



State of Wisconsin  
Governor Tony Evers

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**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

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