30 pm - 2:30 pm	Dessert Reception in Exhibition Area

## Morning Breakout Sessions

### Choices for Session 1

#### To Adapt or Not

*Product modifications and entry strategies for different markets*

**Boris Bajlovic**, Export Manager, Woodstream Corporation  
*exporting rodent and pest control products, based in Lititz*

**Dora Cota**, Inside Sales Specialist, Zeigler Bros., Inc.  
*exporting aquaculture expertise and know-how from Gardeners*

#### Building Relationships

*Tips for traveling, gifts and dinners, to hosting your customers*

**Craig Armstrong**, VP Sales & Marketing, Aydin Displays, Inc.  
*exporting rugged LCD displays from Birdsboro*

**Frank Swit**, Senior Project Manager, Gannett Fleming, Inc.  
*exporting engineering services, based in Camp Hill*

### Choices for Session 2

#### Managing Distributors

*Tools for identifying, qualifying and managing distributors*

**Julia Coelho**, International Law Group, McNees Wallace & Nurick  
*supporting exporters with legal expertise, based in Harrisburg*

**Kim Willing**, Director of International Sales, Miltex Instruments  
*exporter of medical and dental instruments, based in York*

#### International Trade Shows

*Strategies for maximizing your global trade show investment*

**Laura Stocker**, President, Tin Cans Unlimited  
*marketing & global trade show support, based in Palmyra*

**Mike Tarsa**, VP Sales, C.L. Sturkey, Inc.  
*exporting microtome knives from Lebanon*

## Luncheon Presentation You Export What?... To Where? *Our keynote speakers will share their stories of exporting challenges and success*



Jeanmarie Nobile, is the International and Entertainment Venue Sales Representative at Turkey Hill Dairy.

When Jeanmarie first started with Turkey Hill Dairy as a member of the Marketing Department, her responsibilities were to oversee their domestic food shows. Under her direction, their trade show schedule grew from about 5 shows to over 45 food/trade/marketing events per year. In 2005, Turkey Hill Dairy recognized the need to enter the international arena and Jeanmarie assisted in laying the foundation for their international business. Six years later, Turkey Hill products are sold in Bermuda, Canada, Chile, Japan, Peru, Puerto Rico, Russia, and the Middle East.



PJ Delaye is a native of Paris, France and has been residing in Central PA for over 20 years.

He started his "American Life" at the Pennsylvania Chamber of Business and Industry where he headed the Chamber's International Trade Desk and the Chamber's Advising Committee on International Issues.

He was recruited by York Wallcoverings in 1997 to jump start their Export Operations. He became the Marketing & Product Development Director and in May 2006, he started a new venture for York Wallcoverings called RoomMates – of which he is currently Chief Operating Officer.

RoomMates is the latest and fastest growing division of York Wallcoverings with a specialty in Self-Adhesive Wall Graphics, which is sold domestically as well as internationally.