



## NAITA Trade Education Tour 2008 *Export Solutions – Improving Your Bottom Line*

October 21 – at the Guntersville State Park Lodge, 1155 Lodge Drive, Guntersville

October 22 – at the Morgan County EDA Office, 300 Market Street, Decatur

October 23 – at the Shoals Center for Business & Economic Dev, 20 Hightower Place, Florence

9:30 a.m. Registration • 10:00 a.m. – 2:00 p.m. Program Including Box Lunch

Do you want to improve your bottom line in a weak domestic economy? Are you interested in expanding your business by developing foreign markets for your products or services? These are uncertain times, and a weak U.S. dollar can make your products and services more attractive and competitive overseas. Please join the North Alabama International Trade Association (NAITA), the Export Alabama Alliance, the U.S. Department of Commerce/Birmingham Export Assistance Center, and the Alabama International Trade Center, in conjunction with our sponsors – Panalpina and Regions Bank – for the **NAITA Export Solutions Seminar & Luncheon**.

Our experienced speakers will highlight best practices for successful exporters and discuss international trade processes and available resources to help increase your sales and add to your bottom line. Speakers for this session include **Anne Burkett**, NAITA Executive Director; **Robert Stackpole**, International Trade Specialist for the U.S. Department of Commerce's Birmingham Export Assistance Center; and **Michael Brooks**, Assistant Director of the Alabama International Trade Center. Each of these representatives is a member of the Export Alabama Alliance, and they will show companies how to leverage local resources to grow their export operation. **Guy Falkenberry**, Business Development Manager, Panalpina, will share information on transporting your goods internationally, and **Glenn Sigler**, Vice President – Team Leader, Global Trade Finance, Regions Bank will discuss the all important function of getting paid for those exports. **Each of our speakers will be available for individual consultations immediately following the program.**

**Discussion topics include:** Overseas sales & marketing solutions, Customized foreign market research, Export finance, INCOTERMS, Export seminars & workshops, and Trade missions & trade shows.

**Early reservations are advised as seating is limited. Questions? Call 256.532.3505.**



### NAITA 2008 Export Solutions Trade Tour RESERVATION FORM

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_ email \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**COST: \$20 for NAITA Members  
\$35 for non-members**

\_\_\_\_\_ **PAYMENT ENCLOSED \$** \_\_\_\_\_ **AMOUNT for:**  
\_\_\_\_\_ **10/21 Guntersville** \_\_\_\_\_ **10/22 Decatur** \_\_\_\_\_ **10/23 Florence**

Please return your completed reservation form and check made payable to:

NAITA • P.O. Box 2457 • Huntsville, AL 35804 • Fax info to: 256.532.3704 or email: [rsvp@naita.org](mailto:rsvp@naita.org).

*Reservations & cancellations must be received by October 17, 2008. If you are unable to attend, a substitute may be sent.*