*DRAFT*

**U.S. Agricultural Export Development Council  
FY2018 Annual Workshop  
 *November 14-15, 2017***

**Hyatt Regency Baltimore on the Inner Harbor AGENDA (8)-10/16/17**

**No distribution**

***“THEME?”***

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| **Monday, November 13, 2017** | |
| **Time** | **Event** |
|  | |
| 12:00 pm | FAS Registration *(only those participating in this session; Workshop registration is on Tuesday)* |
| 1:00 pm- 5:00 pm | “FAS 101 for New Cooperators/Staff” |
| 3:00 pm- 5:30 pm | Executive Committee Meeting |
| 6:00 pm - ? | Hospitality Suite |

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| **Tuesday, November 14, 2017** | |
| **Time** | **Event** |
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| 7:30 am | Workshop Registration |
| 7:30 am- 9:00 am | Continental Breakfast/All Participants |
| 9:00 am-12:30 pm | **General Session I**: |
| 9:05 am- 9:25 am | Welcome and Introduction – Stephanie Grunenfelder, USAEDC Chair *(sponsors give blurbs)* |
| 9:25 am- 9:45 am | *“What’s Ahead: FAS’ Role with a new Under Secretary for Trade and Foreign Agricultural Services” –* Acting Administrator Holly Higgins |
| 9:45 am-10:45 am | *“What’s Ahead in the Political Arena”* – Charlie Cook |
| 10:45 am-11:15 am | *Coffee Break* |
| 11:15 am-11:45 am | KEYNOTE ADDRESS – Secretary Perdue ***(invited)*** |
| 11:45 am-12:15 pm | *Remarks by the new Under Secretary for Trade and Foreign Agricultural Affairs* – Ted McKinney ***(invited)*** |
| 12:30 pm- 2:00 pm | General Buffet luncheon/ Workshop participants |
| 12:30 pm- 2:00 pm | Strategic Communications Committee Luncheon |
| 2:00 pm - 5:00 pm | *General Issues/Divisional Update/Specific Program Areas –*   * Mark and Curt (Key messages to cooperators/Funding figures for FY2018 [MAP, FMD,EMP, TASC, QSP, other relevant topics **– 2:00-2:45**) * Adriano Vasquez , 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**) * Break-Outs – **4:00 – 5:00**   ° *“UK Consumers’ Views on U.S. Products”* – Stan Phillips/Gallup |
| 3:30 pm- 4:00 pm | *Coffee Break* |
| 5:30 pm- 7:00 pm | ***GALA RECEPTION*** |

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| **Wednesday, November 15, 2017** | |
| **Time** | **Event** |
|  | |
| 7:30 am | Workshop Registration |
| 7:30 am- 9:00 am | Continental Breakfast/Workshop Participants |
| 8:00 am - 8:50 am | FMD Coalition/Coalition to Promote U.S. Agricultural Exports Meeting/Recipients of FMD and MAP Funding |
| 9:00 am- 12:30 pm | **General Session II**: (Please see attached for explanations/suggestions.) |
| 9:15 am- 9:30 am | Welcome and Introduction – Stephanie Grunenfelder, USAEDC Chair |
| 9:30 am- 10:30 am | *“Report on the EU Competitor Study”* – Informa Economics |
| 10:30 am-11:15 am | *”Changing Export Patterns of U.S. Agricultural Exports Due to Changing Global Landscape”* - Gopi Musinamy |
| 11:15 am-11:45 am | *COFFEE BREAK* |
| 11:45 am-12:00 pm | *Remarks by Deputy Secretary –* Steve Censky ***(invited)*** |
| 12:00 pm-12:45 pm | *“What’s Ahead for the Farm Bill” – Speaker TBA* |
| 12:45 pm- 1:15 pm | *“Update on Trade Policy Initiatives and Negotiations”* – Jason Hafemeister |
| 1:15 pm- 2:30 pm | Board of Directors Luncheon/Meeting/Elections |
| 1:15 pm- 2:30 pm | General Buffet Luncheon/Workshop Participants |
| 2:30 pm- 3:30 pm | Concurrent Sessions |
| Session I | *“2CFR 200-Uniform Guidance (Auditing) Explanation”* – Eric Bozoian |
| Session II | *“Measuring the ROI of Social Media Promotions” –* Invited Panel |
| Session III | *“Country Strategic Statements: Cooperator Input”* – OCRA, OTP |
| 3:30 pm- 4:00 pm | *Coffee Break* |
| 4:00 pm- 5:00 pm | Concurrent Sessions |
| Session I | *TBA* |
| Session II | *TBA* |
| Session III | *TBA* |