

# The Roadway to North American Competitiveness

North America's Critical Infrastructure:  
Status, Challenges and Opportunities



Companies rely on North American highways, bridges, waterways, ports, and railways to produce and transport products within and across our borders and abroad

Join a unique discussion with **infrastructure experts from Canada, Mexico and the United States** as we explore infrastructure needs, challenges, and opportunities going forward

Panelists will *raise awareness* of the commercial importance of infrastructure and its impact on North American competitiveness in the global marketplace

**When: Tuesday, June 7, 2011**

**Where: U.S. Department of Commerce  
Herbert C. Hoover Building Auditorium  
1401 Constitution Ave., NW  
Washington, DC 20230**

To attend this free event, please [click](#) to download the registration form. Presentations will be available on the [nastc.org](http://www.nastc.org) website following the event.

NASTC

North American Steel Trade Committee

[www.nastc.org](http://www.nastc.org)

## Agenda

**8:30 – 9:00** Registration

**9:00 – 9:15** **Opening Remarks**

**Speaker:** *Nicole Lamb-Hale, Assistant Secretary for Manufacturing & Services, U.S. Department of Commerce*

**9:15 – 9:45** **Overview of Infrastructure in North America**

**Speaker:** *Brian Pallasch, Managing Director, Government Relations & Infrastructure Initiatives, American Society of Civil Engineers*

**9:45 – 10:45** **Panel I: Industry Users of Infrastructure**

Comments by North American industry users of infrastructure regarding how infrastructure impacts their business

**Moderator:** *Ronald Lorentzen, Deputy Assistant Secretary for Import Administration, U.S. Department of Commerce*

**Panelists:**

**Robyn Boerstling**, *Director, Transportation and Infrastructure Policy, National Association of Manufacturers (NAM)*

**Raúl Gutierrez**, *President, National Chamber of the Iron and Steel Industry (CANACERO)*

**Cornel Martin**, *President and CEO, Waterways Council, Inc.*

**Karen Oldfield**, *President, Halifax Port Authority*

**10:45-11:00** Break

**11:00-12:00** **Panel II: Industry Users of Border Infrastructure**

A discussion by industry users throughout North America regarding border-specific infrastructure issues

**Moderator:** *Eric Miller, Senior Policy Advisor (Industry), Beyond the Border Working Group, Embassy of Canada in Washington, D.C.*

**Panelists:**

**Nelson Balido**, *President, Border Trade Alliance*

**David Bradley**, *CEO, Canadian Trucking Alliance*

**José Zozaya**, *President and Executive Representative, Kansas City Southern de México*

**12:00 – 1:30** Lunch – *(participants on their own)*

**1:30 – 2:35**

**Panel III: Government Experts from Canada, Mexico and the United States**

A roundtable discussion by officials regarding current efforts on infrastructure needs and future plans

**Moderator: Juan Carlos Baker, Director General for International Trade Negotiation, Secretaria de Economia**

**Panelists:**

**Sean Carlos Cázares, Deputy Director General for Border Affairs, Ministry of Foreign Affairs**

**Dennis Counihan, Chief, Planning and Program Development, Facilities Management & Engineering, U.S. Customs and Border Protection**

**Fred Eberhart, Senior Advisor for International Trade & Cooperation, Office of the Secretary, U.S. Department of Transportation**

**Annette Gibbons, Director General, Surface Transport Policy, Transport Canada**

**Leo Penne, Program Director, Freight Transportation and Economic Development, American Association of State Highway and Transportation Officials**

**2:35 – 2:45**

Break

**2:45 – 4:15**

**Panel IV: Infrastructure in the Marketplace**

Comments provided by commercial suppliers of infrastructure regarding innovation, challenges, and opportunities

**Moderator: Maureen Smith, Acting Deputy Assistant Secretary for Manufacturing and Services, U.S. Department of Commerce**

**Panelists:**

**Mario Longhi, President and CEO, Gerdau Long Steel North America**

**Ricardo Platt, Former President, Mexican Chamber of Construction Industry**

**David Hubbard, Vice President of Legislative Affairs, Portland Cement Association (PCA)**

**Alison Black, Vice President of Policy and Senior Economist, American Road and Transportation Builders Association**

**Ron Rienas, President, Public Border Operators Association**

**Roger Ferch, President, American Institute of Steel Construction (AISC)**

**4:15 – 4:30**

Observations and Closing Remarks