



# MAXIMIZE YOUR EXPORT POTENTIAL

FREE WEBINAR SERIES FOR WISCONSIN COMPANIES TO LEARN ABOUT THE PROGRAMS AND RESOURCES AVAILABLE TO THEM

Register for these free webinars at [join.inwisconsin.com/tradewebinars2022](https://join.inwisconsin.com/tradewebinars2022)

Companies that actively and strategically export are better positioned for growth. In addition, diversifying the markets you sell into protects your company against a U.S. economic downturn. In May 2022, the Wisconsin Economic Development Corporation (WEDC) will offer a series of webinars so companies can learn about the programs and resources available from WEDC and its partners to help Wisconsin companies expand their exports.

WEDNESDAY  
**MAY 4**  
9-10:30 A.M.

## Grow Your Company's Exports with ExporTech™

If you'd like to work smarter, not harder, on your global sales to generate more revenue for your company; if your company is an "accidental exporter" without a solid and purposeful strategy; if you've been missing out on revenue, wasting time and creating unnecessary expenses as you chase unproductive export markets and get poor results from your sales channel partners—ExporTech™ can help. Join this webinar to hear about the effective and results-driven export expansion program for Wisconsin companies and learn how ExporTech graduates have averaged close to \$1 million in new revenue in their first year after completing the program.

### Featured speakers:

Roxanne Baumann, WMEP Director, Global Engagement  
Todd Lassanske, McFarlane Manufacturing General Manager  
Kyle LaFond, American Provenance Founder  
Lynn Marsh, Road Widener President

Register: <https://wedc.org/global-trade-webinars/>



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**Todd Lassanske**



**Kyle LaFond**



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