

## Thursday, November 13

All sessions at Westin Hotel, 2350 M Street N.W., Washington, D.C., unless otherwise noted.

### 7:20-7:30 am Transportation

Buses depart for breakfast at The National Museum of Women in the Arts  
1250 New York Avenue, NW (between 12th & 13th Street)  
No Parking available

### 8:00-9:30 am Breakfast

Location: The National Museum for Women in the Arts  
Mentors' Theme: Developing the Business  
US Mentors: Wilhelmina Cole Holladay, Founder, Chairman of the Board, The National Museum of Women in the Arts, and Santos Garza, CEO, Counter Technology Inc.  
Cdn Mentor: Sabine Schleese, Managing Director, Schleese Saddlery Services Ltd.

### 9:30-9:40 am Transportation

Buses depart for Westin Hotel

### 10:00-11:15 Breaking Down the Barriers

Location: M St. Grille

Conclusion and results from the previous night roundtable discussions, Challenges in Exporting, will be presented to Minister Sergio Marchi by mentors.

Moderator: Dr. Dorothy Riddle