

# Agriculture Exporting Workshop: Increase Your Promotional Budgets with WUSATA, One-on-One Meetings to Follow

**WHEN:** Thursday, August 20, 2015

9:00 A.M. - 11:00 P.M.

One-on-One meetings immediately following the presentation

**Questions: Call Leah Goold-Haws @ 530.410.1182 or email [leah.goold.haws@gmail.com](mailto:leah.goold.haws@gmail.com)**

**WHERE:** 1078 Gallery (downtown Chico) 820 Broadway Street, Chico, CA 95928

**TOPIC:** How to break into new markets or strengthen your international trade efforts by applying to WUSATA's 50% reimbursement program.

**\*Special Opportunity\*** WUSATA representatives will meet with individual companies immediately following the presentation. Companies interested in meeting with WUSATA representatives are required to register in advance.

**COST:** FREE: Breakfast provided by Tin Roof

**REGISTRATION** To register for this event, click [HERE](#)

**PRESENTERS:** Tricia Walker and Janet M. Kenefsky



**Tricia Walker** serves as the Branded Program Manager for the Western United States Agricultural Trade Association (WUSATA). Ms. Walker is responsible for WUSATA's Fund Match (formerly known as Branded Program) and she oversees the applications as well as the claims department.

With over 20 years of experience with customer service, Tricia thrives on ensuring that all companies get the highest quality service,"by nature, I am a people-person. I thoroughly enjoy interacting with others, while establishing that human connection or bond that allows people to overcome obstacles together." "One of the greatest things about WUSATA is the amount of resources we have available. Working here is such a collaborative effort. We have people that know our programs inside and out, and have the expertise and information to assist anyone interested in exporting."



**Janet Kenefsky** is the Deputy Director & International Marketing Director for the Western United States Agricultural Trade Association (WUSATA).

With over 17 years of experience with the USDA's Market Access Program (MAP), Ms. Kenefsky is responsible for WUSATA's International Marketing Program. Her duties include overseeing the participation of the program's members in the 50+ marketing activities they lead throughout the world each year. She has served on the Committee of the United States Agricultural Export Development Council as well as a member of the Fort Vancouver Center for International Studies Advisory Committee.

**Hosted By:**



**Partners:**

California Community College Chancellor's Office | California Community College's Economic & Workforce Development North Far-North Regional Consortium | California Department of Food & Agriculture  
Capital Region Small Business Development Center | City of Yuba City  
Western United States Agricultural Trade Association | U.S. Commercial Service Sacramento

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