



We Understand International Trade

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In-Focus Country Series: Israel

Many dub Israel the “Startup Nation” thanks to its leading role in developing and supporting growth-stage companies that provide solutions to diverse issues like sustainable energy, agriculture, and medical diagnostics. Nebraska and Israel’s relationship continues to gain traction, particularly in agricultural technology, where Israel’s 430+ Ag tech companies find synergies with Nebraska’s agricultural expertise. The Israeli market presents strong opportunities for businesses seeking strategic partners, and for high-end equipment and component manufacturers.

On **Thursday, March 12**, please join **MITA, Nebraska Governor Pete Ricketts, and Israel’s Ambassador to the United States, Ron Dermer**, to learn more about the Nebraska-Israel relationship and discuss how it will develop into the future. This program will include:

- A welcome by Governor Pete Ricketts (40th Governor of the State of Nebraska).
- Remarks by Israel’s Ambassador to the United States, Ron Dermer.
- Discussions by Nebraska-based companies about their involvement with Israel and opportunities for further engagement.
 - [CropX \(formerly CropMetrics\)](#)
 - [Valmont \(Valley Irrigation\)](#)
- The opportunity to network and discuss business opportunities in Israel and the future of the Nebraska-Israel relationship.



Event Details

DATE:

Thursday, March 12, 2020

TIME:

1:30-2:00 pm: Registration/Networking

2:00-4:00 pm: Program

4:00-4:30 pm: Networking Reception

FEE:

Members: \$55/person

Bronze Members: \$35/person

Non-Members: \$75/person



WHERE:

Temple Israel, 13111 Sterling Ridge Drive, Omaha, NE



Registration



To Register: [CLICK HERE](#)

Or contact Gloria Penas at **402.596.1210**, by email at mita@mitaonline.org.

Registration Deadline: Monday, March 9th.

Payment can be made at the door or sent to: MITA, P.O. Box 642123, Omaha, NE 68164 (no-shows will be billed).



Speakers



Nebraska Governor Pete Ricketts

Governor Pete Ricketts was sworn in as Nebraska's 40th Governor on January 8, 2015. Governor 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 Ricketts and his wife, First

Lady Susanne Shore, have been married for 21 years and live in Omaha. They have three children: Roscoe, Margot, and Eleanor.

Ricketts graduated from Westside High School before attending the University of Chicago where he earned his bachelor's degree in biology and an MBA in marketing and finance. After graduate school, Ricketts returned to Omaha and worked for Union Pacific before working as a customer services representative

in his family's business, a company that would eventually become known as Ameritrade. He went on to hold leadership roles in the company including Senior Vice President of Strategy and Business Development, Senior Vice President of Product Development, Senior Vice President of Marketing, President, and Chief Operating Officer (COO). He is also a past board member of TD Ameritrade's Board of Directors. Ricketts is the founder of Drakon, LLC that supports local entrepreneurs and startup companies. He also serves as a director for the Chicago Cubs baseball team.

Driven by a desire to give back to his community and create education and job opportunities, Governor Ricketts has taken on leadership roles in local and state associations and organizations. Currently, he serves on the boards of the Mid-America Council of the Boy Scouts and the Christian Urban Education Service (CUES). Additionally, he serves as a director for the Children's Scholarship Fund Foundation, a director of the Nebraska Game and Parks Foundation, a member of the Board of Advisors of Opportunity Education Foundation, a member of the Archbishop's Committee for Development, a member of the Knights of Columbus, and a Knight of the Holy Sepulchre. Governor Ricketts and his family attend St. Margaret Mary's church.



Ron Dermer
Ambassador to the United States
State of Israel

Ron Dermer was born and raised in Miami Beach, Florida. He earned a degree in Finance and Management from the Wharton School of Business at the University of Pennsylvania and a degree in Philosophy, Politics and Economics (PPE) from Oxford University. For three years, he was a columnist for the Jerusalem Post.

In 2004, Ron co-authored with Natan Sharansky the best-selling book, *The Case For Democracy: The Power of Freedom to Overcome Tyranny and Terror*, which has been translated into ten languages. From 2005-2008, Ron served as Israel's Minister of Economic Affairs in the United States. From 2009-2013, he served as Senior Advisor to Prime Minister Benjamin Netanyahu.

He is married to Rhoda and has five children.



MITA

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