

March 19
International Expansion and Managing New Age Supply Chain

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TUESDAY, MARCH 19
INTERNATIONAL EXPANSION AND MANAGING NEW AGE
SUPPLY CHAIN

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Expand, Grow, and Manage. All are important to a robust business but what is the best way to expand? What are the options to enter a new international market? With trade wars and changing special trade programs, how can we best manage our import supply chain? These are all questions that many companies ask and analyze on a daily basis. Join us on **Tuesday, March 19th**, where MITA has brought together professionals and specialists that are involved in these critical areas to present on their experiences, successes and challenges. Don't miss out on this meeting that will be packed full of valuable knowledge and experience! Come with questions for our panel discussion!

Topics:

Shifting Supply Chains -- David Gnuse, Lozier Corporation
Selling through Distributors -- Juan Miceli, Li-Cor
Joint Ventures -- Barry Ruffalo, Valmont Industries
Panel Discussion Moderated by: Professor Phani Tej Adidam

David Gnuse
Vice President of Operations
Lozier Corporation

- A brief history of Lozier's experience with importing.
- A review of the tariff impact at Lozier.
- Supply chain sourcing and diversification process.

Juan José Miceli
Latin American Business Specialist
International Group
LI-COR Biosciences

- Determine if you need a distributor.
- What to look for in a distributor?
- How to search for and select a distributor?
- Distributor training and expectations.
- Ways to support distributors.
- Evaluation of distributors.

Barry Ruffalo
Group President - Engineered Support Structures
Valmont Industries, Inc.

- Valmont overview and global growth through mergers and acquisitions.
- Merger and acquisition philosophy.
- Global acquisition process - identification and building relationships, due diligence and integration.
- Joint venture or acquisition.
- Culture - How does this play into the transaction?

Panel Moderator:

Dr. Phani Tej Adidam
Chairman of the Marketing and Entrepreneurship Department
Director of Center for International Business Initiatives
University of Nebraska at Omaha

EVENT DETAILS

Date: Tuesday, March 19, 2019

Time: 8:00-8:30 am -- Registration/Networking (breakfast included)
8:30-11:45 am -- Program

Location: Tiburon Golf Course Clubhouse, 10302 South 168th Street, Omaha, NE

Fee: Platinum, Gold and Silver Members: FREE
Bronze Members: \$35/person
Non-Members: \$75/person

REGISTRATION

To register for this event, please contact Gloria Penas at **402.596.1210**, email us at mita@mitaonline.org, or just [click here](#) !

Registration Deadline: Friday, March 15, 2019

Late Registration Fee: \$10/person (after March 15)

Payment can be made at the door or sent to: MITA, P.O. Box 642123, Omaha, NE 68164 (no-shows will be billed).

SPEAKERS

David Gnuse
Vice President of Operations
Lozier Corporation

David Gnuse graduated from University of Nebraska - Lincoln with a Bachelors in Mechanical Engineering and a Masters in Industrial Engineering. He has worked at Lozier since 1996. David started as a manufacturing engineer focusing on converting the liquid paintlines to powder coating. He then moved into engineering management and operations. In 2009, David became the Vice President of Operations at Lozier with responsibility over all the manufacturing plants and distribution centers along with the support departments of manufacturing engineering, quality, and production and inventory planning. In 2011, David assumed responsibility for the design engineering, drafting, and materials and data management departments. In 2015, Lozier acquired the store fixture division of Leggett and Platt, including three manufacturing facilities in the US, a distribution center in



California, and an import group in Chicago. Shortly after the acquisition, Lozier split off the metal manufacturing into one department. David assumed responsibility for the wood manufacturing facilities, the California distribution center, product management, and import departments. He also kept the quality, production and inventory planning, design engineering, drafting, and materials and data management departments.

Juan José Miceli
Latin American Business Specialist
International Group
LI-COR Biosciences



Juan José Miceli is the Latin American Business Specialist at LI-COR Biosciences. In his role, he works with distributors in Latin American and India as well as direct sales territories to assess and develop the market potential through proactive means. Juan José manages sales and questions related to purchasing and shipping processes and export regulations. He provides technical support to researchers in English, Spanish and Portuguese, as well as on-site and remote training, workshops and demonstrations to customers and distributors. Along with his sales and technical responsibilities, Juan José is actively involved in the development of marketing initiatives, such as advertising campaigns and print/web marketing material. Juan José holds a Master's of Science in Agronomy from the University of Nebraska-Lincoln and a Bachelor of Science in Agronomy Engineering. He likes traveling and trying new foods and learning about new cultures and languages. In his spare time, he enjoys running and reading.

Barry Ruffalo
Group President - Engineered Support Structures
Valmont Industries, Inc.



In his role as group president, Barry is responsible for the worldwide growth of the Engineered Support Structures (ESS) division. He had previously served as group president for both North American Structures and Global Energy and Mining, which included Australia, New Zealand, China, Southeast Asia and Europe. Barry joined Valmont in 2015 as the executive vice president of operational excellence. After over a decade at Case Corporation/Case New Holland, Barry took the position of Director-North America Operations at Joy Global in 2007. There, he had oversight of nine facilities throughout North America, which served customers worldwide. Later that same year, the role of President-Irrigation at Lindsay Corporation was offered to Barry, and he accepted. In September 2013, Barry assumed the role of president-infrastructure, which he held until joining Valmont in 2015. Barry received his B.S. and Master of Science in Industrial Engineering from the University of Wisconsin in 1996.

Dr. Phani Tej Adidam
Chairman of the Marketing and Entrepreneurship Department
Director of Center for International Business Initiatives
University of Nebraska at Omaha



Dr. Adidam hails from Kanpur, India and received his B. Commerce (Honors) from Banaras Hindu University, India; MBA from the Institute of Management Technology, India, and Ph.D. from Texas Tech University. He joined UNO in August 1996 as an Assistant Professor, and in August 2000 became the first recipient of the endowed *Executive Management Education Professor of Business Administration* professorship chair. In August 2008, he became a full professor of Marketing, International Business, and Entrepreneurship. In 2008, he received the prestigious *University of Nebraska's Excellence in Teaching Award*, and in 2007, he received the *UNO Alumni Outstanding Teaching Award*. Students in the Executive MBA program have awarded him the *Distinguished Executive MBA Professor Award* seven times in the past fifteen years. He also received the *Outstanding MBA Professor Award*, in addition to *Dean's Teaching Excellence Award* multiple times. He has taught in more than 12 business schools around the globe as a visiting professor. In 2019, he was awarded the first University-wide *Distinguished Excellence in Global Engagement Award*.

Dr. Adidam has published more than 45 research papers in distinguished peer-reviewed journals such as *Journal of Marketing*, *Journal of Marketing Management*, *Journal of Business and Industrial Marketing*, *Journal of Marketing Theory and Practice*, among others. His work was

awarded the *Journal of Marketing's* Marketing Science Institute/H. Paul Root Award for "...most significant contribution to the advancement of the practice of marketing" for 1999.

2019 SCHEDULE OF EVENTS

- April 18:** Tour of HUDL, Lincoln, NE: Who is Hudl? Who do they help? What are they up to?
- May 22:** MITA's World Trade Conference
- June 27:** Tour of Innovation Campus-Lincoln
- June/July:** Summer Networking Event
- September 19:** In-Focus Country Series
- October 17:** TBA
- November 21:** TBA
- December** Holiday Networking Event

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This meeting, as well as future meetings, may be eligible for NCBFA.

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