

U.S. Agricultural Export Development Council FY2017 Annual Workshop

November 15-16, 2017

Hyatt Regency Baltimore on the Inner Harbor **AGENDA (8) 10/20/16**

“Celebrating the Public/Private Partnership”

Monday, November 14, 2016	
Time	Event
12:00 pm	FAS Registration (<i>only those participating in this session; Workshop registration is on Tuesday</i>)
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

Tuesday, November 15, 2016	
Time	Event
7:30 am	Workshop Registration
7:30 am- 9:00 am	Continental Breakfast/All Participants
9:00 am-12:30 pm	GENERAL SESSION I: What Does the Partnership Mean?
9:05 am- 9:15 am	Welcome and Introduction – Stephanie Grunenfelder, USAEDC Chair
9:15 am- 9:45 am	<i>“What’s Ahead for FAS: Strategies and Resources for a new Administration”</i> - PHIL KARSTING , Administrator
9:45 am-10:30 am	<i>“The Public/Private Partnership: Simple Statement/Sophisticated Relationship”</i> MARK SLUPEK, Deputy Administrator, Office of Trade Programs/FAS ALLEN TERHAAR, former Executive Director, Cotton Council International (one of the original cooperators) USAEDC
10:30 am-11:00 am	Coffee Break
11:00 am-11:20 am	KEYNOTE ADDRESS – ALEXIS TAYLOR, Acting Under Secretary for Farm and Foreign Agricultural Services
11:20 am-11:50 pm	<i>“Making the Case for Trade”</i> - TBA
11:50 pm-12:30 pm	<i>“Competitor Study Findings/Recommendations”</i> KEVIN LATNER. Senior Trade Advisor, Subject Market Expert, AgriFood Consulting LUCIA VANCURA, Project Manager, Promar Consulting
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	<p><i>General Issues/Divisional Update/Specific Program Areas –</i></p> <ul style="list-style-type: none"> • Mark and Curt (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) • Branch Break-Outs – 4:00 – 5:00 • Topics to be covered include: TBD Presenters include: Cory Pickelsimer/Bill Bomersheim/Branch Chiefs/ Mary Ponomarenko/Curt Alt/Ben Chan
3:30 pm- 4:00 pm	Coffee Break
5:30 pm- 7:00 pm	GALA RECEPTION

Wednesday, November 16, 2016	
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: Partnership Across the Agency
9:05 am- 9:15 am	Welcome and Introduction – STEPHANIE GRUNENFELDER, USAEDC Chair
9:15 am- 10:00 am	<i>“Integrating Strategic Planning”</i> – JASON HAFEMEISTER, <i>Acting Associate Administrator</i> , FAS
10:00 am-11:00 am	<i>“OASA/USTR/Cooperator Partnerships - Trade Access: Monitoring and Enforcement”</i> - (case study of int'l trade agreements and collaborative actions taken)
11:00 am-12:00 pm	<i>“Post-Election Political Outlook “</i> - Charlie Cook
12:00 am-12:45 pm	<i>“CUBA: Where Are We Now? “</i> JEFFREY DELAURENTIS, <i>Chargé d’Affaires</i> , Embassy of the United States, Cuba <i>(invited)</i> MORGAN PERKINS, <i>Agricultural TDY</i> , Embassy of the United States, Cuba
12:45 pm- 2:00 pm	Board of Directors Luncheon/Meeting/Elections
12:45 pm- 2:00 pm	General Buffet Luncheon/Workshop Participants
2:00 pm- 3:00 pm	Concurrent Sessions
Session I	<i>“Building Trade & Technical Capacity for Global Food Security , Nutrition and Trade”</i> – BRIAN GUSE, <i>Assistant Deputy Administrator</i> , Office of Capacity Building and Development OCBD Division Representatives

	Cooperator Partner
Session II	<i>"Post/Cooperator Partnerships: Excellence in Programming"</i> - OFSO/cooperators GREG TYLER, <i>Vice President of Marketing</i> , USA Poultry & Egg Export Council STEPHEN SOTHMANN, <i>Director, International Programs</i> , U.S. Hide, Skins and Leather Association JOHN TOASPERN, <i>Chief Marketing Officer</i> , Potatoes USA
Session III	<i>"AMS and Check-off Funds: Cuba"</i> DANA COALE, <i>Deputy Administrator/Dairy Program</i> , Agricultural Marketing Service WHITNEY RICK, <i>Director, Promotion, Research & Planning Division/Dairy Program</i> , Agricultural Marketing Service Cooperator
3:00 pm- 3:30 pm	<i>Coffee Break</i>
3:30 pm- 4:30 pm	Concurrent Sessions
Session I	<i>"Proliferation of Country MRLs"</i> MATT LANTZ, <i>Vice President, Global Access</i> , Bryant Christie Inc. ANN GEORGE, <i>Officer Manager</i> , Hop Growers of America (<i>invited</i>) AMY BURDETT, <i>Director of Marketing Operations</i> , Potatoes USA
Session II	<i>Agribusiness Trading Missions (ATMs): Creating Int'l Partnerships</i> TIMOTHY POWERS, <i>Acting Director, Trade Services Staff</i> , Office of Trade Programs/FAS BERNADETTE WILTZ, <i>Executive Director</i> , Southern U.S. Trade Association Small Business State Commissioner of Agriculture
Session III	<i>"Post/Cooperator Partnerships: Technical Issues"</i> – (WHO and the new food labeling/nutrition restrictions) OFSO/cooperators

Thursday, November 17, 2016	
Time	Messaging Training
8:00 am	Training Registration
8:00 am-12:00 pm	<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.</i>