



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

Thursday, February 19, 2015 Reception, Dinner & Keynote Addresses

“Balco, Inc.: - Export Strategy and Global Success

Venue: Wichita Marriott

9100 E Corporate Hills Dr, Wichita, Kansas

Date: Thursday, February 19, 2015

Time: 6:00 pm - Reception - Hosted by Balco, Inc.

6:50 pm - Banquet & Wine

7:40 pm - Program Introduction

Dr. Dharma deSilva, Chair,
World Trade Council of Wichita, Inc.



Balco, Inc. is a leading manufacturer of architectural metal products with over 55 years of successful product designs and experience to suit all types of commercial buildings worldwide.

Keynote Speakers:

1. Mrs. Ronnie Leonard, CEO - Balco, Inc.
Introduction to Balco, Inc.’s Foreign Market strategy as an answer to domestic market restrictions
2. Steve Cooper, V. P. – Sales & Marketing, Balco, Inc.
“Balco, Inc.: Export Strategy and Success – How our export strategy transformed Balco’s market share Globally and Domestically

8:45 pm Q&A - Adjourn for Individual Consultations

RESERVATIONS: Pay online: www.wtcouncil.wichita.edu or fax [316-978-3698] 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 February 16, 2015, to:

World Trade Council of Wichita, Inc.
CIBA, Barton School, CH 034, Wichita State University
1845 N. Fairmount, Wichita, KS 67260-0088

Meal Option: Vegetarian

Make Reservation(s) for _____ @ \$25.00 Member _____ @ \$35.00 Non-Member _____ @ \$15 Students

Member(s): _____ Tel: _____

Non-Member(s): _____ Tel: _____

Company Address: _____ Email: _____

WTCouncil Upcoming Events

March 26, 2015 Sponsored by Walmart – International Business Strategy & Operations.

April 23, 2015 Sponsored by J.P. Morgan Chase

May 14, 2015 World Trade Week Honors ASEAN

Invite Your Business Associates and/or Prospective Members to Join & Attend WTCouncil Programs

Sponsored by: World Trade Council of Wichita affiliated with Metro Chamber, WSU’s CIBA-USED/BIE Project and IBSA/AIESEC-WSU