



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

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Made in Rural America Regional Export and International Investment Forum



White House Rural Council



August 18, 2014

8:30 a.m.–2:30 p.m.

Hyatt Regency Birmingham–Wynfrey Hotel
1000 Riverchase Galleria, Birmingham, AL

As part of the White House Rural Council's [Made in Rural America export and investment initiative](#), the Appalachian Regional Commission (ARC) will host a regional forum on August 18 on expanding international market opportunities for rural businesses and value-added agricultural producers. This forum will help firms learn ways to grow their business by finding new customers abroad and selling more to their existing international customers. It will also help rural community leaders learn how to position their regions to attract and prepare for foreign investment. Co-hosted by the Delta Regional Authority, the full-day forum will take place at the Hyatt Regency Birmingham–Wynfrey Hotel in Birmingham, Alabama.

Attendees will hear from experienced exporters and from local, state, and federal organizations about resources and opportunities that can help rural businesses and community leaders access new markets and customers abroad. Speakers will include White House Domestic Policy Council Senior Policy Advisor for Rural Affairs Doug McKalip, ARC Federal Co-Chair Earl Gohl, Delta Regional Authority Federal Co-Chair Chris Masingill, and international business professionals from the Alabama Department of Commerce, the Export-Import Bank of the United States, the U.S. Small Business Administration, the Alabama Small Business Development Center Network, the U.S. Department of Commerce, and the Alabama District Export Council.

Forum events will include panel discussions with successful exporters and community leaders on overcoming barriers to exporting and the opportunities exporting presents for community and economic growth; as well as sessions on trade financing and foreign investment. Business attendees will have the option of participating in one-on-one introductory meetings with export-assistance providers.

No charge to attend, but registration is required.

A discounted room rate of \$122 is available at the Hyatt if you mention the "White House Rural America Forum" when booking at 205-705-1234.

Register Now



White House Rural Council

Made in Rural America Regional Forum

August 18, 2014

Hyatt Regency Birmingham–Wynfrey Hotel
Birmingham, Alabama

Draft Agenda

- 7:30am Registration and Breakfast
- 8:30am ***Welcome and Introduction***
Master of Ceremonies Rick Davis, Senior Vice President of Economic Development, Birmingham Business Alliance
Jim Byard, Director, Alabama Department of Economic and Community Affairs
Ronnie Davis, Alabama State Director, USDA–Rural Development
Earl Gohl, Federal Co-Chair, Appalachian Regional Commission
Chris Masingill, Federal Co-Chair, Delta Regional Authority
- 9:15am ***Positioning Rural America for Success in the 21st Century***
Speaker TBA
- 9:45am ***Breaking Down Barriers: Export Alabama Alliance***
Moderator Rick Davis – Birmingham Business Alliance
- Alabama Department of Commerce and Business Partner
 - U.S. Commercial Service and Business Partner
 - Alabama International Trade Center and Business Partner
 - Birmingham Business Alliance and Business Partner
- 10:45am Break and Networking with Made in Rural America exhibitors
- 11:15am ***Export Financing Solutions***
Moderator: Bill Cummins, Executive Director, Alabama SBDC Network and Vice-Chair, Alabama District Export Council
- Export-Import Bank of the United States (invited)
Edward Deitz, Senior Vice President, Synovus–First Commercial Bank

12:15pm

Luncheon

Made in Rural America: Opening a powerful New World of Opportunity

MC: Rick Davis

Speaker: Doug McKalip, Senior Policy Advisor for Rural Affairs, White House Domestic Policy Council

1:30pm

Benefits of Export: A Tool Box for Economic Growth

Training for economic development officials and interested organizations

Moderator: David Hutchinson, 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

Earl Gohl, Federal Co-Chair, Appalachian Regional Commission

2:15pm

Strengthening Links between Businesses and Their Export Service Providers

Pre-scheduled one-on-one sessions between individual business representatives and participating export service providers.

[Register Now](#)



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