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## **MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**November 14, 2006**

### **U.S. GOVERNMENT TO SPEND BILLIONS IN 2006 BUYING EVERYTHING FROM DOOR FRAMES AND FURNITURE TO SNACK FOODS AND TOYS**

### **SPEAKERS SHARE INSIDER TIPS ON HOW CANADIAN BUSINESSES CAN CASH-IN ON THIS COLOSSAL MARKET OF OVER 1,200 PURCHASING AGENCIES**

RICHMOND, BC: On Tuesday, November 22, 2005, two experienced U.S. Government sales, business and trade consultants will share practical knowledge and insider tips with British Columbia business professionals during a one-day, two-venue (morning & afternoon sessions) seminar titled *Doing Business with the U.S. Government*.

The speakers for the morning and afternoon sessions will be Judy Bradt, CEO of Summit Insight, Washington, DC and Ed Hoessman, Director of Government Programs and VP of VBI Services, Inc., Bellingham, Washington.

The program will address key points and topics that Canadian manufacturers, exporters, distributors, agents and other business professionals need to know to effectively market and sell to the single largest consumer market in the world.

Covering the same topics, a breakfast session will be held at the *Canada Export Centre*, 602 W. Hastings St., Vancouver, BC, and the lunch session will be held at *Eaglequest - Coyote Creek*, 7778-152nd St., in Surrey, BC.

Morning registration in Vancouver will begin at 7:30 a.m. with afternoon registration in Surrey starting at 11:30 a.m. Cost for each 2.5-hour session is \$35 per person (pre registered) and \$45 at the door. Price includes breakfast or lunch.

Topics will include: (1) Why sell to the U.S. government? (2) How to tell if you're ready, (3) Key success factors of Canadian winners, (4) Resources to help you at home and abroad, (5) GSA isn't the only way, (6) Why the U.S. government wants to buy from you; and (7) What "not to do."

Event organizer, Jim Pettinger, says, "I'm very excited to bring together national and local experts to help Canadian businesses access such a huge purchaser of all types of consumer and business goods. Through NAFTA and other agreements, Canadian businesses of all sizes can sell to the U.S. Government as prime or sub-contractor. They just need to know how to establish the link."

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Judy Bradt, CEO of Summit Insight, Washington, DC, notes that, "Many Canadian companies that want to grow are already doing business in the United States. But, if they haven't thought about selling to the U.S. government, they may be missing out on 30 percent of their prospects."

Judy Bradt's passion for bringing wealth to Canadian companies excites even those who've never thought about selling to U.S. government. After four years with IBM, Brandt moved to the Canadian Embassy in Washington, DC and spent the next 15 years in the Trade Commissioner Service. It was here that she became an engine of creative revolution and helped over 5,000 Canadian companies win more than \$200 million in U.S. government contracts.

Co-presenter, Ed Hoessman, Director of Government Programs and Vice President of VBI Services, Inc., Bellingham, Washington, will provide a regional prospective on targeting government markets – to include *special category business* integration and government proposal development. With 40 years of experience, he has helped secure more than \$10 billion in government contracts for his clients. He is a sought after government agency lecturer and business consultant with extensive experience coaching entrepreneurs.

Sponsors for the *Doing Business with the U.S. Government* sessions include: Pacific Customs Brokers Ltd. – Canadian and U.S. customs brokers; Greg Boos – U.S. Immigration Attorney; International Market Access, Inc. – suppliers of USA business identity, warehousing and distribution to Canadian exporters; the Canada Export Centre; the Surrey Chamber of Commerce and PACE – the Pacific Corridor Enterprise Council – a private-sector, non-profit, cross-border trade promotion association.

The *Canada Export Centre* is a permanent, high profile export exhibition hall and learning centre. With more than 17,000 sq/ft showcasing hundreds of Canadian products and services, and a Learning Centre dedicated to events, courses and seminars promoting Canadian exports, this facility is Canada's premiere physical destination for international trade professionals.

For more information about the speakers or to make a reservation for one of the sessions, please contact Carol Jackson at 1-800-799-8848 or visit International Market Access, Inc.'s website @ [www.ucantrade.com](http://www.ucantrade.com).

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