

District Export Council Newsletter

July-August 2014



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



Greetings DEC Member!

As we've gotten through another Labor Day and approach the close of another federal fiscal year, Global Markets/U.S. Operations pushes forward with renewed vigor.

We are continuously improving, promoting, and preparing for our next set of our *DISCOVER GLOBAL MARKERS 2014* series events. The Detroit event is in full swing, New York and Charlotte events are quickly approaching, and we want to make sure they are better than ever.

I was pleased to see many of our DEC members at the San Antonio and Los Angeles events, and hope to see some familiar and new faces at the upcoming events. The Free Trade Agreement Countries event will take place in Detroit, Michigan, September 9-10, 2014. Read more about it, and the other *DISCOVER GLOBAL MARKETS* events in the, "Upcoming Events" section of this newsletter.

In these upcoming months, we will push forward with our DGM events and hope to reach new businesses around the country. We are going to work harder, with new partners like the MBDA, to better support minority owned small to mid-sized enterprises. SMEs are the backbone of our economy and we need to reach as many as possible. By working together, we will surpass our country's exporting goals once again. I look forward to working with you and cannot wait to see you at our upcoming *DISCOVER GLOBAL MARKETS* events.

Thank you all for your continued hard work and support.

Regards,

Antwaun D. Griffin,

Deputy Assistant Secretary for U.S. Operations

Upcoming Events



2014 National DEC Forum:

The 2014 National DEC Forum, **Roadmap for Success**, will be at the Reagan International Trade Center in Washington, D.C. on October 2, 2014. Open to all DEC members and associates, this event will focus on issues relevant specifically to DECs and DEC members. There will be three primary components: a plenary session, three best practices sessions of two concurrent tracks each, and three panel discussions on increasing DEC online and social media presence, mission statements and goal setting, and driving results through active committees. The forum will also include a cyber-overview, and conclude with a networking reception to which U.S. Secretary of Commerce has been invited to attend. All Forum sessions will involve interactive discussion between presenters and attendees. DEC members can also participate as presenters in the best practices sessions, which will cover the heart of how and what we do as DECs. The 2014 National DEC Forum is an event you will not want to miss. To register, please go to <http://www.districtexportcouncil.org/2014-national-dec-forum>.

Second Annual International Trade Symposium:

The National District Export Council presents the Second Annual International Trade Symposium, hosted at the U.S. Chamber of Commerce in Washington, D.C. on October 3, 2014. The Symposium will consist of two panels, the first of which will be centered on current trade policy issues including Trade Promotion Authority, the Trans-Pacific Partnership, the Trans-Atlantic Trade and Investment Partnership. The second panel will examine the current state of foreign non-tariff barriers and market access issues such as standard, intellectual property protection and regulatory barriers. Also invited to participate will be keynote remarks from the Chairman of the U.S. Export-Import Bank and the U.S. Secretary of Commerce. To learn more, please click the International Trade Symposium Agenda link below.

There is no cost to attend the Symposium but registration is required. The Symposium is open to the public. For more information and to register for the event, please go to <http://www.districtexportcouncil.org/second-annual-international-trade-symposium>.

Upcoming Events

U.S. COMMERCIAL SERVICE
**DISCOVER
GLOBAL MARKETS**
BUSINESS FORUM SERIES **2014**



Since the first *DISCOVER* event launched in Atlantic City in 2012, DEC Chapters and members from around the country have attended, sponsored, presented and networked at this unprecedented series of high-profile exporting conferences.

The *DISCOVER GLOBAL MARKETS* series is taking place nationwide to help U.S. companies penetrate new overseas markets and boost exports. Each event offers a consistent format yet focuses on unique markets and industries. Providing exporters the breadth and depth of U.S. government and private sector export resources – and bringing it to where exporters *live* — the series meets the needs of U.S. exporters everywhere. Visit www.export.gov/discoverglobalmarkets for more information.

Here's how your DEC or company/organization can get involved in *DISCOVER GLOBAL MARKETS*:

- ✓ Chapters can sign on as a Marketing Partners, which can yield tickets for DEC members and/or other exporters. They can sponsor via cash contributions or hosting a reception. In Los Angeles, Detroit, and Charlotte, individual DECs have signed on as Marketing Partners. Some DECs are also planning region-wide meetings immediately preceding events. In San Antonio, Southwest region DECs held a daylong meeting and hosted a reception for *DISCOVER GLOBAL MARKETS* attendees. In Charlotte, DECs in the Mid-Atlantic region will be conducting a half-day meeting prior to the start of the event.
- ✓ Your company can be a Marketing Partner. DEC members affiliated with UT Ciber, Port of LA, MSK, WIT, Allocca Enterprises, SunTrust Bank, PNC Bank, UPS, and FedEx have already facilitated sponsorships.
- ✓ You may register and attend yourself, taking advantage of plenaries and breakouts offering actionable trade information and updates; pre-scheduled individual one-on-one meetings with U.S. commercial officers and specialists from around the world; and terrific networking opportunities throughout each event. Some events are offering special DEC member rates.

To register or sponsor upcoming events in the *DISCOVER GLOBAL MARKETS* series, see below:

[DISCOVER GLOBAL MARKETS: Free Trade Agreement Countries](#) – Detroit, September 9-10
Australia, Canada, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Israel, Jordan, Mexico, Morocco, Panama, Peru, Singapore, and South Korea

[DISCOVER GLOBAL MARKETS: Greater China and Gateway Markets](#) - New York, October 7-8
Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenyang, Singapore, Taiwan, Mongolia

[DISCOVER GLOBAL MARKETS: The Americas](#) - Charlotte, October 29-31
Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, and Uruguay

[DISCOVER GLOBAL MARKETS: Sub-Saharan Africa](#) - Atlanta, November 5-6
Angola, Cameroon, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa, and Tanzania

[DISCOVER GLOBAL MARKETS: Healthcare and Life Sciences](#) - Minneapolis, November 17-18
Brazil, Canada, Chile, Colombia, European Union (Regulations), India, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, and Vietnam

Upcoming Events

Export Excellence 2014 - Day 1, 2

September 10, October 8

Boise, Idaho

Idaho DEC

During a 12-week program that includes three full-day sessions in Boise, an Idaho DEC Coach and a Boise State International Business Student will help you: 1. Learn and implement a systematic process for accelerating profitable export growth. 2. Work with Idaho's top export experts to address your major export challenges. 3. Create a peer-reviewed export growth plan that targets your most profitable export opportunities. Between sessions, you will work with your Boise State intern and DEC Coach to use the system to create an export growth plan.

[Information and Registration](#)

Registering Medical Devices in China, Brazil, and Japan

September 10

Tampa, Florida

Florida DEC

Are you interested in exporting medical devices to some of the largest markets in the world, but unfamiliar with how to do it? Enterprise Florida and the U.S. Commercial Service, in cooperation with the Florida DEC, have invited Emergo Group, a global medical device consulting firm, to present a half-day seminar on how to effectively register medical devices in China, Japan, and Brazil.

[Information and Registration](#)

Oil and Gas Trade Mission to Brazil

September 10

Rio de Janeiro, Brazil

Houston DEC

The Houston DEC, in collaboration with the U.S. Commercial Service, will lead an oil and gas trade mission to Rio de Janeiro, Brazil from September 10-16, 2014. The Houston DEC will utilize the USDOC's longstanding relationship with key players in the Brazilian market to provide mission participants with the knowledge and contacts needed to succeed in Brazil's complex and lucrative oil and gas market. Participants will also gain access to Brazil's largest oil and gas show, Rio Oil and Gas 2014.

[Information and Registration](#)

International Marketing Seminar and Workshop

September 16

Concord, New Hampshire

New Hampshire DEC

This seminar will explore, inform, and introduce you and your company to the complexities of international marketing. You will explore market research and target market selection, cultural sensitivities and differences in marketing internationally, and trade show marketing. A panel of business executives will discuss their successes and failures when it came to their international marketing initiatives.

[Information and Registration](#)

Upcoming Events

International Trade Education Series: Where's the Money for Exporting

September 17

Austin, Texas

Texas Camino Real DEC

This international trade education session will introduce the SBA and EXIM loan guarantee programs that are available to assist a company obtain working capital, protect account receivables, to finance foreign buyers, to travel to foreign markets and more. It will also include a local banker who will explain various methods of payment for international sales.

[Information and Registration](#)

ExporTech – Day 1

September 19

Scottsdale, Arizona

Arizona DEC

ExporTech is a three-session workshop put on by industry experts to help companies enter or expand into global markets. By limiting the number of attendees, ExporTech is able to provide an international growth plan customized specifically for your business. ExporTech's team of export experts help navigate the sales process to move your company quickly beyond planning, into actual, profitable export sales.

[Information and Registration](#)

Aerospace International Trade Summit

September 21

Groton, Connecticut

Connecticut DEC

The Aerospace and Defense International Trade Summit is a first-of-its-kind event in Connecticut, fostering international partnering opportunities for innovation and growth. Over the past several years, the Connecticut DEC has led aerospace trade missions to many aerospace-rich countries. The feedback from these events has been consistent—international primes and tier 1's, stress the importance of partnering with local companies to win business.

[Information and Registration](#)

The Americas Business Forum

September 25-26

Los Angeles, California

Southern California DEC

The U.S. has signed 12 free trade agreements with countries in the region, providing you with the legal framework to conduct sound business without leaving California. 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.

[Information and Registration](#)

Upcoming Events

Celebration of World Trade

October 1

Tucson, Arizona

Arizona DEC

The Celebration of World Trade is an annual event hosted by the US Commercial Service and the Arizona DEC. The event provides a networking opportunity for local professionals involved in international trade, and includes the presentation of the Southern Arizona Exporter of the Year award.

[Information and Registration](#)

International Distribution Seminar

October 9

Concord, New Hampshire

New Hampshire DEC

How do you identify, evaluate, and vet distributors and representatives? How do you practice successful due diligence on agents and partners abroad? What should you consider when making legal agreements? We will be discussing solutions to these challenges in addition to a panel discussion with business executives on channel strategies and managing your international partners. Join the New Hampshire DEC to learn how to expand your business internationally while safely and efficiently managing your overseas partners.

[Information and Registration](#)

Louisiana Executive Trade Mission to Panama

October 12

Louisiana DEC

The Louisiana Committee of 100 and the LA DEC will spearhead an executive led Louisiana business development trade mission to Panama the week of October 12-17, 2014. The goal of the mission is to help participating Louisiana companies and organizations create business and partnerships in Panama. The mission organizers will further develop relationships between C-100 member organizations such as the ports, airlines, hospitals and educational institutions with the ultimate goal of attracting Panamanian travelers to Louisiana not only for future business and investment but also for their educational and medical needs.

[Information and Registration](#)

International Trade Education Series: Understanding Foreign Cultures for Business

October 15

Austin, Texas

Texas Camino Real DEC

This international trade education session will discuss some of the cultural differences that U.S. firms most often face which involve business styles, attitudes toward business relationships and punctuality, negotiating styles, gift-giving customs, greetings, significance of gestures, meaning of colors and numbers, and customs regarding titles and more.

[Information and Registration](#)

UPCOMING EVENTS CALENDAR

September 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
		4			7	8
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25					
				28	29	30

[Oil and Gas Trade Mission to Brazil](#)

[International Marketing Seminar and Workshop](#)

[Registering Medical Devices in China, Brazil, and Japan](#)

[ExporTech – Day 1](#)

[The America Business Forum](#)

[Aerospace International Trade Summit](#)

[International Trade Education Series: Where's the Money for Exporting](#)

October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
		5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27			
31						

[Celebration of World Trade](#)

[International Distribution Seminar](#)

[Louisiana Executive Trade Mission to Panama](#)

[International Trade Education Series: Understanding Foreign Cultures for Business](#)



LOS ANGELES AREA
CHAMBER OF COMMERCE
125th anniversary



UCLA Anderson
School of Management



FIFTH ANNUAL • SEPT. 25-26

THE AMERICAS BUSINESS FORUM

CREATING JOBS
THROUGH EXPORTS

UCLA COVEL COMMONS • 8:15 A.M. - 5 P.M.

The U.S. has signed 12 free trade agreements with countries in the region, providing you with the legal framework to conduct sound business without leaving California. **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.**

Early bird rate is
\$199 until Friday,
Aug. 16; after this
date, registration
is \$250.

RSVP Now at
lachamber.com/tabf

Continental breakfast
and lunch included.

More than \$16 million in new export sales were generated by companies that participated in one-on-one meetings during previous forums. Participate in these meetings to find out how your company can generate new sales. Each year an average of 280 one-on-one meetings are conducted at the forum.

PROGRAM

WEDNESDAY, SEPT. 25 – BRIEFINGS

- › North American Free Trade Agreement
- › Central American Free Trade Agreement
- › Panama, Colombia, Peru and Chile FTAs
- › Southern Common Market (MERCOSUR)
- › Access to credit and export financing
- › Increasing competitiveness and market positioning
- › Growing middle class – export opportunities

THURSDAY, SEPT. 26 – MEETINGS

- › One-on-one meetings with U.S. Senior Commercial Officers to identify export sales

*Please note that registrations are non-refundable.

For additional information, contact Carlos J. Valderrama, 213.680.7570, cvalderrama@lachamber.com or visit lachamber.com/tabf.

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California STEP

Exporting made easier for California Small Businesses



DEC NEWS

Southern California DEC Hosts Multiple Activities

Supporting California Manufacturers

The DECSC is working with Elizabeth Glynn, Export Advisor, for the California Manufacturing Technology Consulting (CMTC) Ms. Glynn will be leading the CMTC export initiative to strengthen the ability of manufacturers in Southern California to sell internationally. She will accomplish these efforts through export seminars, export planning workshops, as well as working with individual manufacturing companies to assist them with the expansion of their export sales. David Habib, DECSC Vice Chair Central Coast, has presented for the CMTC in January (Fresno) and May (Torrance), along with other DECSC members.

April 15, 2014 - BIS Export Control Reform (ECR) Course

This one day course was designed to provide in-depth exposure to core elements of the Export Control Reform (ECR) initiative and focus on new compliance requirements for exporters who now will be able to support U.S. military items without incurring International Traffic in Arms Regulations (ITAR) liability and to defense exporters with relatively limited exposure to the regulatory requirements of the Export Administration Regulations (EAR).

The event was held at the Sheraton Gateway Hotel, Los Angeles

Export University with the Port of Los Angeles

Export University is an educational program for new and ready to export companies presented by the District Export Council of Southern California. It is designed to support business planning, decision making and preparation of an effective business process for adding or expanding export activities. The Export University program provides presentations by subject matter experts, information about sources for research and references to a wide range of public and professional support resources. This is a series of 10 sessions, and the last session "Export Plan and Panel Discussion" in the current series was held on Thursday, July 24th.

DEC NEWS

May 22, 2014 - The Central Coast World Trade Week at Port Hueneme



Richard Swanson, Network Director, US & FCS – World Trade Week Proclamation

At this event, we discussed the new coordinated federal government effort led by the U.S. Department of Commerce to help more American companies “Look South” to do business with our Latin American trade partners. The Look South Initiative will help local businesses in Ventura County explore this emerging market, learn about growing opportunities, and tap into federal programs that can help companies build new trade opportunities.

June 19, 2014 GLOBALIZATION: IMPACTS & BENEFITS FOR CENTRAL COAST FIRMS



Jerry Tyler, DECS Member and Managing Director, Heart of Nature

This first time event was held at the Santa Maria Inn, Santa Maria. Keynote Speaker was Richard Swanson, Network Director, US & FCS. There was a panel discussion on “Taking the Pain Out of Exporting”, with a Match-Making Session afterwards, where attendees could have 15-Minute Appointments with District Export Council Experts to discuss their specific issues. There were over 25 attendees who took full advantage of the 15-minute appointments available.

Last but not least, we attended our

4th Annual DECS Retirement in Solvang, CA

Every year DECS members attend a ½ day meeting to discuss strategic plans, upcoming events, etc. and to get to know each other over a weekend. This has greatly helped us in becoming a stronger DEC and to stay focused on our goals.

DEC NEWS

U.S. Commercial Service Events Host 600+ Exporters

In May and again in June, the U.S. Commercial Service hosted two very successful **DISCOVER GLOBAL MARKETS** events in San Antonio, TX, and Los Angeles, CA.

For those of you not familiar --- *The DISCOVER GLOBAL MARKETS* series of business development events are taking place nationwide in 2014 to help U.S. companies penetrate new overseas markets and boost exports. Each event offers a consistent format, while individual events focus on unique markets and industries. Why a "series?" Seeking a systematic way to offer exporters the breadth and depth of U.S. Government and private sector export resources – and bringing them to where exporters live -- the U.S. Commercial Service developed this series of trade events to meet the needs of exporting U.S. businesses everywhere. Visit www.export.gov/discoverglobalmarkets for more information.



(Above) A panel presentation during Discover Global Markets: Africa, Middle East, and India in San Antonio.

In May, the first event was launched in San Antonio with a focus on the Middle East, Africa, and India. More than 23 countries were represented, and attendees had hundreds of one-on-one appointments with U.S. commercial diplomats from the focus countries and with trade agency representatives (i.e. DOC's Advocacy Center). Panel sessions paired trade diplomats, export service providers and successful exporters in a lively forum where the state of trade in countries like Egypt, Kuwait, and Iraq and industries like power generation were discussed. Between sessions and appointments and after, companies forged partnerships, made friends, and followed up on conversations they had with commercial diplomats – in some cases well into the night!

Co-organized by the CS Pacific South Network and DEC Southern California, *The Discover Global Markets Europe (DGME) Business Forum Conference* kicked off on Monday, June 2nd. The LA's Women in International Trade, graciously hosted the welcome reception. Between June 3rd and 4th, DGME featured over 75 speakers, 20 exhibitor-sponsors, over 575 one-on-one appointments with 24 CS Europe, Russia, and Turkey commercial diplomats coupled with over 150 US exporters, 24 breakout panels, plenary sessions, and 6 keynotes including the EU Ambassador to the United States. The event was LiveStreamed by Microsoft and media spots were featured with Franchise Times and Global Trade Magazine. The event marked the first time CS Europe would launch its regional and affinity-industry strategy in the United States. Attendees said some terrific things, including "This was a very helpful meeting for me. I went in thinking I would go to a specific group of countries. I left looking at a very different group. The Conference was very helpful to define my next steps."

DEC NEWS

Iowa DEC and US CS co-host Heartland Outreach Tour



Businesses in Iowa were invited to attend a workshop featuring access to government decision makers and international trade experts on the occasion of NAFTA on its 20th Anniversary.

On June 26, the Heartland Outreach Tour came to Des Moines, Iowa. Businesses and services involved in trade between Iowa and Mexico or Canada were welcome to attend this listening tour. Walter Bastian, Sara Hagigh, and Patricia Cook from ITA spoke alongside Joseph Folsom of the SBA and Mexican and Canadian Consular officials.

North Dakota DEC Hosts Director General Arun Kumar for a Rural Roundtable



The North Dakota District Export Council was pleased to host a reception for new Director General Arun Kumar as part of Kumar's visit to North Dakota and NW Minnesota on July 1, 2014. Kumar participated in a Rural Roundtable with Senator Amy Klobuchar (D-MN) and John Hoeven (R-ND), along with six active rural exporters, most of whom are DEC members.

The photo to the left shows the rural roundtable, held at Titan Machinery in Moorhead, MN

DEC NEWS

South Dakota DEC Co-Sponsors International Trade Center Event



James Foley, international trade expert and Director of the Turner Center for Entrepreneurship at Bradley University in Peoria, Illinois, was the keynote speaker for an International Trade Center seminar at the University Center in Sioux Falls on June 25. Co-sponsoring participants were South Dakota's DEC, Sioux Falls USEAC, the South Dakota Governor's Office of Economic Development, U.S. SBA, South Dakota's Small Business Development Center, South Dakota Department of Agriculture, Sioux Falls Regional Chamber of Commerce and Sioux Falls Development Foundation.

The goal of the International Trade Center is to create economic impact in South Dakota and its surrounding region by stimulating international trade. For more information, contact Nelson at 605-338-3424 or email rock@siouxfalls.com.

Southwest Regional Texas DEC Forum



The Texas Camino Real DEC hosted the first Southwest Regional DEC Forum at the International Center in San Antonio, Texas on April 30, 2014, titled, "Best Practices for DEC members and Exporters." The event brought together over 60 DEC members from all over the Southwest Network to discuss their Best Practices related to counseling/mentoring, outreach/education programs and legislative and advocacy outreach. DAS Antwaun Griffin welcomed the group and presented several DEC certificates to some new and re-nominated members. After the meeting, the DEC hosted the kickoff reception to the Discover Global Markets: Middle East, Africa and India, where over 100 additional individuals joined the group for networking. Assistant Secretary for Global Markets, Arun Kumar made remarks at the reception.

DEC NEWS

Idaho World Trade Day



Idaho World Trade Day was held on April 30th, at Boise State University by the Boise Export Assistance Center with support from the Idaho DEC. The goal of Idaho World Trade Day was to inform local small business leaders about export opportunities and techniques for achieving success in global markets. The event also delivered on the White House initiative for federal resources to help rural businesses take advantage of markets abroad. The event featured 14 presentations including speakers from the SBA, the Ext-Im Bank and the U.S. Department of Commerce highlighting potential markets in Russia, Germany, South Korea, and Australia.

Discover Global Markets: Europe



**UN
Ambassador
Joao Vale De
Almeida for
the EU & Guy
Fox, Chairman
Emeritus,
DECSC.**

Co-organized by the CS Pacific South Network and DEC Southern California, The Discover Global Markets Europe (DGME) Business Forum Conference kicked off on Monday, June 2nd. The LA's Women in International Trade (WIT-LA), graciously hosted the Welcome networking reception. DGME featured over 75 speakers, 20 exhibitor-sponsors, over 575 one-on-one appointments with 24 CS Europe, Russia, and Turkey commercial diplomats coupled with over 150 US exporters, 24 breakout panels, plenary sessions, and 6 keynotes including the EU Ambassador to the United States. The event was LiveStream by Microsoft and media spots were featured with Franchise Times and Global Trade Magazine. CS staff from HQ, the Europe Team, and National DEC, was in support of PSN's local USEAC staff including USEACs West LA, Downtown LA, Irvine, Inland Empire, Fresno, Las Vegas, and San Diego.

DEC NEWS

Globalization: Impacts & Benefits For Central Coast Firms



This first time event was held at the Santa Maria Inn, Santa Maria. Keynote Speaker was Richard Swanson, Network Director, US & FCS. There was a panel discussion on "Taking the Pain Out of Exporting", with a Match-Making Session afterwards, where attendees could have 15-Minute Appointments with District Export Council Experts to discuss their specific issues. There were over 25 attendees who took full advantage of the 15-minute appointments available.

AWARDS

Pauline Klaffenboeck Awarded the Advancing International Trade Award



Pauline M. Klaffenboeck, WI's new DEC Chair and Vice President Trade Finance, BMO Capital Markets received the Advancing International Trade (AIT) award from NASBITE International at the association's 27th annual conference held in Memphis, April 3-4. Letters of support were submitted by several leading individuals in the trade community including three DEC members and past AIT award recipients (Rob Gardenier, Pete Beitzel, Mary Regel).

The award underscores an individual's or program's dedication to international trade through outstanding achievement and excellence in supporting and providing trade advancement. Recipients include entrepreneurs, business leaders from Fortune 500 companies, distinguished scholars from prestigious colleges and universities and successful trade offices and incubators at the State and Federal levels.

DEC Chair Profile

Lisa Kelley Seattle, Washington

As the Washington State DEC Chair, Lisa Kelley holds a key role in one of America's most export dependent states. Lisa first got involved with DEC when FedEx signed on as a partner 10 years ago. David Spann, then Director of Seattle USEAC invited Lisa to a DEC event in Everett, Washington to serve on a solutions group because of her international business expertise.

Lisa currently holds a position as a marketing services advancer at FedEx, where she operates, manages, and strategically places export education for customers, while fostering relationships with the US Export-Import Bank and Commercial Service. Lisa seeks to be the voice of FedEx for US small and medium businesses that are interested in helping grow their businesses internationally through the various tools and resources offered by CS, like its Export Education program, "Know and Grow."

In conjunction with the upcoming DEC forum, Lisa chaired a group that identified "best practices" for effectively mentoring DECs through surveys focusing on the DECs' surrounding level of activity and promotional methods. Due to her efforts, the DEC forum this year will be centered on 3 main themes: increasing DEC online and social media presence, mission statements and goal setting, and driving results through active committees. When asked to comment on her work Lisa described how "[her] passion was to find the help for the DECs and get a gauge of where the DECs were."

When asked about her favorite aspects and biggest challenges as a DEC chair, Lisa expressed how she enjoys getting to know her members and the opportunities the DEC has to engage with the exporting community. Lisa sees time to be a challenge, citing difficulties in encouraging DEC members to participate in meetings when they must keep their businesses open and running.

When she is not working with the Washington State DEC, Lisa enjoys travelling internationally and exploring the outdoors. She recently traveled to Mount Fiji with her family and has expressed a great interest in dirt bikes, hiking, and mountain climbing. A Seattle resident, Lisa also serves on Board of Directors of the homeowners group and private campground group. She also previously chaired a business and professional women's organization in Seattle for which credits her start as a professional woman.

To contact Lisa, email lkelly@fedex.com.

DEC Executive Secretary Profile

Jason Sproule Irvine, California

Jason Sproule has been the Executive Secretary for the Southern California DEC for two years, but has been with the Commercial Service since 2000. After beginning his Commercial Service story in Long Beach, CA, Jason was detailed to ODO HQ in 2004, but in 2010 transitioned back to the Irvine USEAC where he is serving as the Acting Director.

The Southern California DEC has transformed itself over the past few years into a successful, useful tool for its businesses. The members of the council are made up of business leaders from key local industries, and they quickly adopted the new committee structure to produce positive results for local businesses. The Southern California DEC identified problems that pertained to the local economy and used DEC events to combat the most problematic issues hindering local exports.

Sproule has enjoyed organizing local events like medium sized IP seminars and export basics classes to large scale national events like **DISCOVER GLOBAL MARKETS: EUROPE** in Los Angeles. "The Second Annual KORUS Free Trade Agreement event organized earlier this year in partnership with the Consulate of Korea in LA was a personal highlight," Sproule said. "Using the deeply rooted relationships of the members, we were able to bring out the traditionally private Korean business community with the American businesses in support of trade between our two countries." Due to the recent success of his DEC, their coffers are full, which has translated into better assistance to local exporters.

While the DECSC covers three huge regions, Sproule does not feel overwhelmed due to the reorganization of the committee structure led by three vice-chairs. Each vice-chair has some discretion on how the funds could best be spent. So the Central Coast sponsoring an agreement with the Santa Barbara SBDC to establish an International Trade Support Center, while members in Orange Country are using the funds to facilitate grants to help local companies with their export promotional activities.

Sproule was surprised that members know each other, yet do not know the roles of their fellow members with their respective companies. To combat this issue, they started a "Get to Know Each Other" session during meetings. "One DEC member per meeting gives a short presentation about their job and we also bring in a Trade Specialist from the region to talk about the specifics of their work helping exporters," Sproule said. "These sessions have helped everyone understand the different resources available through the DECSC network and has helped increase collaboration."

If you can't find Sproule at the office, he is most likely snowboarding, reading the next Game of Thrones book, or training for his next marathon in Long Beach.

Contact Jeff at Jeff.Sproule@trade.gov!



DEC Chapter Profile – Georgia



Recently incorporated in 2013, the Georgia DEC has taken off as a successful organization hosting meetings, seminars, and even sponsoring the highly touted **DISCOVER GLOBAL MARKETS: Sub Saharan Africa Summit**. While the DEC has been in existence for over 20 years, until 2013 it lay relatively dormant.

At first, the Georgia DEC had some challenges energizing members to become more involved due to its inactivity over the past 20 years. Once members bought into the idea of the DEC, the accomplishments have piled up. According to Jeff Lamb, DEC Chair, "From having virtually no activity, we now have regularly scheduled meetings, we have conducted a large and successful BIS seminar, we're in the midst of creating a website, sponsoring an exciting 'Discover Global Markets-Sub Saharan Africa Summit' in November, we're busy lobbying for EXIM renewal, reviewing our membership, incorporated (as mentioned above), put together a strategic plan, and have successfully run several 'Export University' seminars."

From their location in Atlanta, the Georgia DEC is set in one of the transportation and trade hubs in the world. According to Lamb, it is poised to greatly affect exporters, especially due to its great relationship with the Atlanta USEAC. By ramping up its activity levels and its cooperation with local organizations, the Georgia DEC is a fantastic tool for Georgia businesses.

The Port of Savannah has bragging rights as one of the few where exports outweigh imports and that trend looks like it will continue. With a fantastic workforce, a business friendly environment, our region continues to attract and grow exporting businesses. This combination of factors makes for a dynamic and exciting region where we expect exports to grow.

Atlanta is the host of one of the upcoming **DISCOVER GLOBAL MARKETS** events, Sub Saharan Africa. "The biggest thing we'd like to communicate is our 'Discover Global Markets - Sub Saharan Africa' forum on November 5th and 6th," said Lamb. But as they ramp up their activity, Lamb is also preparing a local version of the Export Fellows Program. This was a program Lamb was involved with as a DEC member in Houston, and he hopes to launch it soon at the Georgia DEC. "We'd welcome input from other DEC's who've run successful Export Fellows Programs," said Lamb.

As a growing DEC, Georgia and Lamb are not afraid to ask for advice so that they can provide better services to the local businesses. The accomplishments over the past year or so speak for themselves, but the Georgia DEC hopes to provide even better services for their clientele.