

## 2017 MITA'S WORLD TRADE CONFERENCE



Every year, the President of the United States declares the third full week of May as **World Trade Week**. Trade organizations, businesses and other stakeholders come together both nationally and locally to promote and facilitate international trade in the U.S. economy. The **Midwest International Trade Association (MITA)** will celebrate **World Trade** on **May 17th** offering a full agenda of educational and global business speakers as well as recognizing the exemplary achievements of two companies in international trade. Join **MITA** in celebrating the importance of international trade on the region's economy as well as to gain collective expertise to help your business grow. The Conference is filled with the latest international information from experts from around the world followed by a networking reception (sponsored by First National Bank).

[Register Here](#)

**Tony Clayton, President**  
**Clayton Agri-Marketing, Inc.**

**Challenges of Developing an Export Market**

- Opportunities in the export market, developing agents and representation in other countries, and some of the driving factors.
- Know your products and customer's needs, risks that can affect your shipments, and financing - while insuring payment.

**Suzanne Cormie, Senior Trade Commissioner**  
**Consulate General of Canada**

**Canadian-U.S. Business Partnership Update**

- Canada-Nebraska 150-Year Celebration.
- Canada and USA Program for Women Entrepreneurs.

**Courtney Dentlinger, Director**  
**Nebraska Department of Economic Development**

**Nebraska Department of Economic Development's Efforts to Support International Trade in Nebraska**

**Derek Gianino, Director, International Policy**  
**U.S. Chamber of Commerce**

**Trade Update: A View from Washington**

- The latest updates and outlook on trade policy from the Administration and Congress, future trade agreements (TPP/TTIP?).
- Impact and importance of trade locally, how the business community can use their voice in the Trade Debate.

**Nathan Kauffman, Assistant Vice President and Omaha Branch Executive  
Federal Reserve Bank of Kansas City**

**U.S. and Regional Economic Outlook**

- Economic growth has been steady through the recovery, but some industries and regions are performing better than others.
- Export-dependent and commodity-based businesses face ongoing headwinds connected to a stronger U.S. dollar.
- Economic growth in metropolitan regions maintains momentum, while growth in rural areas slows.

**William Reay, Ph.D., President and Chief Executive Officer  
OMNI Behavioral Health  
Coalition for Research to Practice  
Universidad de La Habana, Cuba**

**Cuba's Next Revolution**

- Cuba's new economic model.
- Forging United States/Cuban businesses.
- Important cultural aspects of the People's Revolution.

**Pete Ricketts, Governor of Nebraska (invited)**

**Presentation of Awards: Exporter and Importer of the Year**

**Zengjun Wei**

**Vice Governor of Shaanxi Provincial Government**

**Connectivity, Communication, and Cooperation Spearheads Development of  
Economy and Trade between Shaanxi and U.S.**

**Jennifer Zhang, President**

**JZW International, LLC**

**State of Nebraska Representative to China**

**Nebraska Import Success Story -- JZW International**

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## EVENT DETAILS

**Date:** Wednesday, May 17, 2017

**Time:** 7:30-8:10 am -- Registration/Networking (breakfast included)  
8:10-3:00 am -- Conference  
3:00-5:00 pm -- Networking Reception Sponsored by First National Bank

**Location:** Embassy Suites Omaha-LaVista Conference Center  
12520 Westport Parkway  
LaVista, Nebraska

**Fee:** This event is FREE to Platinum, Gold and Silver MITA Members.

**Bronze Members: \$50/person**  
**Additional Member Fee: \$75/person**  
**Non-Member Meeting Fee: \$95/person**  
**Student/Retiree Meeting Fee: \$35/person**

## REGISTRATION

To register for this event, please contact Gloria Penas at 402.596.1210 or [mita@mitaonline.org](mailto:mita@mitaonline.org), OR just [click here](#).

Payment options include:

- **Credit card payment at the meeting via Square Card Reader (an additional 3% processing fee will be applied)**
- **PayPal option available during final registration process on the MITA website (standard PayPal fees apply)**
- **Company check at the door or mailed in advance to MITA, PO Box 642123, Omaha, NE 68164.**

No-shows will be billed. **Dress: Business Casual.**

## **SPEAKER BIOS**

### **Tony Clayton, President Clayton Agri-Marketing, Inc.**



Tony Clayton, President of Clayton Agri-Marketing, Inc. has been involved in the international marketing of animal genetics and agricultural products for over 30 years in many different capacities both in the private and government sectors. Tony has exported beef cattle, dairy cattle, goats, horses, sheep, swine and agricultural equipment to 52 different countries. Tony was raised on a diversified crop and livestock farm in southwest Missouri. He is a graduate of the University of Central Missouri in Warrensburg, Missouri and has a B.S. Degree in Agricultural Education. Tony is the past President of the Livestock Exporters Association of the United States and serves on the Board of Directors of the United States Livestock Genetic Exports, Inc. (USLGE). He also serves on the United States Department of Agriculture and U.S. Trade Representative's Animal Technical Advisory Committee (ATAC) for the development of export trade on animals and animal products.

### **Suzanne Cormie, Senior Trade Commissioner Consulate General of Canada in Minneapolis**



Suzanne Cormie has held several different positions with Global Affairs Canada including assignments in Dublin, Chicago and Atlanta as well as Senior Trade Commissioner at the Regional Office in Winnipeg. Her experience at the Department headquarters in Ottawa includes the positions of United Nations Elections Coordinator, Foreign Policy Communications Strategist, as well as serving in the United States General Relations Division, the United States Trade Relations Division and the International Cultural Relations Branch. Most recently, Miss Cormie comes to Minnesota from the Canadian Embassy in Dublin, Ireland, where she spent six years as the Senior Trade Commissioner and Counsellor, including two lengthy periods as Chargée d'Affaires. She arrived at the end of September 2015, to take on her current role as the Senior Trade Commissioner at the Canadian Consulate in Minneapolis. The Consulate represents Canada in Minnesota, Iowa, Nebraska, North Dakota, and South Dakota.

### **Courtney Dentlinger, Director Nebraska Department of Economic Development**



Courtney Dentlinger is director of the Nebraska Department of Economic Development (DED). Under Dentlinger's leadership, the department is undergoing a comprehensive reorganization to align the agency to better grow the state through attraction of innovative industries and talent. The state was recently awarded the prestigious first place Governor's Cup award from Site Selection magazine. Nebraska won first place in the nation for the most qualifying new and expanded facilities per capita in 2016. Prior to Dentlinger's leadership at DED, she served as Executive Director of the Norfolk Area Economic Development Council, in Norfolk, Neb., where she built a new economic development department for the City of Norfolk from the ground up. From 2005-2007, she practiced law as an Associate Attorney at Fitzgerald, Vetter & Temple in Norfolk, and from 2001-2004, she served as Associate Director of Government Relations with the nonprofit NAFSA: Association of International Educators in Washington, D.C, where she monitored legislation and regulations affecting international education, and worked with Congress and federal agencies to implement laws and regulations favorable to promoting international education. Dentlinger holds a Bachelor of Arts in Political Science, International Studies and Spanish from Wayne State College in Wayne, Neb., and a Juris Doctor from George Washington University College of Law in Washington, D.C.

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**Derek Gianino, Director  
International Policy  
U.S. Chamber of Commerce**



Derek Gianino is Director of International Policy at the U.S. Chamber of Commerce. In his role, he is responsible for promoting the Chamber's international trade agenda, working with and managing grassroots supporters, third party stakeholders, strategic alliances, state and local chambers of commerce, and a wide array of businesses, including small and medium-sized exporters. Prior to joining the U.S. Chamber of Commerce, Derek served as Director of Strategic Initiatives at the U.S. Global Leadership Coalition, a nationwide advocacy network of businesses, NGOs, faith, and military leaders dedicated to promoting strategic investments in global development and diplomacy programs. In the 2012 election cycle, Derek was Deputy National Coalitions Director on the Romney for President campaign, overseeing national outreach efforts to veterans, sportsmen, and farmers. In this capacity, he directed efforts to recruit and mobilize activists in more than 15 targeted states and liaised with prominent veteran, business, and civic leaders. Derek was previously a public affairs consultant with firms including DDC Advocacy and Howard Consulting Group, working on a variety of federal and state public policy issues. He holds a degree in political science from Kalamazoo College and received his Master of Public Policy degree from The American University. He also studied at the University of Aberdeen.

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**Nathan Kauffman  
Assistant Vice President and Omaha Branch Executive  
Federal Reserve Bank of Kansas City**



Nathan Kauffman is assistant vice president and Omaha Branch executive with the Federal Reserve Bank of Kansas City. In this role, he serves as the Bank's regional economist and representative in the state of Nebraska, recruits and works closely with the Branch's board of directors, and is responsible for briefing the Kansas City Fed's president - a member of the Federal Open Market Committee - on economic and business activity in the state. In addition, Nathan is the Kansas City Fed's lead expert in agricultural economics. He oversees several Bank and Federal Reserve System efforts to track agricultural and rural economies, including the quarterly publication of the Tenth District Survey of Agricultural Credit Conditions and the Federal Reserve System's Agricultural Finance Databook. He is also responsible for the Nebraska Economist, a quarterly publication providing insights into the Nebraska economy. Nathan's current research focuses primarily on agricultural finance, commodity market analysis, and the rural economy. His additional research interests include international rural development and agricultural trade. Nathan joined the Federal Reserve in 2012 and served as an economist in the Regional Affairs Department at the Omaha Branch before being named Branch Executive in 2013. He received his Ph.D. in economics from Iowa State University. Prior to receiving his Ph.D., Nathan spent three years in Bosnia and Herzegovina coordinating agricultural economic development projects. Nathan lives in Omaha with his wife and four children.

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**William Reay, Ph.D.  
President and Chief Executive Officer  
OMNI Behavioral Health  
Coalition for Research to Practice  
Universidad de La Habana, Cuba**



William (Bill) Reay has been a national leader in mental and behavioral health services research for more than 25 years. Bill is one of the founding members of the original Child and Adolescent Service System Program (CASSP) and the National Federation for Children's Mental Health. Bill is one of the original leaders in the System-of-Care development and movement, and served as a professional research member of the United States Department of Education's Evaluation Team for the Research and Training Centers. Internationally, Bill consults with businesses and academic institutions in Russia and the Caribbean. As a result, Bill has led various academic and business delegations to Cuba which has resulted in his current initiative to lead a delegation of business executives to Cuba in the fall of 2017. This U.S./Cuban business summit is designed to examine and explore various business relationships between Cuba and United States entrepreneurs. Bill received his Master of Arts degree in Quantitative Psychology from the University of Nebraska, Department of Psychology, at Omaha. He received his Ph.D. in Psychology with a minor in Law from the University of Nebraska, combined Department of Law and Psychology, College of Law, Lincoln, Nebraska. Bill was also a Professor of Psychology and Director of International Academic Program Development for Northcentral University, Scottsdale, Arizona, where he designed and developed international graduate programs in Russia, Jamaica, and Cuba. In addition, he is the President of The Coalition for Research to Practice, a research intuitive aimed at improving the quality of life for individuals and families. Bill has been a visiting scientist at Vanderbilt University and holds additional academic appointments globally.



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**Pete Ricketts**  
**Governor of Nebraska**

Governor-elect Pete Ricketts was sworn in as Nebraska's 40th Governor on January 8, 2015. Governor-elect Ricketts was first elected to office upon winning the Nebraska gubernatorial election on November 4, 2014. Prior to his election as governor, he worked to support Nebraska entrepreneurs and startup companies. Born in Nebraska City and raised in Omaha, Ricketts is the son of an entrepreneur and a public school teacher. Governor-elect Ricketts and his wife, First Lady Susanne Shore, have been married for 17 years and have three children, Roscoe, Margot and Eleanor.



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**Zengjun Wei, Vice Governor**  
**Shaanxi Provincial Government**

Zengjun Wei was born in Xi'an, Shaanxi Province, China. He has an undergraduate degree with a major in agriculture and an MBA graduate degree. He began his career in July 1982, joining the Communist Party of China (CPC) in September 1982. During his career he has held positions of increasing responsibility. He has worked as Deputy Director of the Office of Employment for Disaster Area, Deputy Director and Director of the Rural Economy Office, all affiliated with the Shaanxi Planning Commission prior to becoming the Deputy Director General of the Development and Planning Commission. He then took the position of Deputy Director General of the Shaanxi Development and Reform Commission, before moving to Shangluo Municipal Government positions. He became Deputy Secretary of the CPC Shangluo Municipal Committee, Deputy Mayor, Acting Mayor and Mayor of the Shangluo Municipal Government. He went on to become the Chairman of the Shangluo Municipal People's Congress, the Secretary of the CPC Hanzhong Municipal Committee, and Chairman of the Standing Committee of Hanzhong Municipal People's Congress. In January, 2017 he became the Vice Governor of the Shaanxi Provincial Government in China.



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**Jennifer Zhang, President**  
**JZW International, LLC**  
**State of Nebraska Representative to China**

Jennifer Zhang immigrated to the United States from Shanghai, China in 2000 and moved to Nebraska in 2003. In 2005, she formed JZW International Development, LLC in Nebraska, to facilitate international business opportunities between the United States and Chinese companies; specializing in business consulting and construction products. She maintains her home and a business office in Omaha. In 2006, she began working with the State of Nebraska to develop business relationships with China. While working with State of Nebraska during 2008, she was named Representative of Nebraska to China. Ms. Zhang's multi-lingual skills (she is fluent in several languages), her multi-cultural background, 15 years experience in international business, and having a network with Chinese businesses and government officials prove invaluable to American businesses and Nebraska government in establishing international business relationships in China. As a result of the collaborative efforts of the Nebraska Department of Economic Development, and through Ms. Zhang's knowledge of China's culture and economic system and her personal relationships in China, Nebraska has been successful in inviting Chinese companies to open businesses and offices in Nebraska.



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## MEMBERSHIP

**Become a MITA member  
TODAY and start NETWORKING!**

Visit [www.mitaonline.org](http://www.mitaonline.org) for membership details.

## 2017 UPCOMING MITA EVENTS

- April 20:** In-Focus Country Series: Japan
- May 17:** MITA's World Trade Conference
- June 15:** Summer Networking Event: Riverboat Cruise
- Sept. 21:** Ecommerce: Tools to Selling Across the Border
- Oct. 19:** Managing Transportation and Costs Effectively: Best Practices in Freight Management
- Nov. 16:** Trade Zones, Tariffs and Antidumping Duties 101
- Dec. 14:** Holiday Networking Event: Lauritzen Gardens

**This meeting, as well as future meetings, may be eligible for NCBFA.**



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