



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

**Council Meeting Internal Agenda
January 21, 2026
MS Webinar**

Agenda

- 9:00 a.m. Call Meeting to Order – Chad Vincent, WAXC Chair
- 9:00 a.m. DATCP and WEDC Welcome – Secretary Romanski, DATCP and Aaron Zitzelsberger, WEDC
- 9:10 a.m. Chair Welcome – Chad Vincent, Chair and Keith Heikes, Vice Chair
- 9:15 a.m. Export Highlights YTD Q3 2025 – Ira Frydman, Export and Business Development Bureau Director
- 9:25 a.m. Introduction of Guest Speaker: Roxanne Baumann, Global Business Strategist, Baumann Global, LLC
Export Growth in a Tariff-Driven World: Managing Risk Without Losing Momentum
- 10:10 a.m. DATCP FY26 Planned Activities – Ira Frydman
- 10:15 a.m. WEDC Trade Ventures FY26 and IMAG – Aaron Zitzelsberger
- 10:20 a.m. Dates for Upcoming Meetings & Closing Remarks – Secretary Romanski, Ira Frydman, Chad Vincent
- 10:30 a.m. Adjourn – Chad Vincent, Chair and Keith Heikes, Vice Chair

Wisconsin - America's Dairyland

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer