



**COTTON USA SUMMIT
2024**

GENERAL SESSION BUSINESS PROGRAM

TUESDAY, NOVEMBER 12

8:30 a.m.— 12:30 p.m.

General Session I

8:30 a.m. – 9:00 a.m.

OPENING REMARKS

Bruce Atherley

Executive Director, Cotton Council International

9:00 a.m. – 10:00 a.m.

KEYNOTE:

FINDING SUCCESS THROUGH THE UNSOLD MINDSET

Colin Coggins & Garrett Brown

Business Transformation Change Agents

University of Southern California Professors of Entrepreneurship

10:00 a.m.—10:30 a.m.

Break

10:30 a.m. – 11:30 p.m

2024 ELECTIONS: IMPLICATIONS FOR GLOBAL TRADE POLICY

Rebecca Patterson

Economic & Financial Markets Expert

Former Chief Investment Strategist for Bridgewater Associates

11:30 a.m. — 12:30 a.m.

**SUSTAINABLE SOURCING: NAVIGATING TRACEABILITY IN
MODERN SUPPLY CHAINS**

Daren Abney

Executive Director, U.S. Cotton Trust Protocol

3 PANELISTS TBA

12:30 p.m. — 2:00 p.m.

General Session Concludes



FRIDAY, NOVEMBER 18

8:30 a.m.— 12:30 p.m.

General Session II

9:00 a.m. – 9:30 a.m.

Opening Remarks

Mr. Bruce Atherley
Executive Director
Cotton Council International

9:00 a.m. – 10:00 a.m.

KEYNOTE:

**ECONOMIC AND FINANCIAL MARKET OUTLOOK IN A TIME OF
UNCERTAINTY**

Jason Schenker
Chairman of The Futurist Institute; President of Prestige Economics

10:00 a.m.—10:30 a.m.

Break

10:30 a.m.—11:30 p.m.

**ECONOMIC OUTLOOK FOR THE COTTON MARKET
LONG-TERM WORLD COTTON SUPPLY & DEMAND**

Jody Campiche
Vice President, Economic Services, National Cotton Council

Jon Devine, Chief Economist Cotton Incorporated
Global Cotton Supply Outlook

2 PANELISTS TBA

10:30 a.m.—11:30 p.m.

BULL OR BEAR? ASK THE EXPERTS

Moderator: Joe Nicosia
Executive Vice President
Louis Dreyfus Commodities
Chairman, National Cotton Council

PANEL

Colin Iles
Executive Manager Marketing Cotton & Sugar
Viterra



COTTON USA™
SUMMIT

November 11-13, 2024

Omni La Costa Resort
Carlsbad, CA

Darren Long
Senior Trader
ECOM USA

Keith Lucas
Vice President Marketing
PCCA

Hank Reichle
President and Chief Executive Officer
Staplcotn

12:30 p.m.—12:45 p.m.

SUMMARY SESSION

Bruce Atherley
Executive Director, Cotton Council

12:45 p.m.

Summit General Session Adjourned