



On behalf of Arizona State University, it is my pleasure to invite you to attend **“Redefining Trade: A Vision for Competitiveness and Prosperity,”** on Wednesday, February 21, 2018. This day-long conference will take place on campus in Tempe, AZ and will bring together local, national, and international thought leaders in the areas of economic development, competitiveness, communication, and trade. The conference is scheduled to begin at 8:00 am and conclude by 5:00 pm. Panel topics and speakers include:

PANEL: What is the current status of re-negotiations between the U.S., Mexico and Canada?

MODERATOR: Ambassador Kurt Volker, Executive Director of the McCain Institute for International Leadership. Featuring the Honorable David McNaughton, Ambassador to Canada and the Honorable Carlos M. Sada, Undersecretary for North America to Mexico.

PANEL: Has NAFTA been a success for businesses and what improvements can we make for industry sectors?

MODERATOR: Eric Farnsworth, Vice President of the Council of the Americas

PRESENTATION ON NEW POLLING DATA: What are the current opinions and best messages for NAFTA and Trade in America?

SPEAKER: Frank Luntz, President of Luntz Global

PANEL: How can elected officials influence the conversation about trade moving forward?

MODERATOR: Frank Luntz, President of Luntz Global

KEYNOTE ADDRESS: What is the role of higher education in economic development, advancing trade, and competitiveness?

SPEAKER: Dr. Michael M. Crow, President of Arizona State University

PANEL: What are future options and emerging markets for international trade beyond the Americas?

MODERATOR: Jim Kolbe, Former United States Representative

PANEL: What should American policy makers do to advance America’s economic competitiveness?

MODERATOR: Matt Rooney, Director of Economic Growth, George W. Bush Institute

Conference fee is \$100. For hotel accommodations, please follow this link to reserve a hotel of your choice with special reduced rates for ASU. <https://visit.asu.edu/travel> . **Sponsorship opportunities are still available.** If you would like to be a sponsor for this event, please contact Susan Stephensen at Susan.Stephensen@asu.edu or 480.727.8191 for more information.

We look forward to seeing you in February to discuss these critical and important topics.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Salmon'.

Matt Salmon Vice President of Government Affairs
Office of Government & Community Engagement
Arizona State University