

## **KNOW BEFORE YOU GO – EDO CALL**

**April 20, 2017  
12:00 pm CT**

(Bill Burwell): Good afternoon - or good morning, everybody. Thanks for joining the call.

This is the call -- we're about two months to go, a little inside of two months to go -- to the Summit. Today, we'll try and give you a quick update and then make sure open up for a Q&A, actually, twice. Once, after a presentation about our Rural Shoring Initiative at the Summit, and then once at the end of the program.

Hopefully, you had seen a press release go out last week from Secretary of Commerce, Wilbur Ross, announcing his participation and enthusiasm for the Summit.

If you missed that, for some reason, we're happy to send it out to you individually, please email us at [SUSAEvents@trade.gov](mailto:SUSAEvents@trade.gov). We also have some marketing and communications tools and materials available to help with echoing those messages and the Summit in general.

In addition, the Agenda for today will include a Summit Agenda update, a conversation about Exhibitor and Sponsor resources, quick update on Matchmaking, and then marketing and publicity items.

At this point in the program development, we are pretty much on-pace with where we were last year, both in recruitment, and engaging with the economic development community and with foreign firms. So, we are pretty much on pace with the same point in time where we were last year before the program.

We have about 1000 Applicants and Participants registered, or in the process of completing their registration, and so this is great news. We have a really robust representation from the U.S. States and from the economic development communities.

In addition, we are on track with having a broad representation of markets, as is customary. In the past several years, we've had about 70 markets represented, and so this year, we're at about 42 now, which again, as I mentioned, is right on pace with where we normally are. And so, you know, things are looking good for the audience and for engagement.

I would like to pass it over to (Heather Ranck), who is our (USIAC) Director in North Dakota, and our Team Leader for Rural Outreach and Services, and Head of our Global Team on increasing exports and investment to Rural communities.

So, (Heather), I will pass it off to you for your discussion. And just so folks know, we will take a break after (Heather) to do Q&A with her, because she must jump off the call after her part.

(Heather Ranck): Thank you, (Bill). I'm (Heather Ranck). I'm based in Fargo, North Dakota - the U.S. Commercial Service Office - so we've been doing export assistance for many years. And as of recently, a lot more foreign direct-investment promotion as well.

SelectUSA was the one who thought to invite us to participate at SelectUSA, and we had some exciting things that have developed. So, we thought we would share those with you today.

The Rural Team is trade specialists like myself from all around the Nation, who have a passion and an interest in economic development in Rural parts of the U.S.

So, we have - almost all the States - have at least one Rural team member. And those are in the U.S. Commercial Service Offices throughout the country.

We have an interest in foreign direct-investment promotion in Rural areas, in addition to our traditional role of export assistance. And working with SelectUSA, and having some special programming this year to focus on that with both a Booth and a panel at the SelectUSA Summit is how we're approaching it right now.

You may be wondering what our definition of Rural is. We have a pretty broad definition, to be as inclusive as possible. So, if a population center has a population of 150,000 people or less, or if they are not within a reasonable commute of international trade resources, that would qualify as Rural in our book.

So, basically, it's anywhere outside of a major metropolitan area. In my case, the entire state of North Dakota would qualify, all of Montana, Alaska, you know, anywhere that doesn't have a pretty major metropolis would be considered Rural in our book.

So, what we're trying to do with the SelectUSA Summit is to raise awareness that investing in Rural America has some unique benefits. And I have a feeling that a lot of foreign investors may have some misconceptions about what Rural America has and is.

So, our main goal will be to kind of showcase what Rural America has, dispel misconceptions, and get people excited about looking at Rural America as an investment destination.

We will have a Booth in the Government section of the Expo, which will be staffed by Rural Team Members. And our main role there will be to raise awareness about Rural America, investment opportunities -- and what we're going to be doing is referring people to EDO Booths, trying to help people answer their questions and point them in the right direction as to whatever resource can help them with their specific need.

We're also going to help put together an Academy Panel Session on the Sunday prior to the Session, and the speakers in that panel have now been confirmed. I will be moderating that Panel.

We have Lieutenant Governor of Idaho, Brad Little. He is confirmed. We have (Brett Downey), from the Great Falls, Montana, Development Authority. He is President and CEO of that Development Authority. And then we also have (Scott Hersick) from the Appalachian Regional Commission.

So, our goal with the Panel is we have people from all levels that could help someone - a potential investor. We have an EDO, we have a State, we have a Regional Commission, and we have Federal Government all in one place, so whatever need may arise, we likely would have a resource or a recommended path for how we can help solve that type of issue for a potential investor.

So, what we're going to try to cover in our Panel is why it's a good idea to consider looking at Rural parts of the country, also, debunking myths, as I mentioned, keys to success for Rural investments.

Also, I want to highlight some special and unique opportunities in Rural America, such as Native American Territories or special opportunities in Native American Territories, which tend to be Rural.

And then certain sectors that are inherently more Rural, such as agriculture, mining, things like unmanned aerial vehicles and, you know, things along those lines.

And then, of course, as I mentioned, we want to help people figure out what channels of assistance are available for their specific need. If you have a special program, if you have a success story in a Rural part of your State or your Region, if you have an idea or a special program that is targeted to Rural areas that you are involved with, we would love to have some of those.

I always think giving anecdotes or success stories is a good motivational way to kind of spell it out with a picture, so that we're not just telling people, we're giving examples of how this can work. So, if you have anything like that, you would be welcome to email me. My email is Heather.Ranck -- R-A-N-C-K -- @trade.gov.

(Jacqueline): I wanted to touch briefly on the Summit Agenda, including that names of speakers will be live on the Web site within the next two weeks, as well as session descriptions to help give you a little bit more context.

However, I'd encourage you to keep checking out the Agenda tab on the Web site, and to do that right now. It includes the schedule of the programming, a skeleton Agenda, as well as exhibition and hall hours and networking hours.

For a few quick updates on the Plenary or Main Stage, we are making great progress on the high-level speakers, and we think you'll be very happy with the quality of speakers that we have, once we can announce those publicly.

On the breakouts, again, the descriptions of the breakouts, as well as the Plenary sessions, will be posted in the next two weeks, and we have about half of the speakers confirmed for breakouts right now. So, we're making good progress.

On the Academy, (Heather) touched a bit on this with the Rural Shoring Panel which we will have at the Academy. But our overall goal this year was to expand the Academy and to provide more options. So, we will be offering smaller, more targeted sessions, and we're happy to announce that there will be 23 individual sessions that range in style and length.

There will be a range of EDO focus sessions that include building and economic development strategies, lead generation, client management and aftercare, and some practical sessions on State, Federal and Personal taxes.

We are also happy to be able to provide a total of nine 30-minute sessions during the Academy on Sunday, hosted by our U.S. Government colleagues from different agencies. These sessions will provide an overview of how those various Federal agencies can assist with investment.

Now I want to move on to Exhibitor and Sponsor opportunities, for those of you who have not finalized your Booth, or just decided on Sponsorship options, et cetera. As a reminder, there are several remaining Sponsorships and Exhibitor opportunities, and these can all be found on the Exhibitor/Sponsor tab of the Web site.

Standard Booths are 10 feet-by-10 feet, and cost \$850 for approved EDOs. For non-EDOs, they're \$5,500. Larger sizes are available as well, up to 40-by-40, and some States are even exploring double-decker Booths this year and other exciting options.

We have the space this year, so the sky's the limit. But, we will be laying out the Exhibition Hall in the next couple of weeks, and so, if you are thinking about a bigger Booth, then the time to do that is now.

Again, just want to emphasize that individual EDOs can reserve a space or join with other EDOs in their region to share a Booth. And we are also encouraging States and Regions to reach out to local partners in your community -- via associations, members of the startup community, incubators, accelerators -- and discuss opportunities to bring them into your Booths and exhibit together to showcase more of what the State must offer.

As I just mentioned, the Exhibition Hall floor plan will be available on the Summit Web site shortly. However, we can confirm that Exhibitor and Sponsor Booths will largely be organized by Region, the same way they were last year. So, Northeast, Southeast, West, Midwest, et cetera.

This year, the Matchmaking area will be located within the Exhibition Hall, instead of being in a separate location like last year. And there will also be ample lounge spaces and areas inside the Exhibition Hall, where Attendees will be able to network with one another. (Juli): Thank you, again everyone for joining us today.

Approved Exhibitors and Sponsors should have all received an email with a link to their group registration portal by this point. Again, this provides

comprehensive information and allows Exhibitors to register their staff, make hotel reservations, and view the Digital Toolkit as well as the Exhibitor Kit.

As a reminder, this Exhibitor Kit contains all the information you would need about shipping and allows Exhibitors to purchase Booth services, furniture, electric, wired Internet, food and more.

The section on food and beverages is of importance for State and Local night, which is on Monday, June 19th. As we've mentioned before, Exhibitors can hold many receptions at their Booths, highlighting local experience, and may purchase food and beverages through the Gaylord Hotel.

We do want to remind you that all alcohol must be purchased through the hotel. That is a Maryland State Law, but Exhibitors may bring in sample sizes of food that are 3 ounces or less.

Regarding registration, a friendly reminder that each Booth package comes with two Exhibition Hall-only passes, and these do include Matchmaking this year.

If you want to buy any additional passes that are Exhibition Hall-only, those can be purchased for \$425 apiece. Full-access passes -- so those that give full access to the Summit -- are available for \$799 per person, and these include access to everything including the Academy, this year.

And lastly, I wanted to touch base on the hotel. This year we have a room block at the Gaylord National Resort and Convention Center which, you know, is the same place where the Summit is taking place. Housing is only available to attendees, Sponsors and Exhibitors who have applied and have been approved to attend the Summit.



We do ask that you book the hotel through the registration system and not directly with the hotel, and for detailed instructions on how to book a room, please feel free to visit the Hotel and Travel tab on the Summit Web site.

Lastly, I did want to note that the Gaylord is a Marriott property, so any attendees seeking rewards will be able to enter their rewards number when booking their room at the Gaylord. And with that, I will pass it off to my colleague, Suzanna, who has a couple of different updates.

Suzanna Ertz: The first update, I just wanted to pass along is Matchmaking. So, as we mentioned on last call -- some of you were on that call with us -- SelectUSA is showcasing a new system for 2017 to facilitate these interactions between Participants from international companies and the EDO service providers, government agencies and Sponsoring organizations.

This Matchmaking is included in all full Conference passes that just kind of explained the differences there, this year. The system will be going live before May, so please keep an eye out for that email notification that will be generated from the system.

This first phase will allow you to set up your profile, and then begin to accept and request those meetings, and get a view of who will be attending the Summit.

(Chris Higginbotham): Hello, everybody. As (Bill) mentioned on the top of the call, we hope that you saw the press release that came out from Secretary Ross's team last week announcing that he would be hosting the Summit this year.

A copy of it is available at [SelectUSA.gov](http://SelectUSA.gov), if you'd like to see it, and if you can use it for any of your publicity opportunities, of course you are welcome to. We see it as a great sign of support for this event, and we're excited about it.

We're working on a couple more press announcements, including one mentioning some of the high-level speakers who have confirmed. We're aiming to get that out very soon. And our colleagues overseas have indicated they'll be very helpful for them as they continue to recruit companies.

In addition to press, just as a reminder, we have our Digital Toolkits also available at [SelectUSA.gov](http://SelectUSA.gov). If you haven't looked at those, they do have a State-specific information in there about FDI.

For many States, it includes information about past Summit data, your State-by-State FDI data, so it can be very helpful as you promote your presence at the Summit through social media, through Web sites, et cetera.

Going back on something (Heather) mentioned during the Rural section, we are very excited and looking to use some of your more recent success stories. If you would like to share them as announcements at the Summit, please contact our team. If you'd like to, you know, just snip off some ideas about things you can do for publicity while you're there.

We have about four potential announcements on our radar right now that we've been working with EDOs on. As we line these up, the sooner we get them, the sooner we can reserve time in the press room, the sooner we can let reporters know, and tease those to attract press, and, we can include them in our letters inviting Members of Congress to attend.

Obviously, Members of Congress love to hear about the work you're doing, supporting jobs in their district. We can work to let them know about your announcements, their participation in your announcements -- their potential participation in your announcements -- can help you get even more press coverage. So, there can be added exposure for the announcement that happens at the Summit.

Just as a reminder of what we can work with you on, as far as announcements and publicity go, SelectUSA-related success stories. If any of the three Summits have helped you move forward on an investment, what we're calling the Just Plain Great FDI Story, showing how companies can succeed, why they choose to be in the United States, why they choose your State or Region, and how they contribute to your communities.

And even if it is something recently announced, and all we're doing is a signing ceremony, that kind of activity can still attract attention from the press and from Congress.

I want to highlight that our Outreach and Communications Team here at SelectUSA has been highlighting how economic development organizations are incorporating FDI into their strategies, and they've been popular over the last few months.

Thank you to everyone who has worked with us on the Blog posts. Some of the recent ones came from Wisconsin, Jacksonville, Florida, and Oakland, Michigan.

If you'd like to be featured on our Blog, we'd love to connect with you. There's no wrong person to connect with. You can email [SUSAevents@trade.gov](mailto:SUSAevents@trade.gov), you can email me, (Chris Higginbotham) -- I know

my last name's a little more difficult to spell than SUSAN -- but we're glad to work with you on those.

We're happy to announce that media registration is live at [SelectUSASummit.us](http://SelectUSASummit.us). We're looking for a variety of media types, from different markets.

We've already confirmed one member of the overseas press - an overseas television station. And we're going to start aggressively recruiting very soon. If you have local press that you would like to invite, please feel free to do so. You can point them to [SelectUSASummit.us](http://SelectUSASummit.us), and that's where they can register. If you have any questions, please feel free to reach out to us about that.

One last announcement. Yesterday - the day before yesterday - you may have seen that the A.T. Kearny FDI Confidence Index was released, and for the fifth year in a row, the United States was voted by global CEOs as the best place for business investment in the world.

That's great news. There's a Blog post up at [blog.trade.gov](http://blog.trade.gov) from our boss, talking about how awesome that is. And we welcome you all echoing that. And I am going to pass it to (Jacqueline), who's going to wrap it up, and we'll get started with the Q&A.

Coordinator: Thank you. Again, as I reminded, to ask a question, it is Star-1 on your touch-tone phone. You'll be prompted to record your name. Again, to ask a question, it is Star-1 on your touch-tone phone. And there will be one moment here while the questions come in. One moment here. Excuse me, (Amy Drawn), your line is now open.

Question 1: Hi. I just had a question about reserving meeting space for during the Conference.

(Jacqueline): Sure. So, what kind of meeting space are you looking for?

Question 2: You know, I think they're just looking for an area for maybe three-to-four people to just sit down. I'm assuming it's going to stem from that Matchmaking profile.

(Jacqueline): Yes. Okay, great. Well, we have a whole section of the Exhibition Hall that will have numbered tables for, you know -- some of them will be two-tops, four-tops, six-tops.

And if you set up meetings inside the system, then it will automatically assign you a table number, and we'll have somebody there to guide you to that table number, once you get there. And then if you need impromptu meeting space, there will also be extra tables that are unassigned that someone can help you find an extra table as well.

Coordinator: Thank you. We have another question. Your line is now open. Please check your mute button, or pick up your handset. Again, your line is open.

Question 3: Oh, I'm sorry. I want a clarification on the Academy. I think I just heard somebody say that the full Summit passes do include Academy this year, and just wondering if that is, indeed, the case. We have a Sponsorship level that has four Summit passes, so just looking to see if they include Academy as well.

(Jacqueline): Yes. The only tickets that do not include the Academy session are the Exhibit Hall-only passes. So, if it's not an Exhibit Hall-only -- and the ones that are

included with Sponsorship packages are not Exhibit Hall-only -- and those will all have access to the Academy, yes.

(Bill Burwell): Okay, great. Thank you all very much for joining today, and we look forward to our next call, and then we look forward to seeing you at the Summit after that. So, thanks, again, for joining, and have a great day.

Coordinator: Thank you. This concludes today's Conference, and thank you for participating. You may disconnect at this time.

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