



White House Rural Council



Rural Opportunity Investment Conference Agenda

July 23-24, 2014
Washington, DC

DAY ONE at the WHITE HOUSE

12:15 – 1:00 pm	Registration
1:00 – 2:00 pm	Welcome Plenary Opening and Welcome: <u>Matthew M. McKenna</u> , Senior Advisor, Office of the Secretary, U.S. Department of Agriculture Keynote Address: <u>Thomas J. Vilsack</u> , Secretary, U.S. Department of Agriculture <u>Dominic Barton</u> , Chief Executive Officer, McKinsey & Co. <u>Robert Wolf</u> , Founder and Chief Executive Officer, 32 Advisors
2:00 – 2:15 pm	Break
2:15 – 3:45 pm	Opportunities in Rural America Opening: <u>Jeff Zients</u> , Director, National Economic Council and Assistant to the President for Economic Policy, White House Moderator: <u>Thomas J. Vilsack</u> , Secretary, U.S. Department of Agriculture Panelists: <u>Anthony Foxx</u> , Secretary, U.S Department of Transportation <u>Julie Monaco</u> , Global Head of Public Sector, Bank Services Group, Citigroup <u>Jeff L. Plagge</u> , President and Chief Executive Officer, American Bankers Association <u>Seema R. Hingorani</u> , Chief Investment Officer, New York City
3:45 – 4:00 pm	Closing Remarks Speaker: <u>Jason Furman</u> , Chairman of the Council of Economic Advisers, White House

DAY TWO at the WASHINGTON HILTON at DUPONT CIRCLE
Terrace Level Columbia Ballroom

7:30 - 8:30 am	Registration
8:30 - 9:30 am	Opening Plenary: Made in Rural America Welcome and Introduction: <u>Thomas J. Vilsack</u> , Secretary, U.S. Department of Agriculture <u>Jacob J. Lew</u> , Secretary, U.S. Department of the Treasury Keynote Address: <u>Kendrick R. Wilson III</u> , Vice Chairman, BlackRock Announcements: <u>Matthew M. McKenna</u> , Senior Advisor, Office of the Secretary, U.S. Department of Agriculture
9:30 – 9:45 am	Break
9:45 – 11:00 am	SESSION 1 Panel Topics

Community Infrastructure
Large scale construction and development projects for housing, hospitals, education and military instillations provide returns to investors and are critical to healthy rural economies.
Moderator:
Doug O'Brien, Acting Under Secretary, Rural Development, U. S. Department of Agriculture
Panelists:
Kathleen I. Ferguson, Acting Assistant Secretary, United States Air Force
Dr. James L. Hurley, President, University of Pikeville, Professor of Education and Leadership
Nick Roederer, Senior Vice President, Raymond James, Inc.

Investing in BioFuels and Renewable Energy information.

Rural America is the home for investment in the research, development, and commercialization of modern biofuel production including the conversion, refining and distribution facilities.

Moderator:

[Alfred Griffin](#), *President, NY Green Bank*

Panelists:

[Adam Monroe](#), *Regional President, Americas for Novozymes*

[Cindy Thyfault](#), *Founder and Chief Executive Officer, Westar Trade Resources*

[Cynthia Warner](#), *Chairman and Chief Executive Officer, Sapphire Energy Inc.*

Water Infrastructure

There is a broad funding gap in the infrastructure needed for water and waste water distribution systems in rural America. Water infrastructure is a necessary component of rural economic development.

Moderator:

[Joseph Quinlan](#), *Managing Director and Chief Market Strategist, Bank of America*

Panelists:

[Gary Larimore](#), *Executive Director, KY Rural Water Association*

[Megan Matson](#), *Partner, Table Rock Capital*

[Chris Taylor](#), *Executive Director, West Coast Infrastructure Exchange*

Equity Capital

Unmet demand for equity investments in rural America is a significant opportunity for private equity investors. Access to equity will be key to the success of many of the components driving growth in rural areas.

Moderator:

[Maria Contreras-Sweet](#), *Administrator, Small Business Administration*

Panelists:

[William Mulrow](#), *Senior Managing Director, Blackstone Group*

[Scott Murphy](#), *Managing Director and Chief Investment Officer, Advantage Capital Partners*

[Alfred J. Puchala, Jr.](#), *Chief Executive Officer, Capitol Peak Asset Management*

11:00 – 11:15 am Break

11:15 am – 12:30 pm SESSION 2 Panel Topics

Education and Entrepreneurship

Key to reversing the net migration away from rural America is developing the educational programs and entrepreneurship needed for the next generation. These programs will provide not only job training and investor returns but will also bring an influx of investment dollars to rural areas.

Moderator:

[Krysta Harden](#), *Deputy Secretary, U. S. Department of Agriculture*

Panelists:

[Jamie Critelli](#), *Veteran and President, Floral Beauty Greenhouses*

[Dr. Lou Anna K. Simon](#), *President, Michigan State University*

[Bob Stallman](#), *President, American Farm Bureau Federation*

BioBased Product Manufacturing

Biobased products are a growing investment opportunity in domestic processing and manufacturing.

Moderator:

[Jason S. Miller](#), *Deputy Director, National Economic Council, The White House*

Panelists:

[James C. Collins, Jr.](#), *Senior Vice President, DuPont*

[Dr. Anthony Michaels](#), *Chief Executive Officer, Midwestern BioAg, Inc.*

[Marshal Salant](#), *Managing Director, Head of Alternative Energy Finance, Citi*

Transportation Infrastructure

The condition of our transportation infrastructure is a critical factor in determining economic productivity, efficiency and ability to compete in the world market. Public private partnerships represent a major investment opportunity in addressing this funding gap.

Moderator:

[Blair Anderson](#), *Deputy Assistant Secretary for Finance and Budget, U.S. Department of Transportation*

Panelists:

[Jodi Hecht](#), *Director, Utilities & Infrastructure Group, Standard & Poor's Ratings Services*

[Greg Murphy](#), *Assistant Director/Chief of Staff, Ohio Department of Transportation*

[Mike Parker](#), *U.S. Infrastructure Advisory Leader, Ernst & Young, LLC*

Co-investing with Treasury

Community development financial institutions and other Treasury-supported programs can serve as an intermediary between large-scale private investment and smaller-scale capital needs in rural America.

Moderator:

[Mary John Miller](#), *Under Secretary for Domestic Finance, U. S. Department of Treasury*

Panelists:

[Gene Eagle](#), *President, Arkansas Development Finance Authority*

[Tanya Fiddler](#), *Executive Director, Four Bands Community Fund*

[Dan Letendre](#), *Senior Vice President, Bank of America*

12:30 - 2:00 pm

**Georgetown University Law Center Luncheon with Keynote Speaker
Governor Steve Beshear, Kentucky
Host:**

	Host: Dean William M. Treanor , <i>Georgetown University Law Center</i> Opening Remarks: Robert B. Engel , <i>Chief Executive Officer, CoBank</i> Thomas J. Vilsack , <i>Secretary, U.S. Department of Agriculture</i>
2:15 – 3:30 pm	SESSION 3 Panel Topics Energy Generation and Transmission New fuel sources and technologies are transforming energy development and generation. Private funding will play a material role in the nation's sustainable energy generation strategy. Moderator: Peter W. Davidson , <i>Executive Director, U.S. Department of Energy Loan Programs Office</i> Panelists: Jim Barry , <i>Managing Director, BlackRock</i> Leslie Biddle , <i>Partner, Serengeti Asset Management</i> Timothy S. Howell , <i>Managing Director, Power and Renewable Energy, GE Energy Financial Services</i> Richard L. Kauffman , <i>Chairman, Energy and Finance for New York State and Chairman, New York State Energy Research and Development Authority</i> Telecommunications/Broadband Major investments are needed in the telecommunications facilities necessary for vibrant, modern rural economies. Private investment can fund the technology and financing to support efficient telecom deployment in rural America. Moderator: Tim Bryan , <i>Chief Executive Officer, National Rural Telecommunications Cooperative (NRTC)</i> Panelists: Mark Dankberg , <i>Chairman and Chief Executive Officer, ViaSat</i> Michael Hagg , <i>Chief Executive Officer, HTC</i> John Jay List , <i>Chief Lending Officer, National Rural Utilities Cooperative Finance Corporation</i> Mark Shlanta , <i>Chief Executive Officer, SDN Communications</i> Conservation Finance Conservation financing is transitioning from a niche concern of mission investors to a broad opportunity for traditional investors. Investment opportunities include emerging markets for ecosystem services such as water quality trading, carbon offsets, and endangered species habitat banking; conservation easements; sustainable forestry and agriculture, renewable energy and biobased products. Moderator: David Chen , <i>Principal, Equilibrium Capital</i> Panelists: Marc Diaz , <i>Managing Director, NatureVest, The Nature Conservancy</i> Kyung-Ah Park , <i>Managing Director, Head of Environmental Markets Group, Goldman, Sachs & Co.</i> Peter R. Stein , <i>Managing Director, The Lyme Timber Company</i> John Tobin , <i>Managing Director and Global Head of Sustainability, Credit Suisse</i> Regional Food Systems Consumers are demanding to know more about where their food comes from. This drive for transparent, often local sourcing is catalyzing economic growth in rural America based around our rural areas' bountiful agricultural assets. This panel will examine the strategic growth opportunities in the market for local and regional foods and how investors are tapping into them. Moderator: Gary Hirshberg , <i>Chairman, Stoneyfield Farm</i> Panelists: Gray Harris , <i>Director, Sustainable Agriculture and Food Systems, CEI, Capital for Opportunity and Change</i> <i>Livia Marques, Program Director, National Food and Community Program, Kellogg Foundation</i> Malini Ram Moraghan , <i>Managing Director, Wholesome Wave Investments</i>
3:30 – 3:45 pm	Break
3:45 – 4:30 pm	Closing Plenary Opening Remarks: Ambassador Michael Froman , <i>U.S. Trade Representative</i> Closing Remarks: Thomas J. Vilsack , <i>Secretary, U.S. Department of Agriculture</i>

*The above links require Adobe Acrobat Reader. If you need the acrobat reader you can [download it here](#).