

Agenda*

NEW MARKETS, NEW JOBS: THE NATIONAL EXPORT INITIATIVE SMALL BUSINESS TOUR

Hosted by the United States Department of Agriculture
In coordination with the U.S. Department of Commerce, the U.S. Trade Representative,
the Small Business Administration and the Export-Import Bank of the United States

Wednesday, August 3, 2011

11:45 am – 6:15 pm

**Grain Exchange, 225 East Michigan Street
Milwaukee, Wisconsin 53202**

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| 11:45 am – 12:45 pm | Registration |
| 12:45 – 2:00 pm | Lunch <ul style="list-style-type: none">• Opening Remarks from Milwaukee Mayor Tom Barrett• Master of Ceremony Tim Hoelter, formerly Vice President, Government Relations, Harley-Davidson |
| 2:00 – 2:45 pm | Plenary Session <ul style="list-style-type: none">• Sharon Bomer, Assistant United States Trade Representative for Agricultural Affairs and Commodity Policy• Karen Mills, Administrator, United States Small Business Administration• Fred Hochberg, Chairman, Export Import Bank of the United States• Tom Vilsack, Secretary of Agriculture, United States Department of Agriculture |
| 2:45 – 3:00 pm | Coffee and Networking Break |
| 3:00– 4:15 pm | Panel Discussion: Federal and State Export Resources and Success Stories from Wisconsin Small Business Owners <ul style="list-style-type: none">• Peter Perez, Deputy Assistant Secretary for Manufacturing, Department of Commerce, International Trade Administration• Jen Pino-Gallagher, Economic Development Consultant, Wisconsin International Trade Team, Department of Agriculture, Trade and Consumer Protection• Discussion and Q&A with Wisconsin Small Business Exporters:<ul style="list-style-type: none">○ Aquarius Systems○ Ginseng Board of Wisconsin○ Red Arrow International○ Sentry Equipment○ The DeLong Company |
| 4:15 – 5:00 pm | Panel Discussion: Successfully Exporting Agriculture and Food Products <ul style="list-style-type: none">• Tim Hamilton, Executive Director, Food Export Midwest• Robin Tilsworth, Minister-Counselor for Agricultural Affairs at the U.S. Embassy, Ottawa, Canada, Foreign Agricultural Service, USDA• Lisa Stout, Agricultural Marketing Consultant, Wisconsin International Trade Team, Department of Agriculture, Trade and Consumer Protection |
| 5:00 – 5:45 pm | Panel Discussion: Key Challenges and Opportunities for Wisconsin Exporters <ul style="list-style-type: none">• John A. Nevell, Regional Manager, International Trade Programs, U.S. Small Business Administration, U.S. Export Assistance Center, Chicago, Illinois• Michael Howard, Export Import Bank, Chicago Illinois |

- Jon Ward, Economics/Commercial Officer, U.S. Export Assistance Center, Milwaukee
- John Petty, Division Administrator for Agricultural Resource Management, Wisconsin Department of Agriculture, Trade and Consumer Protection

5:45 – 6:15 pm Opportunity for Networking

Throughout Afternoon: One-on-One Trade Counseling as Desired

**** All speakers listed are CONFIRMED***

SPACE IS LIMITED
REGISTRATION DEADLINE: Friday, July 29th