

## **Illinois SBDC International Trade Center at SIUE Celebrates Success at 2024 NASBITE Conference**

**Las Vegas, NV – May 31, 2024** – The Illinois SBDC International Trade Center at Southern Illinois University Edwardsville (SIUE) is proud to announce the remarkable achievements of our team and clients at the 2024 NASBITE Conference in Las Vegas. Our ITC Director, Silvia Torres Bowman, proudly represented the center, showcasing our dedication to excellence and highlighting the impactful work of two longtime clients of ours, Nevco Sports from Greenville, and Special Mine Services, Inc. from West Frankfort.

One of the conference's highlights was the NASBITE Student Case Competition, generously sponsored by Nevco's CEO, Kip Meyer, and Chief Revenue Officer, Eric Light. The competition featured 16 student teams from across the nation, presenting insightful, creative, and data-rich proposals to aid Nevco's international expansion plans. Congratulations to the winning teams from the University of Missouri, George Washington University, and the University of Iowa!

Eric Light remarked, "The NASBITE International student case competition was a remarkable experience for our company, Nevco. I was very impressed with the students' overall knowledge and understanding of global trade dynamics. The dedication and efforts the teams put into their presentations were evident. They did an exceptional job presenting their information, and their insights and recommendations were well-supported by solid data and research. While we have always considered expanding our business internationally, we hesitated due to the perceived challenges. However, after sponsoring this event and witnessing the outstanding presentations, I am now fully committed to expanding our business outside of North America!"

The international business student case competition was led by Laura Wolff, an instructor from SIUE's School of Business and a Distinguished Fellow of NASBITE International. Her leadership ensured a highly educational and engaging experience for all participants.

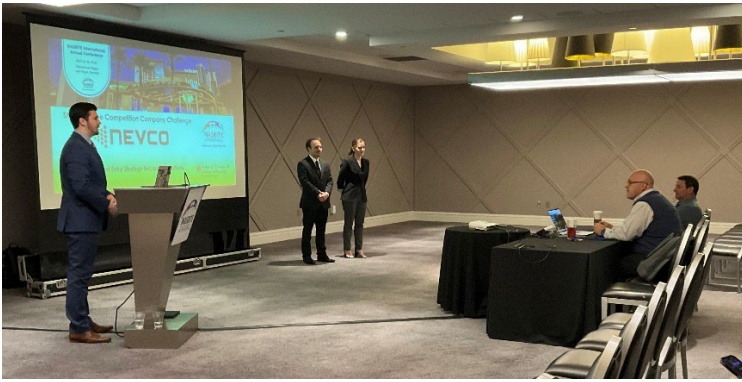
"Working with Nevco at the 2024 NASBITE Conference was an outstanding experience. It's incredibly rewarding to see our Southern Illinois client take center stage, not only showcasing their exceptional business but also providing students from across the country with the invaluable opportunity to act as export consultants," said Silvia Torres Bowman, Director of the Illinois SBDC International Trade Center at SIUE. "Nevco's involvement in the Student Case Competition highlights their commitment to fostering practical, real-world experiences for the next generation of international trade professionals. The State of Illinois was proudly represented by this fine small business, exemplifying our region's dedication to excellence and innovation in the global market."

Additionally, Marshall Girtman from Special Mine Services, Inc., took the stage as a conference speaker. His real-world insights into international trade and expansion, straight from recent export experiences, left a significant impact on the audience.

These clients' accomplishments and their participation in this national conference not only reflect the caliber of these small businesses but also underscore our overall commitment to fostering innovation and growth in international trade. Both Nevco Sports and Special Mine Services demonstrated the strength and potential of Southern Illinois businesses on a national stage.

For more information about the Illinois SBDC International Trade Center at SIUE and our involvement in the 2024 NASBITE Conference, please contact:

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Winning Presentation by Student Team from the University of Missouri.



Nevco's CEO, Kip Meyer (left), Chief Revenue Officer, Eric Light (middle), ITC Director Silvia Torres Bowman (right).



ITC Director Silvia Torres Bowman and Marshall Girtman-Special Mine Services