White House Rural Council

Made in Rural America Regional Forum

September 5, 2014
Corey Union Function Room, SUNY–Cortland
Cortland, New York

Agenda

7:15am Registration

8:00am Welcome
Master of Ceremonies: Kenneth Adams, President and CEO, Empire State Development, and Commissioner, New York State Department of Economic Development
Erik J. Bitterbaum, President, SUNY–Cortland
Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission

8:10am Introduction
Rob Simpson, President and Chief Executive Officer, CenterState Corporation for Economic Opportunity

8:30am Breaking Down Barriers: A Toolbox for Export Success
Moderator: Kenneth Adams, President and CEO, Empire State Development, and Commissioner, New York State Department of Economic Development
Agency-Client Team 1: Mary Hoffman, Associate State Director, New York State Small Business Development Center; and Business Client Cynthia West-Chamberlain, Owner, Black Willow Winery
Agency-Client Team 2: Ed Kowalewski, Director of Foreign Investment and Senior Trade Representative, Empire State Development; and Business Client Bia Kahn, President, Chautauqua Woods
Agency-Client Team 3: John Tracy, International Trade Specialist, U.S. Commercial Service; and Business Client Kenny Hancharik, Production, Scheduling, Shipping, and Receiving Manager, Kionix, Inc.
Agency-Client Team 4: Sue Kuhns, Director of Marketing and Communications, TDO/MEP; and Business Client Ray Carrock, President and CFO, Aquarii, Inc.

9:30am Break
9:45am  **Export Financing Solutions**  
*Moderator:* Steven King, Director of Export Services, CenterState Corporation for Economic Opportunity, and Export Director, Central New York International Business Alliance  
*Presenters:*  
Regina Gordin, Regional Director—Eastern Region, Export-Import Bank of the United States  
Dan Rickman, Economic Development Specialist and District International Trade Officer, U.S. Small Business Administration  
Daniel Duffy, Vice President, Global Trade Sales and Logistics, JPMorgan Chase  
Joseph El-Hindi, Vice President, Filtertech

10:45am  **Positioning Rural America for Success in the 21st Century**  
*Master of Ceremonies:* Kenneth Adams, President and CEO, Empire State Development, and Commissioner, New York State Department of Economic Development  
U.S. Senator Kirsten Gillibrand  
U.S. Department of Commerce Deputy Secretary Bruce Andrews

11:20am  **What’s Next? An Interactive Dialogue on Exporting from Rural America**  
*Moderator:* Ashley Zuelke, Special Advisor for Export Policy, Promotion, and Strategy, International Trade Administration, U.S. Department of Commerce

11:45am  “Taste NY” Luncheon  
*All ingredients sourced locally from within New York State.*  
*Introduction:* Scott Collins, USDA Rural Development New York Acting State Director  
*Speakers:*  
Doug McKalip, Senior Policy Advisor for Rural Affairs, White House Domestic Policy Council  
Roxaina Hurlburt, Co-owner, Mercer’s Dairy  
Ruth Mignerey, Co-owner, Mercer’s Dairy

1:15pm  **Export-Investment Success, A Formula for Economic Growth**  
*Moderator:* Erik Miller, Executive Director, Southern Tier East Regional Planning Development Board  
*Local Perspective:* Garry L. VanGorder, Executive Director/CEO, Cortland County Business Development Corporation  
*Regional Perspective:* David Holder, President, Syracuse Convention and Visitors Bureau  
*Statewide Perspective:* Claire McLeveigh, Vice President, International Trade and Investment, Empire State Development

1:15pm  **Strengthening Links between Businesses and Their Export Service Providers**  
Pre-scheduled one-on-one working sessions between individual business representatives and participating export service providers

2:15pm  **Moving Forward Together, Closing Remarks**  
Dierdre K. Scozzafava, New York Deputy Secretary of State for Local Government, and Governor’s Alternate, Appalachian Regional Commission  
Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission