



## White House Rural Council

Made in Rural America Regional Forum

August 8<sup>th</sup>, 2014

Cornell College in Mount Vernon, IA

On behalf of the White House Rural Council's Made in Rural America export and investment initiative, we are pleased to invite you to participate in a regional forum on expanding international market opportunities. This forum will help rural firms understand ways to grow their business by finding new customers overseas or selling more to their existing international customers. Hosted by the National Association of Counties, USDA Rural Development and the Cedar Rapids Metro Economic Alliance, the half day forum will take place starting at 1:30 on August 8th at Cornell College in Mount Vernon, Iowa. A detailed agenda will follow.

The regional forum in Mount Vernon is the third of five across the country that highlight federal, state, and local resources to help rural businesses and community leaders take advantage of export opportunities and access new customers and markets abroad. More information on the Made in Rural America initiative is available on the [White House website](#).

The forum will highlight the role exports can play in helping rural businesses access new opportunity and helping rural communities add jobs and ensure long-term sustainable growth. Attendees will hear from experienced local exporters and from local, state, and federal organizations about resources and opportunities to help rural companies meet their export objectives. U.S. Trade Representative Michael Froman and Doug McKalip, Senior Policy Advisor for Rural Affairs for the White House Domestic Policy Council are invited to speak.

We hope you will be able to join us at the Made in Rural America forum. The event is free but registration is required. Please complete the [online registration form](#) to register for the forum or visit <http://www.cedarrapids.org/events/event-detail.aspx?eventid=2645> for more information. If you have any questions, please contact Darin Leach or Heather Honkomp at 515-284-4663. We look forward to seeing you.

Sincerely,

**Rural Affairs Team**

White House Domestic Policy Council

202-456-3249

[RuralAffairs@who.eop.gov](mailto:RuralAffairs@who.eop.gov)