




U.S. Agricultural Export Development Council
FY2017 Annual Workshop
November 14 – 17, 2016
Hyatt Regency Baltimore on the Inner Harbor

“Celebrating the Public/Private Partnership”

Time	Site	Topic	Speaker
Monday, November 14, 2016			
12:00 pm	Constellation Foyer	FAS 101 Registration <i>(only those participating in this session; Workshop registration is on Tuesday)</i>	
1:00 pm – 5:00 pm	Constellation F	FAS 101 for New Cooperators / Staff	
3:00 pm – 5:30 pm	President Room (1 st Floor)	Executive Committee Meeting	
6:00 pm –11:00 pm	Suite 1420	Hospitality Suite Featuring wine and beer provided by USAEDC	
Tuesday, November 15, 2016			
7:30 am	Constellation Foyer	Workshop Registration	
7:30 am – 9:00 am	Harborview	USAEDC Continental Breakfast Sponsored By	
9:00 am – 12:30 pm	Constellation C/D/E/F	General Session I: What Does the Partnership Mean?	
9:05 am – 9:30 am	Constellation C/D/E/F	Welcome and Introduction	STEPHANIE GRUNENFELDER, <i>Chair</i> , USAEDC
9:30 am – 10:00 am	Constellation C/D/E/F	What's Ahead for FAS: Strategies and Resources for a New Administration	PHIL KARSTING, <i>Administrator</i> , Foreign Agricultural Service

10:00 am – 10:30 am	Constellation C/D/E/F	The Public/Private Partnership: Simple Statement/Sophisticated Relationship	ANNIE DURBIN, <i>Executive Director, USAEDC</i> ALLEN TERHAAR, <i>Past Chairman, USAEDC</i> MARK SLUPEK, <i>Deputy Administrator, Office of Trade Programs/FAS</i>
10:30 am – 11:00 am	Constellation Foyer / Atrium	Coffee Break	
11:00 am – 11:20 am	Constellation C/D/E/F	Keynote Address	ALEXIS TAYLOR, <i>Deputy Under Secretary for Farm and Foreign Agricultural Services, U.S. Department of Agriculture</i>
11:20 am – 12:30 pm	Constellation C/D/E/F	Competitor Study Findings/Recommendations Moderator MARY PONOMARENKO, <i>Senior Advisor, OTP</i>	LUCIA VANCURA, <i>Senior Consultant, Promar Consulting</i> CHISA OGURA, <i>Senior Consultant, Promar Consulting</i> JANE LI, <i>Principal, Agri Food Consulting</i> KEVIN LATNER, <i>Senior Trade Advisor, Subject Market Expert, Agri Food Consulting</i>
12:30 pm – 2:00 pm	Atrium / Harborview	<p>USAEDC General Buffet Luncheon</p> <p>OTP Marketing Specialists and MAP/FMD and Grants program staff have been assigned to the numbered tables. Please refer to the GREEN insert from your packet for specific table assignments Unassigned tables are available throughout the room as well</p> <p style="color: red;">Please secure your seat first and then proceed to the buffet lines Priority, please, to the Marketing Specialists in the buffet lines</p> <p style="text-align: right;">Sponsored By</p> 	
12:30 pm – 2:00 pm	President Room (1 st Floor)	Strategic Communications Committee Luncheon	
2:00 pm – 3:30 pm	Constellation C/D/E/F	General Issues Divisional Update Specific Program Areas	<ul style="list-style-type: none"> • Mark Slupek and Curt Alt (Key messages to cooperators/Funding figures for FY2017 [MAP, FMD,EMP, TASC, QSP, other relevant topics 2:00 – 2:45]) • Adriano Vasquez (new Dir of Civil Rights), Ellen Dougherty, Kim Cash (Key messages to cooperators re: Civil Rights reviews/new coursework, FAS Website/social media, Compliance reviews/findings 2:45 – 3:30)
3:30 pm – 4:00 pm	Constellation Foyer / Atrium	<p style="text-align: center;">Coffee Break</p> <p style="text-align: center;">Candy Donated By</p> 	

4:00 pm – 5:00 pm	Grand Ballroom	Branch Break-Out Sessions	
		Topics to be covered include: TBD Presenters include: Cory Pickelsimer/Bill Bomersheim/Branch Chiefs/Mary Ponomarenko/Curt Alt/Ben Chan	
	Constellation C/D	Building Partnerships to Market Intermediate and High Value Products	NATHAN NOTAH, <i>Director, Intertribal Agriculture Council</i> JOSHUA DILLARD, <i>Deputy Director, Food Export USA - Northeast</i> JOHN BELMONT, <i>Communications Manager, Food Export of the Midwest/Food Export USA - Northeast</i> MATT MCKNIGHT, <i>Senior Vice President - Market Access & Regulatory Affairs, U.S. Dairy Export Council</i>
	Constellation E/F	Public/Private Partnerships Beyond MAP and FMD	JIM HERSHEY, <i>Executive Director, World Initiative for Soy in Human Health-ASA/USSEC</i> KIMBERLY ATKINS, <i>Vice President and COO, U.S. Grains Council</i> SARAH MORAN, <i>Senior Director for International Trade and Market Development, USA Rice</i>
5:00 pm – 7:00 pm	Atrium / Harborview	USAEDC Reception Sponsored by	
Cooperator Dinners with Branches / FAS staff / on your own			
Wednesday, November 16, 2016			
7:30 am	Constellation Foyer	Workshop Registration Continues	
7:30 am – 9:00 am	Atrium / Harborview	USAEDC Continental Breakfast Sponsored By	
8:00 am – 8:50 am	Baltimore Room	Agribusiness Coalition for Foreign Market Development (FMD) / Coalition to Promote U.S. Agricultural Exports (MAP) Meeting Recipients of FMD and MAP Funding <i>(Members Only)</i>	
9:00 am – 12:30 pm	Constellation C/D/E/F	General Session II: Partnership Across the Agency	
9:00 am – 9:15 am	Constellation C/D/E/F	Welcome and Introduction	STEPHANIE GRUNENFELDER, <i>Chair, USAEDC</i>

9:15 am – 10:00 am	Constellation C/D/E/F	Integrating Strategic Planning	JASON HAFEMEISTER, <i>Acting Associate Administrator, FAS</i> DAVID MILLER, <i>Senior Trade Advisor, Office of the Administrator, FAS</i>
10:00 am – 11:00 am	Constellation C/D/E/F	Trade Access: Monitoring and Enforcement Moderator CHARLES BERTSCH, <i>Assistant Deputy Administrator/OASA</i>	RONALD BAUMGARTEN, <i>Director of Agricultural Affairs, USTR</i> DALTON HENRY, <i>Vice President of Policy, U.S. Wheat Associates</i> KATHERINE BEDARD, <i>International Trade Policy Manager, The Wine Institute</i>
11:00 am –12:00 pm	Constellation C/D/E/F	Post-Election Political Outlook	CHARLIE COOK
12:00 pm –12:45 pm	Constellation C/D/E/F	CUBA: Where Are We Now? Moderator JOHN PASSINO, <i>Director, Western Hemisphere Division/OCRA</i>	KEVIN T. MURAKAMI, <i>Economic Unit Chief, Office of the Coordinator for Cuban Affairs, U.S. Department of State</i> MORGAN PERKINS, <i>Agricultural TDY, Embassy of the United States, Cuba</i> JIM SUMNER, <i>CEO, USA Poultry & Egg Export Council</i>
12:45 pm – 2:00 pm	Annapolis / Baltimore	Board of Directors Luncheon / Meeting / Elections All USAEDC Board Members should be present (one representative per Full or Associate Member)	STEPHANIE GRUNENFELDER, <i>Chair, USAEDC</i>
12:45 pm – 2:00 pm	Atrium / Harborview	USAEDC General Buffet Luncheon Seafood Donated by	
2:00 pm – 3:00 pm	Concurrent Sessions I		
Session I	Constellation C/D	Emerging Trends in Trade: The Role of International Organizations Beyond the WTO	AUDRAE ERICKSON, <i>Vice President, External & Public Affairs, Mead Johnson Nutrition</i> CHRISTINE LOCASCIO, <i>Vice President, International Issues and Trade, Distilled Spirits Council of the U.S.</i> KATHERINE NISHIURA, <i>Assistant Deputy Administrator, OASA / FAS</i>
Session II	Constellation E	AMS and Check-off Funds: Cuba Moderator KATIE WOODY, <i>Team Lead for Cuba and Caribbean/OCRA</i>	DANA COALE, <i>Deputy Administrator/Dairy Program, Agricultural Marketing Service</i> WHITNEY RICK, <i>Director, Promotion, Research & Planning Division/Dairy Program, Agricultural Marketing Service</i> JIM SUTTER, <i>Chief Executive Officer, U.S. Soybean Export Council</i>

Session III	Constellation F	FAS Office of Capacity Building and Development: Building Technical Capacity for Global Food Security, Nutrition and Trade	MANUEL OLIVA, <i>Deputy Director, Development Resources and Disaster Assistance Division/OCBD</i> PAUL ALBERGHINE, <i>International Program Specialist, Food Assistance Division/OCBD</i> EMANUELA MONTANARI-STEPHENS, <i>International Program Specialist, Trade and Scientific Capacity Building Division/OCBD</i> CHRIS JACQUETTE, <i>Acting Branch Chief, Cochran Fellowship Program/OCBD</i>
3:00 pm – 3:30 pm	Constellation Foyer / Atrium	Coffee Break	
3:30 pm – 4:30 pm	Concurrent Sessions II		
Session I	Constellation C/D	Excellence in Programming Moderator BILL BOMERSHEIM, <i>Acting Assistant Deputy Administrator/OTP</i>	GREG TYLER, <i>Vice President of Marketing, USA Poultry & Egg Export Council</i> STEPHEN SOTHMANN, <i>Director, International Programs, U.S. Hide, Skins and Leather Association</i> JOHN TOASPERN, <i>Global Marketing Officer, Potatoes USA</i>
Session II	Constellation E	Proliferation of Country MRLs	MATT LANTZ, <i>Vice President, Global Access, Bryant Christie Inc.</i> TOM HACK, <i>International Marketing, Ginseng Board of Wisconsin</i> AMY BURDETT, <i>Director of Marketing Operations, Potatoes USA</i>
Session III	Constellation F	Agribusiness Trading Missions (ATMs): Creating Int'l Partnerships Moderator TIM POWERS, <i>Acting Director, Trade Services Staff/OTP</i>	DARRELL UPSHAW, <i>Program Manager, Agribusiness Trade Missions, Office of Trade Programs/FAS</i> CORINNE GOULD, <i>Assistant Commissioner for Public Affairs, Tennessee State Department of Agriculture</i> BERNADETTE WILTZ, <i>Executive Director, Southern U.S. Trade Association</i> ZAFAR BOKHARI, <i>President, Zafi Beverages and Technologies</i>
Thursday, November 17, 2016			
7:30 am	Constellation Foyer	Messaging Training Registration	
7:30 am – 8:00 am	Atrium	Continental Breakfast For participants in the Training Session	
8:00 am – 12:00 pm	Constellation F	Messaging Training MELISSA KESSLER, <i>Director of Communications, U.S. Grains Council</i> STEVE MERCER, <i>Vice President of Communications, U.S. Wheat Associates</i>	Training for cooperators to more effectively and consistently tell their story to media and decision-makers on MAP/FMD value in advance of 2018 Farm Bill. Pre-work will be issued as this will be a working session.