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FOR IMMEDIATE RELEASE

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Central Florida Event to Provide Insight into the Impact of Tariffs in the Global Trade Economy

LAKELAND, FL (October 15, 2018) – Former Caterpillar executive and current Executive Director at Trade for America, Bill Lane, and Alice Ancona, Director – Global Outreach at the Florida Chamber of Commerce, will be featured keynote speakers at the fourth annual Central Florida international trade event. In collaboration with the Lakeland Chamber of Commerce and the Greater Winter Haven Chamber of Commerce, the Central Florida Development Council presents a half-day symposium to discuss tariffs and their impact on global trade and local businesses at ***Polk Goes Global IV: International Trade Symposium***. The event will take place on Friday, November 9, 2018, from 7:30 a.m. to 12 p.m., at the Lakeland Linder International Airport.



Bill Lane, Executive Director, Trade For America; Board Member, Global Communities; President Emeritus, U.S. Global Leadership Coalition; Board Member, Washington International Trade Association.



Alice Ancona, Global Outreach, Florida Chamber of Commerce; Lead Advocate, Florida Trade & Logistics Study 2.0 (TL2) through the newly created Florida Trade and Logistics Institute.





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In addition to Mr. Lane and Ms. Ancona, several other speakers will participate in discussions on tariffs and their impact, including two different panels – one panel will offer a close-up look at the local trade atmosphere featuring Central Florida business owners. Consular representatives comprise the second panel for a broader view of the international marketplace. Speakers will be posted on the event website as they are confirmed - <https://bit.ly/2ycNqpg> or at <http://business.lakelandchamber.com/events/details/polk-goes-global-iv-international-trade-symposium-10119>.

Event Sponsors:

Global Leadership Sponsor:

- **Trade For America**

International Sponsors:

- **Jannetides College of Business & Entrepreneurial Leadership at Southeastern University**
- **Lakeland Linder International Airport**
- **Lanier Upshaw, Inc.**
- **Saddle Creek Logistics Services**

Intercontinental Sponsor:

- **The Ruthvens**

Location: Lakeland Linder International Airport, 3900 Don Emerson Drive, Lakeland, FL 33811

Date/Time Information: Friday, November 9, 2018, from 7:30 a.m. to 12 p.m.

Contact Information: Rebecca Fortier (863) 688-8551, Ext. 229, rfortier@lakelandchamber.com

Fees/Admission:

Admission includes breakfast

\$25 each for members of Central Florida Development Council (CFDC), Lakeland Chamber of Commerce, Greater Winter Haven Chamber of Commerce, and the Manufacturing and Supply Chain Alliance (MSCA) and the Polk Manufacturing Association Polk County

\$15 each for students (required to show student ID at door)

\$35 each for non-members

Sponsorships available

CENTRAL FLORIDA DEVELOPMENT COUNCIL

The Central Florida Development Council is Polk County's economic development partnership responsible for recruiting new businesses to Polk County and helping existing businesses expand.

The Polk Global Trade Alliance (PGTA) aspires to be the prime catalyst for the growth of international trade in Central Florida and to make global initiatives an intrinsic part of Polk County's broader regional economic





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development strategy.

GREATER WINTER HAVEN CHAMBER OF COMMERCE

The Greater Winter Haven Chamber of Commerce is a dynamic organization focused on improving and preserving Winter Haven's business climate and quality of life. Our Vision is ***advance commerce and community***. Our mission is ***servicing, representing and enhancing business growth***. We have a long history of doing this in Winter Haven, from our founding in 1910 as a Board of Trade and then later our incorporation as a Chamber of Commerce in 1923. The Chamber of Commerce serves as the hub for all information relating to Winter Haven - both for business and community. If we don't have the answer, we will strive to connect you with the right people to help you grow your business or expand your network. We have more than 750 businesses with nearly 2,000 designated representatives that represent our member investors. The Chamber is administered by a Board of Directors who set policy and strategic goals.

LAKELAND CHAMBER OF COMMERCE

The Lakeland Chamber of Commerce represents 1,400-member businesses in the Lakeland area and provides opportunities for networking, professional development and advocacy for companies of all sizes. Five-star accredited by the US Chamber of Commerce, the Chamber upholds the following vision and mission statements: Vision Statement - The Lakeland Chamber of Commerce will be the premier catalyst for the advancement of Lakeland's economic growth and enhancement of quality of life- creating Florida's community of choice. Mission Statement - The Lakeland Chamber of Commerce is the leading organization dedicated to creating a climate where business can prosper.

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