

Business Leadership Summit: Traversing International Business Waters

Wednesday, June 10 • 8:00 a.m. - 12:00 noon
Chula Vista Resort, Wisconsin Dells

**Complimentary Registration to
Chamber of Commerce Members**

Email kryder@wmc.org to make your reservation.

- 8:00 a.m.** Business Leadership Summit Registration and Continental Breakfast
- 8:30 a.m.** Break-out Sessions
- *Navigating the Challenges of the China Market*
 - *Russia After the Boom*
 - *European Union: One Market, or Many?*
- 9:30 a.m.** Break-out Sessions Repeated
- 10:45 a.m.** Keynote Presentation - *Traversing International Waters*

KEYNOTE PRESENTATION

Traversing International Waters: How Working with Ambassadors and Embassies can Help your Bottom Line

The United States today is seeing unemployment numbers the likes of which have not been seen since the days of the Great Depression. In order for companies to thrive and emerge from this recession, they must diversify and be open to ways of doing business that may have been foreign to them in the past. Richard W. Graber, former chairman of the Republican Party of Wisconsin, recently returned to Wisconsin after serving as U.S. Ambassador to the Czech Republic. Rick will share his knowledge of the international business scene and offer first-hand information on how to thrive globally. He will describe exactly what ambassadors and embassies do, and how they can be a resource for today's business leaders. In addition, he will summarize some of the highlights of his tour in Prague as well as his brief, but dangerous, visit to Afghanistan, and will give his top recommendations for doing business overseas in this economy. Finally, Rick will provide a brief overview of the current international scene.

Introduction by Tim Christen, CEO, Virchow Krause soon to be Baker Tilly, Madison



Presented by Richard W. Graber, Reinhart Boerner Van Deuren, S.C.

Mr. Graber is a shareholder in the firm's Business Law and International Practices. Rick draws from a variety of industries including paper manufacturing, automotive, lighting, transportation, media, publishing, petroleum, moving and storage, financial institutions and higher education.

After serving as president and chief executive officer of Reinhart from 2004 to 2006, Rick left the firm to serve as the U.S. Ambassador to the Czech Republic. He recently returned to the firm. Rick uses many relationships and experiences to help Reinhart's domestic clients doing business in Europe, and to assist European companies that are doing business in the United States.

Rick is a frequent speaker on legal and political issues. He has spoken extensively on issues related to election reform and is a regular commentator on radio and television, including CNN and the Larry King Show. Rick served as chairman of the Republican Party of Wisconsin from 1999 until 2006. He is a member of the Council of American Ambassadors.

BREAKOUT SESSIONS

Navigating Challenges of the China Market

China's performance as an economic superstar has been fueled by exports. Its rulers have promised 'harmony and prosperity' but both depend on rapid growth, now under threat with the contraction of global demand. Attention has turned again to the Chinese domestic market, with its huge population and rising middle class. How promising is this new version of a century-old dream of investors? What new and persistent challenges must Wisconsin firms navigate in the politically authoritarian, economically liberalized, highly decentralized world of Chinese business?

Introduction by Tom Boldt, CEO, The Boldt Company, Appleton



Presented by Melanie Frances Manion, Professor of Political Science and Public Affairs, University of Wisconsin-Madison

Prior to her current appointment, Melanie was an associate professor of political science at the University of Rochester. She studied

philosophy and political economy at Peking University in the late 1970s, was trained in Far Eastern studies at McGill University and the University of London, and earned her doctorate in political science at the University of Michigan. Her research has focused on institutions, including informal institutions, and institutionalization in Chinese politics. Her publications include work on the Chinese bureaucracy, grassroots democratization, and the political economy of corruption and good governance. Her current research examines the ongoing transformation from descriptive to substantive representation in mainland China. It investigates how newly assertive local congresses navigate their agency relationships with ordinary constituents and the communist party.

Russia After the Boom

Russia's economy has grown rapidly for nearly a decade, and until recently continued growth was viewed as likely. Now, however, the world financial crisis and collapse in commodities prices threaten Russia's economic prospects. What are the challenges to investing and doing business in Russia today? What opportunities remain? And what must Wisconsin businesses consider before committing to long-term relationships in Russia?

Introduction by Jim Friedman, Partner, Quarles & Brady LLP, Milwaukee



Presented by Scott Gehlbach, Associate Professor of Political Science, University of Wisconsin - Madison

Professor Gehlbach is also a research associate of CEFIR in Moscow, where he spent the 2007-2008 academic year as a Fulbright-Hays Faculty Research Abroad Fellow, and is a recent

recipient of an SSRC Eurasia Program Postdoctoral Research Fellowship. He is the author of Representation Through Taxation: Revenue, Politics, and Development in Postcommunist States (Cambridge Studies in Comparative Politics) and numerous articles in various journals, including the American Political Science Review and the American Journal of Political Science. His dissertation on the political economy of taxation in postcommunist states won the Mancur Olson Award for the best dissertation in the field of political economy. Professor Gehlbach received his Ph.D. in political science and economics from the University of California - Berkeley.

European Union: One Market, or Many?

Doing business in the European Union means doing business at two levels: in one (or more) of the EU member states, and in Brussels. Balancing these two levels can be difficult, as the EU features a complex web of economic governance. Wisconsin companies interested in doing business in the EU must have an understanding of where decisions are made, by whom, and how.

Introduction by Tim Christen, CEO, Virchow Krause soon to be Baker Tilly, Madison



Presented by Nils Ringe, Assistant Professor, Department of Political Science, University of Wisconsin - Madison

Nils Ringe is an assistant professor in the Department of Political Science at the University of Wisconsin, Madison. His research interests include

European Union politics, comparative legislatures, political parties, and social networks. His book on decision-making in the European Parliament, titled Who Decides, and How? Preferences, Uncertainty, and Policy Choice in the European Parliament, is forthcoming with Oxford University Press. Ringe's current research explores the relationship between social networks and legislative behavior in a comparative perspective.



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