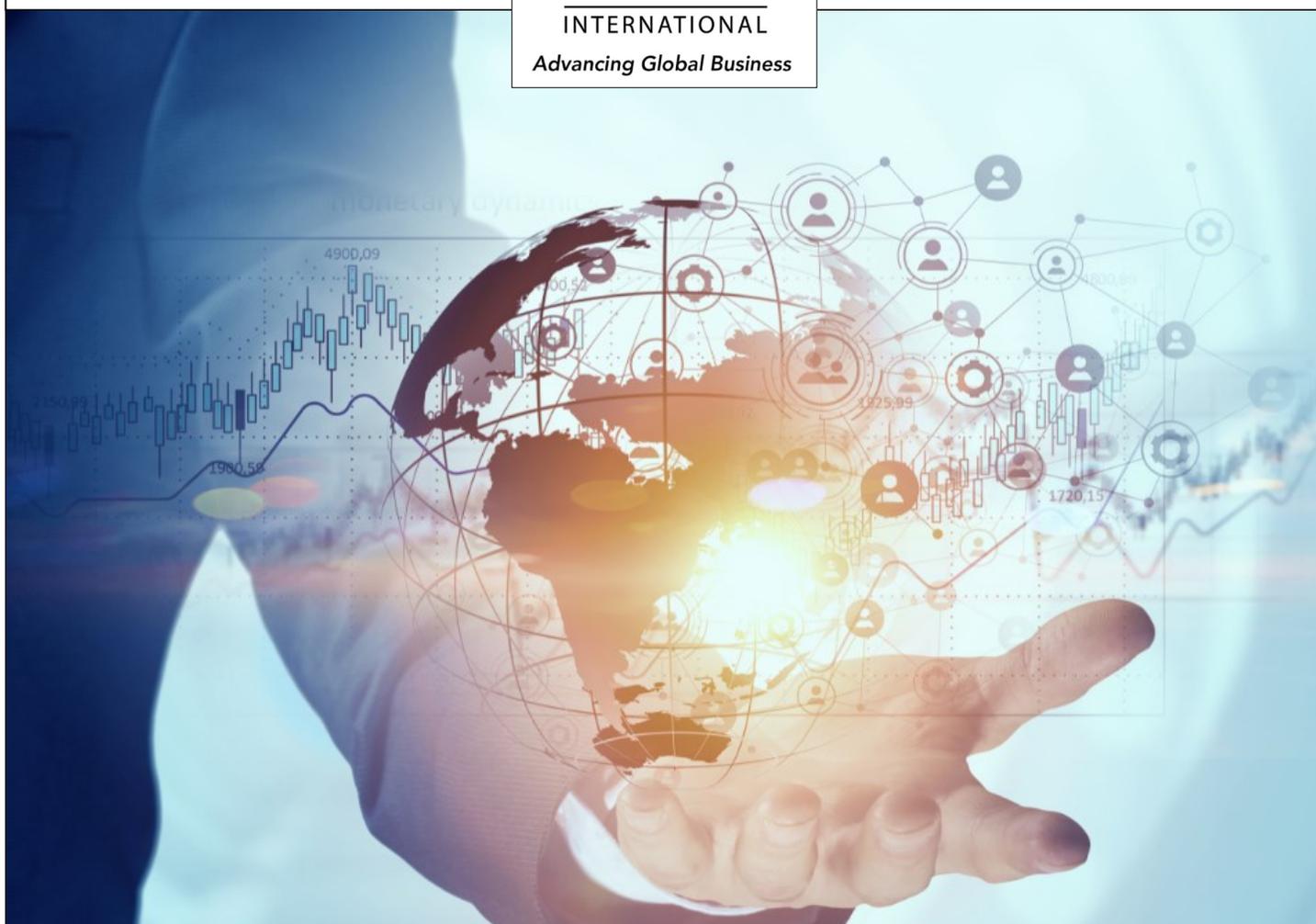


# 2020 NATIONAL SMALL BUSINESS EXPORTER SUMMIT



## PROGRAM

March 25, 2020

Presented via Virtual Delivery

# 2020 National Small Business Exporter Summit

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## Summit Event Partners



U.S. Customs and  
Border Protection



### Other Federal Participants





# 2020 NATIONAL SMALL BUSINESS EXPORTER SUMMIT

MARCH 25, 2020—10:00 a.m.-5:00 p.m. EST

10:00 AM	<b>WELCOME &amp; OPENING REMARKS</b> Recognition of Outstanding Exporter Honorees and Event Sponsors
10:15AM	<b>Outstanding Exporter Honoree #1</b> <i>Going Global</i> — Lenna Boggs, Business Development & Proposal Coordinator, Kirila Fire Training Facilities, Inc. (Ohio)
11:15 AM	<b>Outstanding Exporter Honoree #2</b> <i>“AIM” – Accidental or A-Traditional Marketing</i> - Jeff Edwards, Founder & CEO, Energy Control Systems International (Texas)
12:15 PM	<b>Outstanding Exporter Honoree #3</b> <i>Smart Grid &amp; Scaling Quickly – An Export Case Study</i> - Thomas Mills, President & CEO, PaceControls (Pennsylvania)
1:15 PM	<b>LUNCH BREAK</b>
2:00 PM	<b>Outstanding Exporter Honoree #4</b> <i>Improving Pricing and Profitability in Global Markets</i> - Eve London, Sector Marketing Director, KaMin (Georgia)
3:00 PM	<b>Outstanding Exporter Honoree #5</b> <i>Establishing a Global Presence from Small Town USA</i> - Julie Detmering, Customer Service Manager, Equilibar, LLC (North Carolina)
4:00 PM	<b>Outstanding Exporter Honoree #6</b> <i>Export Challenges in 2020</i> - Zaheer Faruqi, President, Aventure Aviation (Georgia)
5:00 PM	<b>VIRTUAL “HAPPY HOUR” &amp; NETWORKING SESSION</b>

# 2020 NATIONAL SMALL BUSINESS EXPORTER SUMMIT

## Exporter Honorees—Presenting

### Kirila Fire Training Facilities, Inc.—Ohio

“Going Global”

*Lenna Boggs, Business Development and Proposal Coordinator*

**Session Description:** The steps to export success for any company involves a journey, and those with experience would say “it’s a journey you shouldn’t take alone”. Attend this session to gain insight into the smart moves that one SME exporter has taken in their export journey to date, and see how....  
smart move + smart move = RESULTS.



**Company:** Kirila Fire Training Facilities, Inc. is a family owned and operated small business located in Fowler, Ohio that is involved in the design, manufacture, construction, modification, repair, maintenance and inspection of fire training facilities and equipment. Since the company’s inception in 2007, the company has expanded its customer base to include local municipalities, civil aviation, fire training academies and US Military bases overseas. Kirila currently exports services and/or materials in this niche field to over 13 countries around the globe.

**Export Awards/Recognition:** Kirila Fire has been featured in the Business Journal, International Fire Fighter magazine, ARFF Working Group magazine and is being recognized as 2020 National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact:** Kirila Fire Training Facilities, Inc. (Ohio) – <https://www.kirilafire.com/>, [lenna@kirilafire.com](mailto:lenna@kirilafire.com)

### Energy Control Systems International—Texas

“AIM - Accidental or A-Traditional Marketing”

*Jeff Edwards, Founder & CEO*

**Session Description:** All the experts in international marketing have their opinions on best practice. While following industry leaders can provide some with a safe harbor, following this path can also be a daunting task for a small entrepreneur. ECS chose to take the road less traveled and built a distribution network based on the foundation of community and relationship building. Today, CS supports clients based in 43 countries, with a USA staff of only six (6). Attend this session to learn how over the past decade, ECS has shifted its revenue base from 75% USA to 75% International.



**Company:** ECS is a Texas company centered in the electrical power quality industry since 1987. The company been exporting since 1996 and actively building a global network since 2001. With the globalization of electronics, factory automation and Industry 4.0, the necessity for the unique technology found in ECS’s transient suppression filter product line has set them in front of companies such as Coca-Cola, Chevron, BMW, PEMEX, ThyssenKrupp and the like.

**Export Awards/Recognition:** ECS was honored as a Top Exporter for Tarrant County, Texas in 2007. The company was recognized as a recipient of the 2012 “E Award” for Export Achievement, along with the 2017 “E Star Award” for Export Achievement. In 2019, ECS was selected as Exporter of the Year by the North Texas District Export Council.

**Contact:** Energy Control Systems (Texas) – <https://www.ecsintl.com/>, [jedwards@ecsintl.com](mailto:jedwards@ecsintl.com)

## PaceControls—Pennsylvania

### “Smart Grid & Scaling Quickly – An Export Case Study”

*Thomas Mills, President & CEO*

**Session Description:** Around the world, electric grid operators and utilities are dealing with rising demand. Driving much of this new demand is air conditioning, where demand is estimated to triple over the next 30 years. Join PaceControls for this session to learn how they are using smart grid technology, and working with global partners to determine how to scale as quickly and efficiently as possible to meet this worldwide challenge.



**Company:** PaceControls is an industry-leading, DOE-funded smart grid technology company that provides HVACR solutions for a wide variety of commercial, industrial and residential heating, cooling and refrigeration equipment. Entering international markets with their breakthrough AI via partnering with global OEMs, PaceControls has over 20,000 deployments in North America, Caribbean and Asia, that have been made via leading international property managers, large electric and gas utilities, and Fortune 500 companies.

**Export Awards/Recognition:** Receipt of a number of technology excellence and energy efficiency awards (2009-2018), Pace Controls is recognized in 2020 as a National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact: PaceControls (Pennsylvania)** - <http://www.pacecontrols.com/>, [tommills@pacecontrols.com](mailto:tommills@pacecontrols.com)

## KaMin Performance Mineral, LLC—Georgia

### “Improving Pricing and Profitability in Global Markets”

*Eve London, Sector Marketing Director*

**Session Description:** With an exporting history that spans more than 40-years, Georgia-based KaMin has learned from experience that the development of key markets and supply chain practices are core to long-term export success. Join KaMin for this session, as they share strategies and best practices to optimize value and increase price realization through effective price setting and transactional management.



**Company:** KaMin is a performance minerals company based in Georgia with subsidiary operations in Brazil and Belgium. With over 90 years of experience in mining and manufacturing, KaMin is committed to becoming the global leader in performance minerals that enables innovative product solutions for everyday life. One of the largest exporters shipping product out of the combined ports of Savannah, the USA’s fourth largest port, KaMin currently exports to over 60 countries around the world. In 2019, the company exported over a half-million tons of performance minerals from its three plants in Georgia.

**Export Awards/Recognition:** KaMin is a past recipient of the SBA Small Business Exporter of the Year Award for the State of Georgia. In 2017 & 2019, the company was recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact: KaMin Performance Minerals (Georgia)** - <https://www.kaminsolutions.com>, [Eve.London@kaminsolutions.com](mailto:Eve.London@kaminsolutions.com)



## Equilibar, LLC—North Carolina

“Establishing a Global Presence from Small Town USA”  
*Julie Detmering, Customer Service Manager*

**Session Description:** Can globalizing your website really make a difference when it comes to being competitive in the international marketplace? Small business Equilibar, LLC, from small town USA (Fletcher, NC), says yes indeed! Learn from experience, how Equilibar attracts large international business from across the world using their website alone. Gain insight into the core information your website should contain to best showcase your export capabilities; and learn about some of the resources available to provide guidance and funding to support the globalization of your website.



**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 honored in 2019 as President’s “E” Award recipient. The company was also recognized a National Small Business Exporter Summit Outstanding Exporter Honoree for the past two years (2019 & 2020).

**Contact: Equilibar, LLC (North Carolina) - <https://www.equilibar.com>, [julie@equilibar.com](mailto:julie@equilibar.com)**

## Aventure Aviation—Georgia

“Export Challenges in 2020”  
*Zaheer Faruqi, President*

**Session Description:** Small businesses that are competing in the international market and seeking to increase market share, need to be increasingly resilient and nimble, and ensure that they have a diversified portfolio of customers so that they aren’t dependent upon just one or two international markets. In 2020, entrepreneurs will need to be quick to take advantage of new markets and adapt to uncontrollable economic, environmental or political risks such as tariffs, civil unrest, currency fluctuations or even epidemics, that can wreak havoc to a company’s 'planned' marketing strategy and sales. Gain insights into one exporter’s insights and strategies to minimize risks, and succeed despite uncertainty.



**Company:** Aventure Aviation is a minority owned small business celebrating its 20th year in existence. The company stocks and sells parts for commercial and military aircraft. Occupying a market niche with high barriers to entry, the company has specialized in buying retired commercial aircraft, harvesting selected parts off the aircraft, refurbishing the parts and selling them to customers all over the world. Today Aventure Aviation has over 1,500 customers and exports to over 40 countries.

**Export Awards/Recognition:** Aventure has received many accolades among them, SBA Exporter of the Year for the State of Georgia and for the Southeast Region; listing on the INC 500|5000 list of fastest growing private companies for four consecutive years; and winner of the 2019 Globe Award by the Georgia Department of Economic Development.

**Contact: Aventure Aviation (Georgia) - <http://www.aventureaviation.com/>, [zaheer@aventureaviation.com](mailto:zaheer@aventureaviation.com)**



# 2020 NATIONAL SMALL BUSINESS EXPORTER SUMMIT

## Exporter Honorees—Not Presenting

### Apfelbaum Industrial, Inc.—Texas Company Representative: Octavio Manzano, President

**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 received recognition as an Outstanding Exporter Honoree at the National Small Business Exporters Summit in 2018 & 2019.

**Contact:** Apfelbaum Industrial, Inc. (Texas) – <http://www.apfelbaumind.com/>, [octavio@apfelbaumind.com](mailto:octavio@apfelbaumind.com)

### C. L. Sturkey, Inc.—Pennsylvania Company Representative: Christopher Tarsa, President & CEO

**Company:** Established in 1944, C. L. Sturkey, Inc. is a family-owned small business that manufactures permanent and disposable microtome knives. The company's knives are used and endorsed by hospitals, research and diagnostic laboratories, pharmaceutical companies, universities, colleges, medical and veterinary schools and industries throughout the United States and in 30 countries internationally.



**Export Awards/Recognition:** C. L. Sturkey, Inc. a past winner of the MANTEC International Trade Award.

**Contact:** C. L. Sturkey, Inc. (Pennsylvania) - <https://sturkey.com/>, [ctarsa@sturkey.com](mailto:ctarsa@sturkey.com)

### Control Station, Inc.—Connecticut Company Representative: Dennis Nash, President & CEO

**Company Description:** Control Station is a small but mighty company, that develops software products that empower world-class manufacturers to identify, isolate, and optimize underperforming production control systems. The company's products are known for being intuitive, innovative and award-winning. Although you may never have heard of Control Station, they work with nearly half of the industrial manufacturers listed in the Fortune 500 and contribute to efficiency gains and increased throughput at production facilities located in over 60 countries.



**Export Awards/Recognition:** Control Stations was recognized as the 2019 SBA Exporter of the Year for the state of Connecticut.

**Contact:** Control Station, Inc. (Connecticut) - <https://controlstation.com/>, [Dennis.Nash@controlstation.com](mailto:Dennis.Nash@controlstation.com)



## ImmunoReagents Inc.—North Carolina

Company Representative: Ann Black, President & CEO

**Company:** Since 2005, ImmunoReagents, Inc. has rapidly become a trusted industry leader in antibody manufacturing and development. With over 100 years of combined technical experience, the company has a strong understanding of the importance of quality and consistency to its customers. ImmunoReagents manufactures and distributes over 1,500 different products utilizing 31 global distributors.



**Export Awards/Recognition:** In 2015, ImmunoReagents was awarded the President’s “E” Award for Export Achievements. They were recognized in 2013 as the North Carolina SBA Exporter of the Year Award recipient, and in 2018 received the Governor’s Export Award of Excellence. ImmunoReagents, Inc. has been recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree for the past three years (2018-2020).

**Contact: ImmunoReagents Inc. (North Carolina)** - <https://www.immunoreagents.com/>, [ann@immunoreagents.com](mailto:ann@immunoreagents.com)

## Industrial Indicators Inc.—Maryland

Company Representative: Charles Popenoe III, CEO

**Company:** Industrial Indicators Incorporated is a technology and manufacturing firm based in Frederick, Maryland. The company provides industrial indication systems that increase productivity and reliability for customers worldwide. Their patented SmartBolts® allow users to simply look at their bolts at any time and know they are tight, and has revolutionized the way industry approaches bolting.



**Export Awards/Recognition:** Industrial Indicators, Inc. is a 2009 graduate of the U.S. Department of Commerce ExporTech program. The company was also recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree in 2018.

**Contact: Industrial Indicators Inc. (Maryland)** - <https://industrialindicators.com/>, [charles@industrialindicators.com](mailto:charles@industrialindicators.com)

## Johnsonville, LLC—Wisconsin

Company Representative: Sarah McBroom, Export Coordinator

**Company:** Started in 1945 as a butcher shop named after the owner’s home town – Johnsonville, Wisconsin, the businesses signature sausages came from an old family recipe originating in Austria. Since that time Johnsonville Sausage has grown to become the No. 1 sausage brand in the world, with products sold in all 50 states and 40 countries internationally.



**Export Awards/Recognition:** The export successes of Johnsonville, LLC have been well recognized. The company is a recipient of the Governor’s Export Award for the state of Wisconsin, the President’s “E” Award (2007) and the Presidents “E-Star” Award (2017).

**Contact: Johnsonville, LLC (Wisconsin)** - <https://www.johnsonville.com/>, [SMcBroom@johnsonville.com](mailto:SMcBroom@johnsonville.com)

## Matrax Inc.—Maryland

Company Representative: Nicole Andrews, Managing Director, Global Sales

**Company:** Headquartered in Maryland and incorporated in 2010, Matrax Inc. is the manufacturer of a drivable modular flooring system specifically designed to protect sensitive sports turf during non-sporting events such as concerts, commencements, corporate events, and other activities that might compromise the integrity and playability of the field. The revolutionary interlocking panel system was the first of its kind to support heavy equipment and wheeled traffic while also being pedestrian friendly. Although the product was designed for the sports and entertainment industry, it has grown in popularity over the years to support other verticals such as industrial construction, hardscape protection, modular structures, ADA compliant beach access, and other pedestrian walkway applications, to name a few. The Matrax system has been deployed into the following continents: North America, South America, Europe, Asia, and Australia.



**Export Awards/Recognition:** Matrax Inc. was nominated by the Maryland Department of Commerce to be recognized as a 2020 National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact:** Matrax Inc. (Maryland) - <https://matraxinc.com/>, [nandrews@matraxinc.com](mailto:nandrews@matraxinc.com)

## NuStep, LLC—Michigan

Company Representative: Linda Wojciechowicz, International Sales Director, Global Sales

**Company Information:** Creators of the world's first Recumbent Cross Trainer - NuStep is headquartered in Ann Arbor, Michigan where they design and manufacture their full product line. 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 has been exporting its products since 1995, they intensified their international efforts in 2009 and exports currently account for approximately 15% of their sales from over 30 countries.



**Export Awards/Recognition:** NuStep was a recipient of the Presidential "E" Award for Exports 2012 and the Presidential "E" Star Award for Exports 2016. The company has been recognized as a National Small Business Exporter Summit Outstanding Exporter Honoree for the past four years (2017-2020).

**Contact:** NuStep, LLC (Michigan) - <http://www.nustep.com/>, [Lwojo@nustep.com](mailto:Lwojo@nustep.com)

## Otto Environmental Systems North America, Inc.—North Carolina

Company Representative: Travis Dowell, Director of International Sales

**Company Information:** With 85 years of experience in the waste industry, Otto Environmental Systems works to provide innovative products created for today's waste collection needs. Otto currently has 120 million residential and commercial waste collection containers serving communities worldwide in over 80 countries, and processes over 9 million pounds of plastic recycling annually. Otto's North American operation is a member of the worldwide Otto Group providing manufacturing in the USA, Europe and Asia. Otto exports to approximately 20 countries, primarily in the Caribbean and Latin Americas, along with Canada, from the Charlotte, North Carolina facility, and is seeking to continue to grow. They "go where the garbage is!"



**Export Awards/Recognition:** In 2016 Otto Environmental Systems was the recipient of the U. S. Commercial Service Export Achievement Certificate and the Charlotte Business Journal International Business Award. Otto is a National Small Business Exporter Summit Outstanding Exporter Honoree in 2017 and 2018.

**Contact:** Otto Environmental Systems North America, Inc. (North Carolina) - [www.otto-usa.com](http://www.otto-usa.com), [travis.dowell@otto-usa.com](mailto:travis.dowell@otto-usa.com)

## Palladio Beauty Group—Florida

Company Representative: Monica Richardson-Morley, SVP International Business Development

**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, and a 2019 National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact:** Palladio Beauty Group (Florida) - <https://www.palladiobeauty.com/>, [Monica@palladiobeauty.com](mailto:Monica@palladiobeauty.com)

## RAGO Foundations LLC—New York

Company Representative: Steve Chernoff, Chairman

**Company:** For over 65 years, Rago Foundations has been crafting beautiful, high-quality body shaping garments for women. All products are made-in-the USA and feature unique designs, high denier lycra and quality workmanship.



**Export Awards/Recognition:** Rago Foundations LLC is being recognized as a 2020 National Small Business Exporter Summit Outstanding Exporter Honoree.

**Contact:** RAGO Foundations LLC (New York) - <https://rago-shapewear.com/catalog/>, [Steve@ragoshapewear.com](mailto:Steve@ragoshapewear.com)

## United Source One—Maryland

Company Representative: Michael Imgarten, Founder and CEO

**Company:** United Source One is a diversified international food distributor, recognized for its export of high value American foods – particularly premium U.S. beef and other proteins - intended for the food service industry. Frozen, refrigerated and non-refrigerated goods are procured, received, stored, processed for export and shipped to over 30 countries, with a strong presence concentrated in the Middle East.



**Export Awards/Recognition:** Winner of numerous government and industry-related awards, United Source One has earned recognition as SBA Exporter of the Year from Maryland, Entrepreneur Magazine’s Hot 100 Fastest Growing Companies, and earned over 15 export awards from Certified Angus Beef, the largest beef brand in the world.

**Contact:** United Source One (Maryland) - <http://unitedsourceone.com/>, [Mimgarten@unitedsourceone.com](mailto:Mimgarten@unitedsourceone.com)

## WFN Strategies—Virginia

Company Representative: Kristian Nielsen, Quality Manager

**Company:** WFN Strategies is an ISO 9001: 2015 accredited designer and implementer of submarine fiber cable systems for commercial, governmental and oil & gas companies throughout the world.



**Export Awards/Recognition:** WFN Strategies is a 2019 recipient of President’s “E” Award for Export Excellence.

**Contact:** WFN Strategies (Virginia) - [www.wfnstrategies.com](http://www.wfnstrategies.com), [knielsen@wfnstrategies.com](mailto:knielsen@wfnstrategies.com)



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