



Dear Doug,

October 12, 2017

On behalf of the Madison International Trade Association (MITA) and its Board of Directors, I would like to thank you for speaking at the October 10th seminar, "5 Steps for International Sales Success".

We've received many positive comments on your presentation from those that attended this popular MITA event. The knowledge and experience you shared at the event will be of great value to Wisconsin's international business community. Your presentation on international markets, and your company's expertise on sales marketing details as well as prospects and challenges when dealing with foreign marketplaces, was very important for our attendees who are currently exporting, and to those who are considering the sale of their products into these important markets.

We look forward to seeing you at future MITA events when visiting Madison. Thank you again for sharing your expertise and helping us meet our goal of connecting, informing and empowering Wisconsin businesses interested in international trade.

Regards,

Michael Gay
President
Madison International Trade Association (MITA)