



White House Rural Council

Made in Rural America Regional Forum

August 18, 2014

Hyatt Regency Birmingham–Wynfrey Hotel
Birmingham, Alabama

Agenda

- 7:30am **Registration and Breakfast (*Wynfrey Room C—Second Floor*)**
- 8:30am ***Welcome and Introduction (Wynfrey Room A&B—Second Floor)***
Master of Ceremonies: Rick Davis, Senior Vice President of Economic Development, Birmingham Business Alliance
Jim Byard, Director, Alabama Department of Economic and Community Affairs, and Alabama Alternate to the Appalachian Regional Commission
Ronald Davis, State Director, USDA Rural Development
Earl Gohl, Federal Co-Chair, Appalachian Regional Commission
- 9:00am ***Positioning Rural America for Success in the 21st Century (Wynfrey Room A&B—Second Floor)***
Jo Bonner, Vice Chancellor for Government Relations and Economic Development, The University of Alabama System
- 9:30am ***Breaking Down Barriers: Export Alabama Alliance (Wynfrey Room A&B—Second Floor)***
Moderator: Brian Davis, Director, Alabama International Trade Center

Members, Export Alabama Alliance:
Hilda Lockhart, Director of International Trade, Alabama Department of Commerce
William Toerpe, International Trade Specialist, U.S. Commercial Service, Birmingham U.S. Export Assistance Center
Mark Brown, Vice President of Business Retention and Expansion, Birmingham Business Alliance
Small Business Exporters:
Scott Green, Founder and President, Creative Concepts
David Hornsby, President, Hornsby Steel
Tess Winningham, CEO, Alignment Simple Solutions
Jamey Hurst, Director of Marketing, Linden Lumber Company
- 10:45am **Break and Networking with Made in Rural America Exhibitors**

- 11:15am ***Export Financing Solutions (Wynfrey Room A&B—Second Floor)***
Moderator: Bill Cummins, Executive Director, Alabama SBDC Network, and Vice Chair, Alabama District Export Council
- Maria Gutierrez, Regional Director, Export-Import Bank of the United States
Edward Deitz, Senior Vice President, Synovus—First Commercial Bank
Michael C. McSweeney, Managing Partner, McSweeney Holdings
Brent E. McMahan, Senior Area Manager—South Alabama, U.S. Small Business Administration
- 12:30pm ***Luncheon (Wynfrey Room C)***
- Made in Rural America: Opening a Powerful New World of Opportunity***
Master of Ceremonies: Rick Davis, Senior Vice President of Economic Development, Birmingham Business Alliance
Speaker: Doug McKalip, Senior Policy Advisor for Rural Affairs, White House Domestic Policy Council
- 1:30pm ***Benefits of International Trade and Investment: A Tool Box for Rural Economic Growth (Wynfrey Room A&B—Second Floor)***
Moderator: David Hutchison, Executive Director, Butler County Commission for Economic Development, and Chair, EDAA Rural Development Committee
Speaker: Greg Canfield, Secretary, Alabama Department of Commerce
- 2:00pm ***Moving Forward Together, Closing Remarks (Wynfrey Room A&B—Second Floor)***
Jim Byard, Director, Alabama Department of Economic and Community Affairs, and Alabama Designee to the Delta Regional Authority
Chris Masingill, Federal Co-Chair, Delta Regional Authority
- 2:15pm ***Strengthening Links between Businesses and Their Export Service Providers (Yorkshire Room—Lobby Level)***
Pre-scheduled one-on-one sessions between individual business representatives and participating export service providers.