

## International Trade Minutes – Minnesota 9-18-2017

We had 36 attendees

Committee Chair, David Vennie opening remarks:

### Agenda

- Introductions
- Icebreaker
- Rank Crankers CEO – Chris Gauron
- Quick Deep Dive into Latin America
- Recent Hurricane Effects on our Industry
- Trade Shows and a look at the next spring meeting in Albuquerque, NM
- Wrap up

**Introductions** around the room: Name, Company, Why choose this committee, What country you wish you knew more about, or fascinates you the most?

**Icebreaker:** Arrange into small groups to help foster getting to know people, networking, and opening people up for group discussions

**Rank Crankers – SEO/SEM:** Founded in 2009 by Chris Gauron. One of the leading search and digital marketing agencies in Minneapolis, MN. Premier Google partner and they work with some of the largest agencies in the twin cities. Very interesting insight to Google marketing with helpful ideas and tips of what and how Google search works and the best way to get all you can out of it to help your business.

**Latin America:** Patricia covered Latin American countries and where they each were with growth and where we should expect more business from in the coming year as well as where it will be dropping off. Lots of insight with knowledge of the area both economically as well as politically and how they should affect our business. Touched on the US as well with the Dow being up 16% since the election, fluctuations on the value of the dollar and the effect on prices of industry imports and exports. As the dollar value increases US-made products become more expensive decreasing revenues from exports and the rise of import penetration from countries with lower wages and appreciation of the dollar.

**Hurricane effects on our industry:** Covered how the recent storms in Texas and Florida will affect our business for the next couple of years to come and the changes that will be made because of them. Expected upgrades to infrastructure that will stimulate the demand in the industry through 2022. The most expensive storm before Harvey was Katrina at \$108 billion dollars will now be crushed by Harvey at \$190 billion so far and Irma at \$112 billion so far.

**Trade shows:** Ran out of time and will be revisiting this topic at the next conference.

**Wrap up and next meeting discussion:** Discussed possible speakers and topics with a lot of involvement from the group with many ideas. Maybe a speaker from the state department to give insight to doing business in Mexico. Focus on Mexico for next meeting was agreed on.