

9th Annual Northeastern Wisconsin

## GLOBAL TRADE CONFERENCE

BRINGING THE WORLD  
TO WISCONSIN

Tuesday, April 19, 2011  
KI Convention Center  
Green Bay, WI

**EARLY-BIRD REGISTRATION ENDS APRIL 8!**

### 9th Annual Northeast Wisconsin Global Trade Conference

Tuesday, April 19

KI Convention Center, Green Bay

**EARLY BIRD REGISTRATION ENDS APRIL 8 - REGISTER TODAY!**

We're Bringing Wisconsin to the World with the 9th Annual Northeast Wisconsin Global Trade Conference, offered in conjunction with Congressman Tom Petri (R-6th) and Reid Ribble (R-8th). Highlights for this year's event:

#### KEYNOTE SPEAKERS



**ROBERT E. ABERNATHY, group president, North Atlantic Consumer Products, Kimberly-Clark Corporation**

Abernathy oversees Kimberly-Clark's \$9.5 billion North Atlantic Personal Care and Family Care businesses, home to some of the world's most recognized and trusted consumer brands including Huggies, Pull-Ups, Kotex, Depend, Kleenex, Cottonelle, Scott, Andrex and Scottex. In his current role, Abernathy has direct responsibility for the company's personal care and family care businesses in North America and Europe. He also oversees the company's U.S., Canadian and European consumer sales forces, marketing services and global supply chain organizations, and is responsible for leading the company's Global Nonwovens businesses.



**INVITED: SURESH KUMAR, assistant secretary for trade promotion and director general of the U.S. & Foreign Commercial Service, U.S. Department of Commerce, International Trade Administration**

#### TRACK SESSIONS INCLUDE:

- **Export documentation and procedures**
- **International methods of payment**
- **Weinbrenner Shoe Company - A case study in development and implementation of a successful export program**
- **Incoterms - What's right for you?**
- **Doing Business in Brazil**
- **Effective sales management from a global perspective**
- **Protecting intellectual property**
- **More!**

Register by April 8 to lock in early bird registration of \$70 per individual; \$70 per corporate registration with \$65 for subsequent registrants from the same company.

To learn more about presenters, sessions, continuing education units available, pricing, track selection, exhibiting or more, please visit [titletown.org](http://titletown.org) or call Marilyn Heim at 593-3419.