

April 18

Hudl Facility Visit: International Business at the Intersection of Sports and Technology

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**APRIL 18**  
**HUDL FACILITY VISIT:**  
**INTERNATIONAL BUSINESS AT THE INTERSECTION OF**  
**SPORTS AND TECHNOLOGY**

[www.mitaonline.org](http://www.mitaonline.org)

Hudl develops, distributes and supports various sports software programs that assist players and coaches in high school, collegiate and professional programs throughout the world. Please join the **Midwest International Trade Association (MITA)** for this special event on **Thursday, April 18**, at Hudl's global corporate headquarters located in **Lincoln's Haymarket**. Hudl will provide a tour of their facilities with Mark Ketcham, Hudl's Vice President of Operations, giving a presentation on Hudl's international operations. Afterwards, there will be a networking happy hour at **Kinkaider Brewing Co. in the Railyard, 4:30-5:30 pm**.

This event will provide MITA members with an opportunity to learn more about several interesting topics, which will include:

- What Hudl does.
- How Hudl identifies and enters into international markets.
- Unique challenges that apply to software companies when doing business internationally and how Hudl handles those challenges.

## EVENT DETAILS

**Date:** Thursday, April 18, 2019

**Time:** 2:00-2:30 pm -- Registration/Networking  
2:30-4:30 pm -- Presentation/Tour of Hudl  
4:30-5:30 pm -- Happy Hour at Kinkaider Brewing Co. in the Railyard

**Location:** Hudl, 600 P Street, Lincoln, 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](mailto:mita@mitaonline.org), or just [click here](#) !

**Registration Deadline: Monday, April 15, 2019**

Late Registration Fee: \$10/person (after April 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

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**Mark Ketcham**  
**Vice President of Operations**  
**Hudl**



Mark Ketcham is the Vice President of Operations at Hudl. He has been with the company for 7 ½ years, holding a variety of roles in his time with the company. He is currently responsible for overseeing a number of different teams at Hudl including people operations (hiring, HR, training), legal, facilities, IT, internal communications, and analyst operations. To sum up Mark's focus, his goal is to make sure the internal team at Hudl has what they need to be successful. He graduated from the University of Nebraska with a Business Administration degree and currently lives in Gretna with his wife and two kids.

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## 2019 SCHEDULE OF EVENTS

- May 22:** MITA's World Trade Conference
- June 27:** Tour of Innovation Campus-Lincoln
- July 11:** Summer Networking Event: Soaring Wings
- September 19:** In-Focus Country Series
- October 17:** TBA
- November 21:** TBA
- December** Holiday Networking Event

## MEMBERSHIP

**Become a MITA member TODAY and start NETWORKING!**

Visit [www.mitaonline.org](http://www.mitaonline.org) for membership details.

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

MITA | 402.596.1210 | Email: [mita@mitaonline.org](mailto:mita@mitaonline.org) | Website: [mitaonline.org](http://mitaonline.org)

STAY CONNECTED:



