



Bank of America
Merrill Lynch 

EXPAND YOUR GLOBAL GROWTH:

Be a *strategic* exporter — not a reactive, accidental one

An exclusive event
hosted by
**Bank of America
Merrill Lynch**

when Tuesday, March 22 – 7:30-10:00am
where The Pfister Hotel – Imperial Ballroom
424 E. Wisconsin Ave., Milwaukee

In a lively and interactive session, you'll hear how your company can develop a planned strategic process which will quickly move revenue to the bottom line with reduced risk. Learn how to best adapt in a global economy while comparing notes and talking about new areas of opportunity.

Our keynote speaker will explain how following the process of the "Five Ps" will bring strong results:

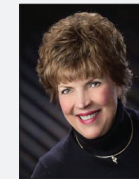
- Develop a **PLAN**
- Identify best in-demand **PRODUCT**
- **PEOPLE**
- Understand the **PROCESS**
- Work with knowledgeable **PARTNERS**

The panelists will then discuss how the "Five Ps" process worked and contributed to success in their companies.

Tickets are \$50 each
Registration deadline is Tuesday, March 15, 2016

register <http://bizj.us/1jvpo2>

keynote speaker:



ROXANNE BAUMANN
Director Global
Engagement, WMEP
(Wisconsin Manufacturing
Extension Partnership)

panelists include:



ROGER BENSINGER
EVP Business Development,
Air/Q, division of Prolitec,
Inc.



DOUG BIGGS
VP Sales/Marketing, Gilman
USA



PAUL BYRNE
VP/GM, Bradley Specialties
Group/Bradley Corporation

questions? Contact Joe Dusick at 414.908.0560 or jfdusick@bizjournals.com