WORLD TRADE COUNCIL OF WICHITA

NOVATERRA GLOBAL STRATEGY

IBSA International Business Studies Association

Monday, October 5, 2026

U.S.–Canada Trade Under Pressure: Tariffs, Negotiations and Regional Impacts

The Candle Club – Ted's Private Room,

6135 E 13th St N, Wichita, KS 67208

6:00 pm – Social hour
6:45 pm – Dinner
7:25 pm – Introductions
7:30 pm – U.S.–Canada Trade Under Pressure: Tariffs, Negotiations and Regional Impacts
8:15 pm – Discussion / Questions / Adjourn

wtcouncil.com | *www.linkedin.com/company/wtcouncil/*

Reservations Required: RESERVE & SEND money through Paypal:

https://www.paypal.com/ncp/payment/SM7CRAJN9RHTG **or check payments email** programs@wtcouncil.com

WTCouncil Dinner Program Registration

Walk-ins without prior reservations not accepted—all student registrations need valid Member ID

Social, Dinner & Presentation: Members—$50.00 Non-members—$60.00

WSU Student—$30.00 ***(subsidized by the WTCouncil)***

Registrations will close on Saturday, October 3, 5pm

Bio: Founder and Principal for Novaterra Global Strategy
Ms. Laura Lombard

October 5, 2026 - WTCouncil

U.S.–Canada Trade Under Pressure: Tariffs, Negotiations and Regional Impacts



Ms. Laura Lombard
Founder and Principal,
Novaterra Global Strategy

Laura Lombard serves as Founder and Principal for Novaterra Global Strategy. In this role, she advises companies, governments, and institutions, leading strategic initiatives regarding international expansion, foreign investment, and global market engagement.

She also coordinates efforts to help clients navigate global opportunities and build international partnerships across various sectors. Ms. Lombard founded the firm after her tenure at the Kansas Department of Commerce, where she served as Director of International division. She holds a bachelor's degree in political science and international studies from the University of Kansas and a master's degree in international relations and economics from the Johns Hopkins School of Advanced International Studies.

Bio: Barton Distinguished Chair, Wichita State University & Chair, World Trade Council of Wichita

Dr. Usha Haley

October 5, 2026 - WTCouncil

U.S.–Canada Trade Under Pressure: Tariffs, Negotiations and Regional Impacts



Dr. Usha Haley

Barton Distinguished Chair, Wichita State University

Chair, World Trade Council of Wichita

Usha Haley holds the W. Frank Barton Distinguished Chair in International Business, is a Kansas Faculty of Distinction and tenured full Professor of Management at the Barton School of Business, Wichita State University. She serves as Founding Editor-in-Chief of the journal Business & Management, chairs the World Trade Council of Wichita and has lived and worked on five continents. Her research focuses on multinational corporations and international strategy, especially in Asia and emerging markets. Key areas include business–government relations, innovation, technology development, strategic decision-making, risk assessment, sanctions, subsidies, and the global impact of scholarly research. In these areas, she has over 400 publications and presentations, including several in the top academic journals in her field and best selling books.Her research on China, subsidies, trade and technology development has shaped federal regulations worldwide. In the U.S., she has testified before Congress multiple times, including on Shuanghui's takeover of Smithfield Foods—widely considered the decade's most pivotal FDI case—and on the Non-market Economy Trade Remedy Act (HR 1229), which incorporated her findings into law. Her research on Chinese subsidies has underpinned three European Commission anti-dumping rulings and shaped federal trade regulation in Germany, Australia, Brazil and India. Professor Haley serves on multiple journal, corporate, non-profit, and government advisory boards. Her research has been featured over 1,000 times in global media outlets such as The *New York Times, Wall Street Journal, Financial Times, Economist, Bloomberg BW, Forbes, Fortune,* the *Times of London,* CNN, PBS, Bloomberg TV, BBC and NPR. Her honors include the Academy of Management's Practice Impact Award and recognition by The Economist as a "thought leader" on emerging markets. She earned her PhD from NYU's Stern School of Business.

Bio: Vice-Chair, World Trade Council of Wichita
Principal, Vlamis International Business Advisors, LLC
Mr. Ted J Vlamis
October 5, 2026 - WTCouncil

U.S.–Canada Trade Under Pressure: Tariffs, Negotiations and Regional Impacts



Mr. Ted J Vlamis
Vice-Chair, World Trade Council of Wichita
Principal, Vlamis International Business Advisors, LLC

Ted J. Vlamis is an executive and the current vice-chair of the World Trade Council of Wichita. He retired as vice president of Pioneer Balloon Company after a distinguished 42-year career focused on international business.
During his tenure at Pioneer, Mr. Vlamis spearheaded the company's global market journey, building international sales revenue to over $50 million annually, which accounted for approximately half of the company's total revenue. He was instrumental in establishing wholly owned subsidiaries and managing manufacturing, sales, and distribution operations across Canada, the UK, Australia, Mexico, Brazil, and Malaysia.
Today, he leverages his extensive global expertise as the principal of his newly established firm, Vlamis International Business Advisors, LLC (VIBA), providing strategic advisory services on a wide range of international business issues and markets.