



GLOBALIZATION

IMPACTS & BENEFITS FOR CENTRAL COAST FIRMS

Thursday, June 19, 2014, 10:30 am- 2:30 p.m.

Santa Maria Inn, Santa Maria ♦ Lunch Included

\$50 Online registration at Eventbrite – [Click Here!](#)



Keynote: Richard Swanson, Network Director

U.S. & Foreign Commercial Service, International Trade Administration
U.S. Department of Commerce, Pacific South Region



Safely & Successfully Start or Grow Your Company's International Business

Are You Thinking about Exporting But Don't Know Where to Start? Already Exporting but Facing Logistics, Finance, Legal or Marketing Challenges?

A Forum/Match-Making Session with Experts - Get Questions Answered!

"Taking the Pain Out of Exporting" – A Panel Discussion

Participants: regional exporters & District Export Council Consultants

Match-Making Session: Set 15-Minute Appointments with District Export Council Experts

Local Contact: **Megan Cullen, DEC Secretary/Events Chair - megan@soilmoisture.com 805-964-3525 x 248**

15-minute Pre-Set Appointments with Domain-Specific Export Professionals

(e.g. logistics, finance, law, marketing experts from the District Export Council of So. California)

See Side Two for Program Participants



EconAlliance/ District Export Council of Southern California Event June 19, 2014: Expected Export Professionals

Globalization Keynote:

*Richard Swanson, Network Director
U.S & Foreign Commercial Service,
International Trade Administration
U.S. Department of Commerce
Pacific South Region*

Donald E Sovie
Vice Chair, Membership Committee Chair
District Export Alliance of Southern California
Don Sovie, International Law Offices*

Megan Cullen
Secretary/Events Chair, DECSC
Int'l Sales/Marketing Manager
Soilmoisture Equipment Corp.*

Lunch Presentations:

*Melissa V. Moreno, J.D.
Director, Center for Int'l Trade Development (CITD)
Director, Small Business Development Center
Santa Barbara City College*

Jerry Tyler
Member, DECSC
Exporter, Heart of Nature
Bakersfield, CA*

Jim MacLellan
Member, DECSC
Director of Trade Development
Port of Los Angeles*

Norman Arikawa
Member, DECSC
Assistant Director of Trade Development
Trade Development Division
Port of Los Angeles*

*Robert N. Saikali
Vice President & Manager
International Sales & Advisory Group
City National Bank - Los Angeles*

*Shawn Walters,
VP & Manager, Int'l Trade Services Dept.
Rabobank N.A.*

The "Globalization: Impacts & Benefits" is a project of the EconAlliance Infrastructure, Transportation and Logistics Initiative Implementation Team. It is an event in a series of export seminars being organized by EconAlliance in cooperation with the District Export Council of Southern California (DECSC) - *District Export Council members are appointed by the U.S. Secretary of Commerce

EconAlliance Infrastructure/Transportation/Logistics Initiative Team Lead:
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General Questions: Victoria Conner – Initiatives@EconAlliance.com/805-345-0688

