



World Trade Council of Wichita, Inc

Center for International Business Advancement

Barton School of Business, Wichita State University, Wichita, KS 67260-0088

Tel: 316-978-3176 - Fax: 316-978-3698 Email: wtcouncil@wichita.edu Web: www.wtcouncil.wichita.edu



Announcing February 20, 2014 WTCouncil Reception & Dinner Program

Excel Industries Inc.,

Global Business Strategy & Export Success

RECIPIENT OF 2013 GOVERNOR'S EXPORTER OF THE YEAR AWARD FOR EXCELLENCE IN INTERNATIONAL TRADE AND EXPORT SALES

Excel Industries, based in Hesston, is the manufacturer of Hustler and BigDog mowing equipment. The company's global business, led by Chad Lane, has increased exports from \$2.6 million in 2004 to \$21.9 million in 2013. The global expansion has helped increase the company's total revenue from \$90 million to \$210 million during the same period.

Venue: Wichita Marriott

9100 Corporate Hills Drive, Wichita, Kansas 67207



Date: Thursday, February 20, 2014

Time: 6:00 p.m. Hosted Social & Reception

Compliments of Excel Industries, Inc.

7:00 p.m. Banquet & Wine

8:00 p.m. Program Introduction:

Dr. Dharma de Silva, Chair, WTCouncil



BIG DOG
— MOWER CO. —

Keynote Presentation: "We're Not (just) in Kansas Anymore"

Chad M. Lane

Vice President of Global & Emerging Business, Excel Industries

Introductions: April S. Chiang, Int'l Trade Rep-KDOC & AJ Anderson, Director, EAC-USDOC

Visiting Guest Speaker:

Mark Klein

Regional Director, EXIM Bank - Chicago

9:00 p.m. Q & A and Adjourn

RESERVATIONS: Fax 316-978-3698 or online – www.wtcouncil.wichita.edu or email wtcouncil@wichita.edu

[Reservations not cancelled 48 hours in advance will be billed]

R.S.V.P. Please make reservations with payment before Feb, 17, 2014 to:

World Trade Council of Wichita, Inc.

CIBA, Barton School, CH 034, Wichita State University

1845 N. Fairmount, Wichita, KS 67260-0088

Make Reservation(s) for _____ @ \$25.00 Member _____ @ \$35.00 Non-Member

Member(s): _____ Tel: _____

Non Member[s]: _____

WTCouncil Up Coming Events:

1. March 27 "Doing Business with Hong Kong & China" by Hong Kong Trade & Economic Office, San Francisco
2. April 17 JP Morgan Chase Bank NA sponsored "Doing Business with Brazil"

Time to RENEW 2014 Membership and Business Cards to be included in the 2014-15 WTCouncil Membership Directory

Kindly invite your business associates to Join WTCouncil and circulate the membership form & Feb 20 Excel flyer to attend