



## 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 21<sup>st</sup> 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 McLeveighn, 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