



FOR IMMEDIATE RELEASE

UW Oshkosh Small Business Development Center Hires Greg Miller as an International Trade Consultant

SBDC at UW Oshkosh Strengthens Resources to Satisfy Export Needs

Oshkosh, WI - The [Small Business Development Center \(SBDC\)](#) at the University of Wisconsin Oshkosh is pleased to announce it's recent hire of Greg Miller, who will join the center as an International Trade Consultant.

Key stakeholders in the community have come together to fund this 'no-cost' consulting resource that will elevate sales and presence on the global market. The [University of Wisconsin Oshkosh](#), [SBDC](#), [New North](#), [WI Manufacturing Extension Partnership](#), [NEWREP](#), and [Greater Oshkosh Economic Development Corporation](#) have each dedicated resources to the export initiative aiming to help WI companies increase sales and compete globally.

"The New North region will benefit greatly from Greg's experience in preparing companies to initiate or grow their international presence."

- Colleen Merrill, Director of the SBDC at UW Oshkosh.

A no cost assessment of export readiness is the first step in determining the right market, the right time, and the right product fit. Companies can learn more about the vast resources in place to support their growth on January 18th, 9:00 - 11:00 a.m. at the **SUCCEEDING IN INTERNATIONAL TRADE SUMMIT** to be held at the University of Wisconsin Oshkosh Alumni Welcome & Conference Center. All companies unable to attend are encouraged to reach out to Greg or one of the partners to schedule an introductory meeting. With 75% of global market outside of the United States - there has never been a better time to expand your reach.



Greg has 17+ years working in both international trade and economic development, beginning in 1999 for Enterprise Florida as a Regional Manager (12 counties) for Florida's public-private economic development agency. During his nearly seven years there, Greg was accountable for economic development partner outreach and activities, and client international trade service functions which included: export counseling, market information/research, trade leads (generation/distribution), trade missions and exhibitions, Team Florida Missions (Governor), Florida Services Network programs, Florida Trade Partners Alliance, export finance, shipping/logistics, and investment and trade enhancement programs. In 2006, Greg left Florida to return to his home state and began working for the Wisconsin Department of Commerce in the International Division. He also took a position as Economic Development Director for Moss Point, Mississippi which he held for four years. That experience led to county Economic Development Director positions in the states of Missouri and Kansas as well.

Greg earned a Business Administration degree from the University of Wisconsin Green Bay and a Master's degree in Management from the United States Sports Academy.

Greg will be meeting with new to export businesses, and existing export companies, throughout the New North region to engage and encourage them to pursue international markets, and provide technical and marketing expertise to companies to strengthen NE Wisconsin's presence in the international marketplace.

For more information, please contact Colleen Merrill at (920) 424-1456, email merrillc@uwosh.edu, or visit the SBDC at UW Oshkosh website at <http://www.wisconsinsbdc.org/oshkosh>.

Located within the College of Business, the Small Business Development Center at UW Oshkosh is a collaboration of the University of Wisconsin Oshkosh, the University of Wisconsin-Extension, and the U.S. Small Business Administration (SBA). Our consultants work with you confidentially at no cost to support your success as you start, manage, and/or grow your business. In addition to in-person appointments at our office or at a location nearer to you, consulting is available via email, telephone and web or video conference.

Request consulting online at <http://www.wisconsinsbdc.org/oshkosh>.