

District Export Council Newsletter

July-August 2013



A Message from the Deputy Assistant Secretary for Domestic Operations U.S. Commercial Service



Dear DEC Members:

It is a pleasure to connect with you once again. We anticipate a busy fall and would like to share with you the latest updates.

You may have seen in the news that the Department recently released export statistics for metropolitan areas and states. More than 200 metropolitan areas registered positive export growth between 2011 and 2012 – with 170 reaching record export levels. In the first 6 months of 2013, U.S. merchandise exports totaled a record \$781 billion, up \$8 billion from the same period in 2012. These numbers are a testament to your hard work as DEC members. Organizations like yours make our work more effective and help U.S. companies achieve this level of exporting.

This summer's DEC "open season" came to a close on July 15th. As a result of the tremendous effort put forward by DEC members and Executive Secretaries throughout the country, the US&FCS has received just shy of 800 nominations, close to half of which are new nominees. These nominees will pass through a mandatory vetting process here at the Department, before official appointments are issued by the Secretary of Commerce for 4-year terms beginning on January 1, 2014. As I stated in my previous message to you all, "open season" provides an important opportunity for each DEC to reinvigorate its ranks and re-dedicate itself to the mission of helping U.S. companies succeed internationally. Thanks to all who have made this one so successful.

I am sure many of you are already aware that the Department of Commerce is now being led by a permanent Secretary for the first time in over a year. Penny Pritzker was sworn in by Vice President Joe Biden on June 26, 2013. She has already expressed a deep commitment to promoting the competitiveness of U.S. businesses, announcing a nationwide listening tour to engage business leaders, academics, and Department employees. During recent stops to Nashville and Des Moines, she had the opportunity to engage business leaders and entrepreneurs one-on-one. We are very excited to have her in the building and look forward to the benefits her leadership can provide to both this organization and our clients.

Best Regards,

Antwaun



2013 NATIONAL DEC FORUM: BEST PRACTICES FOR DECS & EXPORTERS

**November 7, 2013
Ronald Reagan International Trade Center
Washington, D.C.**

PRELIMINARY AGENDA

07:00 a.m. – 08:00 a.m. Registration/Breakfast Buffet/Networking

Plenary Session

08:00 a.m. – 08:30 a.m. Welcome–State of the DECs & the National DEC
Introduction of 2014 National DEC Officers & Members
General Q&A

DEC Best Practices

08:35 a.m. – 09:15 a.m. DEC Best Practices Session I–Strategic Planning & Organizational Management

09:25 a.m. – 10:05 a.m. DEC Best Practices Session II–Fundraising & Financial Management

10:15 a.m. – 10:55 a.m. DEC Best Practices Session III–Counseling/Mentoring

11:05 a.m. – 11:45 p.m. DEC Best Practices Session IV–Educational Programming

11:55 p.m. – 12:35 p.m. DEC Best Practices Session V–Legislative Outreach & Advocacy

Working Lunch

12:45 p.m. – 01:15 p.m. DEC of the Year Nominee Presentations

01:15 p.m. – 01:25 p.m. DEC of the Year Award Presentation

01:25 p.m. – 01:45 p.m. Lunch Keynote Remarks–CS Official

Exporting Best Practices

01:55 p.m. – 02:35 p.m. Exporting Best Practices Session I–International Sales Financing

02:45 p.m. – 03:25 p.m. Exporting Best Practices Session II–International Risk Management

03:35 p.m. – 04:15 p.m. Exporting Best Practices Session III–International Distribution Management

04:25 p.m. – 05:05 p.m. Exporting Best Practices Session IV–International Brand Management

05:15 p.m. – 05:55 p.m. Exporting Best Practices Session V–International Goods Certification

05:55 P.M. – 06:00 p.m. Closing Remarks/Adjournment

Networking Reception

06:00 p.m. – 08:00 p.m. Remarks by ITA/CS Official
Remarks by DEC of the Year Award Winner
Special Awards

UPCOMING EVENTS



Export Strategies, Tools and Techniques

Tuesday, September 10, 2013

Portland, Oregon

Cost: \$100*

*Registration Cost includes continental breakfast and lunch and a course binder with all of the presentation materials and additional references.

Overview

This will be a day-long seminar dedicated to taking the guesswork out of international trade, designed to help established businesses as well as new or occasional exporters develop an export marketing plan and strategy and grow their export business.

Topics

Developing an Export Plan and Export Pricing
Identifying and Selecting International Markets and Partners
Payment Options and Export Finance
Export Shipping and Export Controls/Compliance

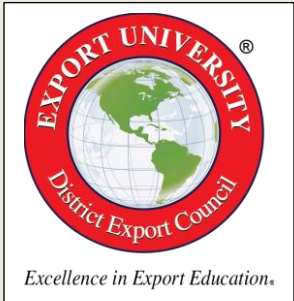
Registration: [Click here](#)

EXPORT UNIVERSITY 101

Monday, September 30, 2013

Saddle Brook, NJ

Cost: \$95



The seminar is an introduction to exporting. It will help companies understand export marketing, international trade finance, trade regulations and legal issues. Experience a day of management-level pragmatic instruction from experts in the field of international business.

Continental Breakfast & Lunch included

"Basic Guide to Exporting" book included

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QA4>



September 25th – This day is organized around **country-specific** presentations from U.S. Department of Commerce Senior Commercial Officers stationed at 13 U.S. Embassies in the Western Hemisphere. These U.S. diplomats are very knowledgeable about the export opportunities for your products and services in Canada and Latin America. In addition, business panels, workshops and roundtable discussions will be offered, including speakers from the Small Business Administration, Milken Institute, McKinsey, Export-Import Bank, Paulson Manufacturing, Apollo Security and Heart of Nature.

September 26th -- The second day consists of **pre-scheduled one-on-one private meetings** with U.S. Commercial Service Senior Commercial Officers. You will be provided with practical and current information about the exporting opportunities for your products in countries of your preference.*

* 289 meetings were scheduled during the 2012 Forum.

* According to past participants, more than **\$16 million in new exports sales** were generated by California manufacturers and exporters as a result of their one-on-one meetings with U.S. Senior Commercial Officers during previous forums. Learn more about exporting your products and services to growing middle class consumers in Canada, Brazil, Mexico, Colombia, Peru and other developing markets in Latin America.

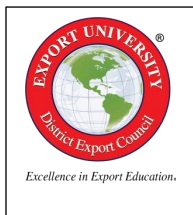
Please visit www.lachamber.com/tabf to register or for more information or contact Carlos J. Valderrama, 213.580.7570.

- Final registration deadline: **Sept. 12th**
- Upon receiving your registration, the Los Angeles Area Chamber of Commerce will provide you with a link to begin the process of scheduling your private meetings. You will be provided with a final meeting schedule on Wed. Sept. 25th.



Pre-Registration for the SelectUSA Investment Summit on October 31-November 1, 2013 is now LIVE! Click [here](#). Pre-Register today as space is limited.

SelectUSA, part of the Department of Commerce’s International Trade Administration, will host the inaugural SelectUSA Investment Summit at the Marriott Wardman Park Hotel in Washington, DC. The Summit is designed to connect investors – both foreign and domestic – with U.S. economic development organizations (EDOs) at the state, regional, and local levels to help promote and facilitate business investment in the United States. The Summit will attract key stakeholders from throughout the global investment community, including investors, U.S. economic development professionals, senior White House and Administration officials, representatives from U.S. state and local governments, industry and technical specialists, and service providers. The Summit will not only feature high-quality content and speakers, but matchmaking opportunities and an exhibition floor of U.S. states. The Summit is an excellent opportunity for DEC members to learn and share best practices, connect with EDOs from around the country, and meet investors from around the world. For additional information email SelectUSASummit@trade.gov.



**EXPORT 201: Advanced Logistics for
Management, Shipping, and Sales Departments
Monday, September 26, 2013
Jonesboro, Arkansas**

This Export University event will address the needs of attendee companies in the areas of logistics. Hosted by the Little Rock USEAC, the Arkansas DEC, and the Jonesboro Chamber of Commerce, the event will feature a number of experienced and compelling speakers. Little Rock USEAC Director James Bledsoe will address U.S. Government resources; Greg Matheny of FedEx will cover logistics solutions; Matt Littleton of Expeditors Inc. will address export regulation compliance; and Jacksonville, MS USEAC Trade Specialist Glenn Ferreri will review shipping methods and calculations. To register, contact Shelle Randall of the Jonesboro Chamber of Commerce at srandall@jonesborochamber.com.



**TEXAS CAMINO REAL DISTRICT
EXPORT COUNCIL TRADE MISSION TO
MEXICO CITY**

The Texas Camino Real DEC will lead a trade mission to Mexico City December 4 through December 6th. The trade mission will be comprised of multi sector U.S. exporting companies who will have pre-arranged meetings with potential customers such as importers, agents, and distributors. In addition, there will country updates and presentations on business opportunities. The trade mission is organized in partnership with the National Importers and Exporters Association of Mexico. We look forward to your participation in this event. For more information please contact Jorge Canavati, Vice Chair of the Texas Camino Real DEC, at 210-362-7814 jorge.canavati@portsanantonio.us.



Join the U.S. Commercial Service and the North Carolina District Export Council for **DISCOVER 2013**, the international business conference that will put your company ahead of foreign competition. **DISCOVER 2013** is the premier conference for U.S. executives who want to explore new export market development strategies, innovative tools to be competitive, and the next wave of rapidly growing markets.

Private Consultations with U.S. Commercial Diplomats

Meet with U.S. commercial diplomats from **Australia, Brazil, Bulgaria, Canada, Chile, China, Colombia, Egypt, Ireland, Kuwait, Mexico, Poland, Panama, Nigeria, North Africa, South Africa, Turkey, U.A.E, U.K., and Vietnam**. This is your chance to learn from in-country experts tasked with promoting U.S. exports and maximizing your bottom line overseas.

International Market Exploration and Intensive Breakout Sessions on Refining your Export Strategy

Where are tomorrow's markets and what are the best business practices to help you succeed? Panels featuring economists, industry professionals, U.S. commercial diplomats and key government officials will help you target opportunities and define your competitive edge in the next wave of rising economies. Regional panels will include **Asia, Africa, Europe, Latin America and the Middle East**.

Buying Delegation from Central America

A buying delegation from Central America will be attending **DISCOVER 2013** to participate in business to business matchmaking meetings with U.S. companies. These foreign buyers will be representing a variety of sectors, including, but not limited to: **healthcare/medical, furniture and textiles**. Appointments will be pre-arranged for **DISCOVER 2013** attendees, based on a first come, first served basis.

Thank You To Our Marketing Partners!



DISCOVER 2013
September 16-18, 2013
Marriott City Center
Raleigh, NC
Export.gov/northcarolina/discover2013
Participation Fee: \$350.00

Fee includes:

- ◊ Access to all Conference Sessions
- ◊ Private Consultations with Commercial Diplomats
- ◊ Matchmaking Meetings with Buyers
- ◊ Networking Lunches, Breaks and Receptions
- ◊ Conference Materials

DISCOVER 2013 has been pre-approved for 10 CGBP recertification credits (CEUs)!

For Information contact:
Judy.Kornfeld@trade.gov
Ph: 703-756-1703
Or
Steven.Murray@trade.gov
Ph: 412-644-2819

YOU ARE INVITED

The North Carolina DEC invites all DEC members attending Discover 2013 to an NCDEC Meeting on September 16 at the Raleigh Chamber of Commerce at 1:00 p.m. for networking and 1:30 for the meeting. RSVP to greg.sizemore@trade.gov, or 704 333 4886 x229.

DEC NEWS



At the Southern CA DEC/USEAC/Bureau of Industry & Security (BIS) seminar, August 2013 in Los Angeles. Over 150 people were present. From left to right: Orange County USEAC Director Jim Mayfield; Jason Sproule, Irvine USEAC Sr. Trade Specialist; Guy Fox, Chairman DECSC; John Bushnell, BIS Presenter, Richard Silvestri, BIS Presenter.

ATTENTION MANUFACTURERS: As part of The U.S. Export Control Reform Initiative, BIS has announced changes to regulations for aircraft, gas turbine engines, and related items (parts/components), effective October 2013. For more information, visit www.export.gov/ecr.



Camino Real DEC Co-Hosts Global Summit

The Camino Real DEC, the Austin USEAC, Governor Rick Perry's office, The City of Austin, and the Austin Chamber hosted The Texas Global Business Summit on May 23rd. The event drew 240 attendees interested in learning more about exporting, compliance, international marketing, operations, and finance. That evening, the DEC also played an integral role in presentation of the Austin International Awards Night, a black tie event including consular representation from 18 countries. Shown above is Governor Rick Perry speaking at the Summit lunch.



EXPORT UNIVERSITY & HURRICANE SANDY

Hurricane Sandy hit the New York area in October 2012. In an effort to help, the U.S. Commercial Service and the New York District Export Council teamed up to make an impact on those directly affected by the storm. In June 2013, a number of partners came together to produce an Export University 101 for the benefit of impacted companies. Of the nearly 25 attendees, 6 were directly impacted by the storm and were underwritten for their EU 101 fees. The event was also supported by the State of New York, the Federal Reserve Bank of New York and FedEx.

DEC NEWS



DEC of Southern CA member Whitney Skaling was recently featured in an article in the *Santa Ynez Valley News*. The article explained that Whitney, the president of Goleta-based Soilmoisture Equipment Corp., left, was awarded a Certificate of Appreciation by Guy Fox, chairman of the District Export Council of Southern CA, on June 22. The certificate was presented for his support of the DEC and the U.S. Commercial Service.

The article quoted Guy as saying, "It is through efforts such as Mr. Skaling's which make these programs successful and enhances the image of the United States in the global marketplace." Soilmoisture Equipment Corp. specializes in the manufacture of agricultural and hydrologic testing instrumentation and equipment.

Upon receiving the award, Whitney said, "We've been exporting for more than 50 years, and it is only because of the assistance of great organizations, such as the District Export Council, that companies can learn how to grow their business through export and that they are part of the global community too," Skaling said.

http://syvnews.com/news/local/buellton-man-honored/article_4ea489a8-e372-11e2-9d36-0019bb2963f4.html

Want a Voice in Trade Policy?

The Industry Trade Advisory Committee for Small and Minority Business (ITAC 11) is seeking new members. ITAC 11 is one of 16 Industry Trade Advisory Committees that advise the Secretary of Commerce and U.S. Trade Representative on trade policy matters. To ensure that ITAC 11 has the broadest possible small and minority business representation, the Committee is seeking applicants from the agriculture, tourism/hospitality, construction, retail/franchise stores/restaurants, real estate/rental and leasing, educational services, arts and entertainment, administrative and support services, and waste management and remediation services. Geographically, ITAC 11 seeks businesses from a large number of states. For additional information about ITACs, contact laura.hellstern@trade.gov and visit <http://ita.doc.gov/itac>.



UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

As summer draws to a close, the National DEC would like to share with you what is on the horizon for the next few months.

2013 DEC Forum and International Trade Symposium

The National DEC will host the 2013 annual meeting of the DEC's in Washington, D.C. on November 7–

8. The annual meeting will consist of two events—the 2013 DEC Forum on Thursday, November 7 and the 2013 International Trade Symposium on Friday, November 8.

The 2013 DEC Forum will be held once again at the Ronald Reagan International Trade Center. The Forum this year will consist of a series of panel discussions on DEC Best Practices and Exporting Best Practices and is designed to engender substantial audience participation. There will also be a working lunch during which the DEC of the Year Nominees will make short presentations and the DEC of the Year Award will be given. Following the conclusion of the Forum an evening reception will be held which can be used for networking. For more information and to view the preliminary agenda, go to www.districtexportcouncil.org/2013-dec-forum.

The registration fee for the 2013 DEC Forum is \$145. New for this year is the opportunity that co-workers from your organization will be able to attend. While generally speaking, DEC Forum registration is open to only to DEC members and associates, registration is also open to any member of an organization in which a DEC member or associate is employed, provided that such DEC member or associates also registers. It will be your responsibility to register any co-worker from your organization in addition to yourself.

Also new this year to the 2013 DEC Forum will be the opportunity for DEC members and associates to invite guests (such as spouses, business partners, Congressional representatives, and the like) to the DEC Forum Reception, which will be held from 6–8 PM. While the reception is a semi-private and invitation only event, as a DEC member or associate you may invite any guests you wish to attend to the Forum. The registration fee to attend the DEC Forum Reception only is \$40. Please note that your registration for the entire 2013 DEC Forum includes your attendance at the reception. To register for the 2013 DEC Forum or the DEC Forum Reception only, go to www.regonline.com/decforum2013. Registration options will include both the entire DEC Forum registration and the DEC Forum Reception registration only.

In addition to the 2013 DEC Forum on November 7, the 2013 International Trade Symposium will be held the next day on November 8. This Symposium, which will be jointly presented by the National DEC and the U.S. Chamber of Commerce, is intended to be an annual program that will provide an update of current trade issues via a series of panel discussions by key government and non-government personnel and experts. Audience participation through Q&A will be encouraged as well. The Symposium, which will be held at the U.S. Chamber of Commerce, is free of charge and is open to the public. For more information, to view the agenda, and to register, go to www.districtexportcouncil.org/international-trade-symposium.

National DEC Quarterly DEC Leadership Teleconferences

As mentioned in previous newsletters, the National DEC has begun to hold DEC Leadership Teleconferences between one or both of the two National DEC members from each Commercial Service Network Region and the DEC leadership from those National DEC members' respective Regions, namely the Region's DEC Chairs and Executive Secretaries and the Region's Commercial Service Hub Director. The purpose of these quarterly teleconferences will be to communicate with individual DEC leadership as to National DEC activities, to share DEC Best Practices, and perhaps most of all to listen to DEC leadership regarding their DEC activities and efforts as well as any DEC related concerns they may have. This regular communication will not only help to create a greater sense of awareness and unity between DEC's within each Region, but will also create a greater unity and sense of shared purpose and goals among the DEC's nationally, thereby building the DEC's into a stronger network of organizations. The feedback received from DEC leadership regarding these initial teleconferences has been uniformly positive and these teleconferences are laying the groundwork for a further strengthening of the DEC's, both individually and collectively speaking.

DEC Exporter Success Stories

The National DEC is continuing to develop a method to systematically collect exporter success stories in order to build a database that can be used in various ways by DEC's. This effort is continuing and more information will be provided in the future to DEC leadership.

National DEC Chair Visits to Local DEC's

As mentioned in the last newsletter, in an effort to build stronger relationships between local DEC's and the National DEC, I have been visiting in person with several DEC's over the past few months. These visits have included visits with the Missouri, Illinois, East Michigan and Wisconsin DEC's in late May and early June, and visits with the Arkansas, Tennessee, Kentucky, West Virginia, North Carolina, South Carolina, Georgia and Mississippi DEC's in late June and July. All of these visits have proven to be very productive as I have not only had the chance to meet and engage in relationship building with the leadership of these DEC's, but have also learned about their best practices and the challenges they face. This information has been highly valuable in identifying the common issues that DEC's face in their outreach and educational efforts as well as in their organizational structures and practices. This information has also been used to develop the DEC Best Practices topics that will be on the agenda at this year's DEC

Forum in November. Be on the lookout for perhaps my visit to your local DEC in the remaining months of my term as DEC Chair.

National DEC Web Site

The National DEC web site, www.districtexportcouncil.org, has been revised and upgraded. A few of the new or revised features include:

1. Local DEC Locator. This is a map of the U.S. that when you click on a state will put up the local DEC information for that state. Each state has the web site of the DEC or DEC's listed, if they have a web site, and the leadership of each DEC consisting of the names and email addresses of the DEC Chair and DEC Executive Secretary. Something that is new to the local DEC pages is the inclusion of a report by the Business Roundtable that lists the trade benefits for each state. These reports, which are in pdf format and are about 8 pages in length, are a terrific tool that you can use in your DEC's outreach and education efforts to show how important trade is to your state.
2. National DEC Committees. Each of the three external National DEC Committees have sections that list an overview of the Committee, the National DEC members on the Committee, Q&A with the Committee Chair, the current focus of the Committee, and any Committee toolkits.
3. Events. This section lists events that are either DEC events, such as the upcoming 2013 DEC Forum and International Trade Symposium events on November 7-8, or events that are presented by the Commercial Service, other International Trade Administration units, or other governmental entities such as the Export-Import Bank.
4. Materials. This section has several documents on various trade topics that are available for downloading and use in DEC outreach and education efforts.
5. Webinars. This section has video recordings of National DEC webinars that are available for on-line viewing and downloading.
6. Resources. This section contains various governmental resources available to assist exporters.
7. News Articles. This section contains news articles that are relevant to the DEC's or exporting and trade issues.

This new National DEC web site has been built from the ground up to be a dynamic web site that will have new content added on a frequent basis. Please visit it often to keep up to date with new content that has been added.

Daniel Ogden

Chair, National DEC