

A Message from the Deputy Assistant Secretary for Global Markets, U.S. Operations, International Trade Administration

Hello DEC Members!

We are well into the new year and there have been far too many snowstorms in Washington! I am pleased to be in the office and sending you the latest updates.

The next several months will be fast paced and very busy. You can see from the extensive calendar of events in this newsletter that Global Markets in Washington, our USEACs around the country, and the various DEC's nationwide are holding numerous events to educate, connect with, and serve the exporting community. I feel certain that this proactive, hands-on approach will yield spectacular results for U.S. exporters around the country.

A unique series of events you'll notice right way is DISCOVER GLOBAL MARKETS 2014. We developed this series of 7 events to meet the needs of exporters where you live, offering a consistent menu of topics and services but a unique market or industry focus at each event. Many of you were able to dial-in to a recent call to learn more about the series, and I urge you to get involved. I also want to ensure that you are aware of the National Export Initiative Listening Tour. The objective of these visits by ITA Officials to locations around the country is to share the latest information about how ITA's new structure is benefitting exporters. Following a short briefing, each event will convene a focus group for DEC members and USEAC partners to share their feedback about how the NEI can be most effective going forward. The NEI Listening Tour will travel to Atlanta, Indianapolis, Miami, Richmond, Boston, Oklahoma City, St. Louis, San Diego, Portland, OR, and New Orleans in the coming weeks.

So this newsletter's theme seems to be "Ready, Set, Action!" As always, we appreciate the work of the DEC's and the collaborative and cooperative relationship we have with you all.

I look forward to meeting as many of you as possible as I travel around the country in the next few months!

Regards,

Antwaun D. Griffin,
Deputy Assistant Secretary for Global
Markets, U.S. Operations



UPCOMING EVENTS

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



DEC Members from around the country are invited to join the **U.S. Commercial Service** and local **USEACs** for a series of high-profile international business development events in 2014. Discover Global Markets will help attendees penetrate new overseas markets and boost exports. But what makes the series so useful for DEC members is that each event offers a consistent format, while programs focus on unique markets and industries. The DISCOVER GLOBAL MARKETS 2014 series will be held in San Antonio, Los Angeles, Detroit, New York, Charlotte, Atlanta, and Minneapolis.

At each DISCOVER GLOBAL MARKETS Conference you will:

- Meet one-on-one with U.S. Commercial Diplomats visiting from abroad
- Participate in panel discussions on the latest industry trends
- Identify new and emerging markets of opportunity ahead of your competition
- Learn about U.S. export programs designed to cut your time to market
- Network with U.S. trade officials, leading private sector experts and like-minded U.S. businesses active in overseas markets

Find more information about locations and registration at: <http://export.gov/discoverglobalmarkets/>

Canada: Capture Your Market Potential

March 4, 2014 | Minneapolis, Minnesota

<http://www.exportassistance.com/about-the-conference>

Are you interested in expanding your exports to Canada? The MN District Export Council and CS Minneapolis have organized this event to provide the information and support to make this desire a reality.



Come prepared for a full day of renowned speakers including: Sandra Renner, President, Global Resource Associates, MN DEC Chair; Jamshed Merchant, Canadian Consul General; Lou Riviuccio, President, UPS Northern Plains District; Crystal Roberts, Sr. Commercial Specialist, CS Calgary; Catherine Peterson, CJ Petersen & Associates (MN DEC Member); and John Goodrich, JD Goodrich & Associates.

Please Contact Matthew.Woodlee@trade.gov with any questions.

Hot Global Markets

Second in a series of international programs

March 5, 2014

8:30am-1:00pm

California Lutheran University

Hear from experts from the following regions/countries with valuable insights:

- **Mexico:** *Opportunities and challenges with our top trading partner*
- **Arab Gulf Region:** *Conducting business, finding new opportunities*
 - **Hong Kong:** *Both a market and a gateway to the Far East*
- **Export-Import Bank of the United States:** *Your partner for Export finance*

Lundring Events Center (free parking adjacent to building)

Registration \$30

Price includes breakfast and lunch

Register online at: <https://www.eventbrite.com/e/global-opportunities-second-in-a-series-of-programs-on-hot-global-markets-registration-10229196803>

Questions?

Contact Kelly Noble at (805)384-1800 Ext. 21



Webinar: Navigating Free Trade Agreements and Qualifying Your Product

Date and Time: April 3, 2014, 1:30-2:30PM EST

Cost: \$40.00

Register at: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q35>

The U.S. Commercial Service is collaborating with the Connecticut DEC to offer a unique webinar for U.S. businesses. Navigating Free Trade Agreements will explain the benefits of trade agreements and discuss how to determine if your product qualifies under a specific free trade agreement. Also, it will cover identification of a product's specific rules of origin. Free Trade Agreements (FTAs) have proved to be one of the best ways to open up foreign markets to exporters.

The United States has 14 FTAs in force with 20 countries. This number will grow in the future; the U.S. is in the process of negotiating the regional Trans-Pacific Partnership, and other agreements are in the initial discussion phase. Proper utilization of an FTA can give your company advantages in a market and a savings in duties. However, the rules on how to qualify your product under an FTA can be complex and diverse. This presentation will make navigation of the intricacies of FTAs more manageable.

For more information contact: Anthony.Sargis@trade.gov.

MORE UPCOMING EVENTS



ASIA / PACIFIC BUSINESS OUTLOOK

Asia Pacific Business Outlook 2014 Conference

April 7-8, 2014

University of Southern California

About APBO

Asia Pacific Business Outlook is the premier conference for business professionals seeking trade or investment opportunities in the Asia Pacific region. APBO particularly offers small and medium size businesses that are new to market tremendous opportunities to develop networks, devise strategies, and update understanding of current economic climate and socio-political trends in the region. Since 1988, the USC Marshall School of Business has held the APBO Conference on the campus of the University of Southern California.

What will attendees take away from the conference?

The latest information and critical contacts. Participants acquire insight and knowledge of the latest business outlook, practices, opportunities and challenges in the Asia/Pacific region. They will also connect with experts and other business leaders.

There are many Asia business conferences out there. Why choose APBO?

Credibility: APBO has provided business professionals with access to the experts for the past 26 years.

APBO features these essential activities:

- One-on-One counseling sessions with in-country Senior Commercial Officers from the U.S. Department of Commerce
- Two full days of real world information presented by an international cast of industry experts
- Over 50 sessions on 17 Asia Pacific markets: Australia, Brazil, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, Myanmar, New Zealand, Philippines, Russia, Singapore, Taiwan, Thailand and Vietnam
- Hosted reception, meals, and breaks for ample networking with speakers, trade specialists, and fellow participants

For Registration via internet, please visit: <http://apboconference.com/registration.html>

Registration is also available by phone: (213) 740-7130

For further information, please contact California Institute for Business Education and Research at: (213) 740-7130 or ciber@usc.edu



Managing International Distributors

April 22, 2014, 8:30 am – 11:30 am EST

Fairleigh Dickinson University, Madison Campus, Hackensack, New Jersey

Come hear from an expert on international trade law, Mr. Steven Richman, Esq, Partner with Duane Morris, and a seasoned exporter, Leigh Ann Catlin, VP of International Business Development, NeoStrata Company, as they discuss both the legal and business perspective of signing and managing international distributors. Topics will include dispute resolution enforcement, roll of the contract, civil vs. common law issues, marketing plans, identifying partners, increasing sales, and motivating distributors.

Whether you are new to exporting or have years of experience, this overview will be invaluable to better understanding the legal aspects of having overseas partners and the pitfalls of cultural differences and how they impact international business. This seminar is for mature companies who are well established domestically and are either entering new markets or have established distributors overseas. Join this morning seminar to learn more - you could save yourself time and money from the suggestions of the experts. This seminar is sponsored by the Northern NJ Export Assistance Center (USEAC) and the NJ District Export Council (DEC).

Event cost: \$50

Learn more/register: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q3N>

For more information, please contact Susan.Widmer@trade.gov



STOPfakes Roadshow 2014 is coming to Philadelphia, Pennsylvania...

STOPfakes.gov is once again bringing U.S. government tools and assistance "offline" to small and medium sized businesses across America. Trade experts and attorneys from the Department of Commerce, International Trade Administration (ITA) and the U.S. Patent and Trademark Office (USPTO) are traveling across the country to host one-day seminars on how companies and individuals can protect and enforce intellectual property to get the most out of exporting abroad.

STOPfakes.gov Road Show will answer your questions about commercializing your creations and innovations. This seminar includes strategies for protecting and enforcing a company's intellectual property when exporting to foreign markets and advice for avoiding common pitfalls.

Participants will have the chance to ask export questions related to patents, trade secrets, trademarks, copyrights and domain names. At the conclusion of the Road Show, participants can take advantage of one-on-one consultations with intellectual property experts to get targeted advice. Small and medium-sized businesses in particular will benefit from this unique opportunity.

Location and contact information pending...

Previous event information at: <http://www.stopfakes.gov/business-tools/stopfakes-road-shows>



Export University 201: Focus on Export Financing and Getting Paid

Wednesday, March 05, 2014 8:00 AM - 3:00 PM (Eastern Time)

Alexander Room, Elliott University Center
Greensboro, North Carolina 27412

Introduction

Export University Inc. is the nation's premiere export education and training program. The objective of Export University is to help American companies begin an export initiative and gain new skills and innovation in expanding their international sales. Courses are designed in three levels to provide new or experienced exporters with the tools they need to effectively organize their export operations.

Export University 201 is for those already in business looking to refresh their knowledge. This course is designed for companies that would like better insight into export finance, and the best ways to get paid for your export sales. Agenda items include: Overview of methods of payment for export; Letters of credit; Export credit insurance and managing your receivables; U.S. government programs - Ex-Im Bank and SBA; Performance bonds; Quoting in foreign currency; Factoring and forfaiting.

To register online, please visit: <https://www.regonline.com/Register/Checkin.aspx?EventID=1315076>

For additional questions, please contact Stephanie Heckel at: (336) 333-5345



Beyond the Border: Arizona Trade Mission to Mexico City & Guadalajara

May 12-16, 2014 | Tucson, Arizona | <http://www.exportaz.org/event/beyondtheborder/>

Consider this: **According to Goldman Sachs, by 2050 Mexico will overtake Germany, Brazil and Russia to become the world's 5th biggest economy.**

Arizona companies eager to become part of that long-term expansion should consider joining **Beyond the Border: Arizona Trade Mission to Mexico City & Guadalajara** the week of May 12th. Presented by the Arizona District Export Council and the U.S. Commercial Service, in partnership with the Arizona Commerce Authority's AZ STEP program, **Beyond the Border** will feature business-to-business matchmaking in both cities. Participating companies will have opportunities to meet potential customers, partners, representatives, distributors and more via the U.S. Commercial Service's Gold Key Matching program.

For additional information please contact:

Anna Flaaten in Phoenix (anna.flaaten@trade.gov)

Christina Parisi in Tucson (christina.parisi@trade.gov)

Kristian Richardson in Phoenix (kristian.richardson@trade.gov).

To discuss AZ STEP grant eligibility, please contact Kevin O'Shea (kevino@azcommerce.com).

UPCOMING EVENTS CALENDAR

MARCH 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
	Minneapolis, Minnesota Canada: Capture Your Market Potential Register Here Information	11	Greensboro, NC Export University 201 – Focus on Export financing and Getting Paid Registration and Information		Thousand Oaks, California Hot Global Markets Registration Information	
16	17	18				
23	24	25	26	27	28	29
		Atlantic City, New Jersey Export Compliance Seminar Register Here Information				
30	31	31				

APRIL 2014

		Los Angeles, California Asia/Pacific Business Outlook Conference Registration Information		3	4	5
6	7			Middletown, Connecticut Navigating Free Trade Agreements and qualifying your product Registration and Information		
13	14	15	16	17	18	19
20	21	22	23	24	25	26
Madison, New Jersey Managing International Distributors Registration and Information		29	30			
					Pacific City or Garibaldi, Oregon Export Strategies, Tools and Techniques Information and Pending Registration	

MAY 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Philadelphia, Pennsylvania

StopFakes Roadshow

[Information](#)

[Check Back Soon for Registration](#)

Bend, Oregon

Export Strategies, Tools and Techniques

[Information and Pending](#)

[Registration](#)

Tucson, Arizona

Beyond the Border: Arizona Trade Mission to Mexico City and Guadalajara

[Registration and Information](#)

Concord, New Hampshire

Incoterms 2010

[Registration and Information](#)

DEC NEWS

Austin Community College offers Course on Principles of Exports

During Austin Community College's (ACC) fall course on *Principles of Exports*, Jerry Mitchell, Professor and Texas Camino Real DEC member, and his students worked with five small companies in the Austin area to produce detailed export plans for each company. Throughout the semester, students and the companies worked closely together to ensure that the export plans contained essential company information and met the companies' exporting goals. Various aspects of the course included participation from the Texas Camino Real DEC: Bill Loudon (ACC, Texas Camino Real DEC Associate), Shawn Levens (UPS and Texas Camino Real DEC Chair) Ben Ramirez (City of Austin, Texas Camino Real DEC Associate), Natalie Betts (City of Austin), Mark McBeath (Bioo Scientific and Texas Camino Real DEC Member), Larry Tabash (Austin USEAC) and Karen Parker (Austin USEAC Director and Executive Secretary for Texas Camino Real DEC.) The class culminated with summary PowerPoint presentations of the export plans, accompanied by the detailed written export plans. The presentations were made to the companies and invited guests at City Hall, followed by a reception in early December.

Texas Camino Real DEC Holds Two Export Fellows Programs in 2013

University of Texas at Austin, October 2013: A total of nineteen Export Fellows Program students broke into six teams, ultimately presenting their final export plans at a dinner event on November 2nd. The participating students were presented with DEC and partners Certificates of Recognition. Non-international major students were targeted to allow them the opportunity to learn the ramifications and real life experiences of international business for companies.

The Export Fellows Program was held by Past Chair Ed Jones (EMSI, Inc.), with program support from the Center for International Education and Research of the McCombs School of Business



Texas A&M University-San Antonio, November 2013:

This Export Fellows Program was attended by a total of 11 students; 6 undergraduates and 5 graduates. Final presentations were made by four teams on Nov. 22nd at a dinner event, and the participating students were presented with DEC and partners Certificates of Completion. Students enjoyed the real life stories shared by all the presenters, including Mr. Daniel Rodriguez of the San Antonio USEAC and Rick Rayne of the Camino Real DEC. The university expressed a real desire to continue and expand the program; as they understand the value of having the students hear from professionals who share real life experiences in international business. (see picture to the right)

The program was held by Betsy Cameron (City of San Antonio International Programs) and Stuart Cameron (Camidso Trading Ltd. Co) and supported by the university administration and faculty.



New York USEAC Centennial Celebration

New York City, December 16th, 2013. The year 2013 marked the 100th anniversary of the first field office of the U.S. Department of Commerce.

The City of New York has long been one of the key business locations in the world stretching back to a time long before the founding of the United States. Thus, it made great sense for the Bureau of Foreign and Domestic Commerce in 1913 to open its first office in lower Manhattan at the Alexander Hamilton U.S. Custom House (now the Museum of the American Indian). It also made great sense for the New York District Export Council (NYDEC) in cooperation with the New York USEAC to mark the original opening with a celebratory event at the same location featuring a distinguished cast of speakers addressing an assembled crowd of approximately 300 people.

Featured speakers included Judy Reinke, Acting Assistant Secretary of Commerce, Congressman Charles B. Rangel, Congresswoman Carolyn Maloney, Vinai Thummalapally, Director, SelectUSA and John Ma, Port Authority of New York and New Jersey. Also featured was Antwaun Griffin, Deputy Assistant Secretary who led a panel discussion featuring exporters from the NYC area who talked about their experiences using the services of the USEACs.

Finally, the NYDEC and the USEAC were very pleased to read a citation from the Mayor of the City of New York, the Honorable Michael Bloomberg, declaring December 16th, "New York U.S. Export Assistance Day" in the City.

Joe Schoonmaker
Chair, NYDEC



New York USEAC staff, DEC members and visitors celebrate the Centennial on December 16, 2014.

DEC NEWS

Dan Swart, Executive Secretary for the West Texas DEC, presents DEC membership certificate to Gary Saga of Saga Oil in Amarillo, Texas.



Market Access Update from the International Trade Administration



2014 Brings New Market Access and Duty-Free Treatment for U.S. Exports to Korea, Morocco, and Australia: On January 1, 2014, more products became duty free as U.S. trade agreement partners continued to implement market access commitments on eligible U.S. industrial goods exports. Select tariffs were fully eliminated on eligible U.S. industrial goods exports to Korea, Morocco, and Australia. This presents new opportunities for U.S. exporters and gives U.S. exports an advantage in these markets. For more information on the recent elimination of tariffs on U.S. exports to Korea, Morocco, and Australia, a short summary is available [here](#). Also, check out the International Trade Administration's recently enhanced [FTA Tariff Tool](#) (it now covers tariff commitments and rules of origin for all products -- agricultural, industrial, and textile) to find out when tariffs on your specific products go to zero.

DEC Executive Secretary Profile



Cory Simek, Executive Secretary, Missouri DEC

Cory Simek joined the U.S. Commercial Service team 15 years ago; however, his enthusiasm shows no signs of waning. In fact, it has only grown since he became the director of the St. Louis USEAC after acting as a Trade Specialist within the region.

He enjoys serving as an Executive Secretary for two reasons. First, it provides him with a direct opportunity to become part of the collective energy that radiates from the DEC members during meetings and continued communications. This energy rubs off on him and serves as a continuous source of motivation. He understands that DEC members are effective and busy leaders, and he is humbled that they dedicate so much of their time to DEC activities. The Missouri DEC is comprised of 20 members, including mostly manufacturers, service providers, shippers and bankers. A second aspect that Cory enjoys about his position is the direct ability it gives him to be part of a rich DEC history. He always smiles as he tells new DEC members about the history of the group, which was started in the 1960s by President Kennedy. Now, he can continue and advance the mission that was initiated 50 years ago.

From experience, Cory understands the great capabilities of DEC members, but with this power, comes occasional execution difficulty. He has found it advantageous to focus on doing a few things really well, rather than exerting energy on a myriad of goals. He has learned that this centralized focus provides localized success and greater traction to move onto implementation of bigger ideas.

Some of those bigger ideas are coming down the pike with the Missouri DEC. In June 2014, the DEC will host a BIS event in St. Louis. In addition, they will continue to plan a Missouri education mission to Turkey this fall for colleges, universities and boarding schools.

During free time, Cory fulfills his desire to travel. He has spent time in the Middle East and North Africa, including Morocco and Egypt. He has connected his interest in travel to community service during a polio vaccination trip in India with his teenage son. Cory has also had a long time interest in riding motorcycles. He started riding at 16 years old and loves that he shares this interest with many members of his DEC.

To contact Cory, email Cory.Simek@trade.gov.

DEC Chair Profile



Terry Kalley, Eastern Michigan DEC Chair

Terry Kalley is not only the Chair of the East Michigan DEC -- he was once a happy recipient of the Michigan Commercial Service's assistance. Prior to joining the DEC, Terry had co-founded an automotive company, for which he conducted business in several dozen countries, thanks in part to assistance from the Commercial Service in SE Michigan. A well-traveled businessman, Terry has visited roughly 50 different countries over the years.

Terry joined the DEC around the year 2000. After taking over as Chair in 2004, he divided the Michigan DEC into separate East and West branches. Terry is quick to note that the split was entirely amicable, though -- much of the decision was made to eliminate long and potentially treacherous commutes for meetings during Michigan winters.

Terry considers hosting the 2010 National DEC Conference as the high point during his time as DEC Chair. The three day conference was a major success, with attendance surpassing 500 people per day. Over 70 speakers were featured including the Secretary of Commerce. There was participation by all major areas of the ITA, and Canada's Minister of International Trade was even a featured speaker. Although the event was fact-filled and highly educational, guest speakers such as the Founder and President of Pixar Animation and a visit to the Henry Ford Museum ensured that there was a good amount of fun involved as well. To this day, DEC members from around the country still stop Terry to fondly recount the event.

For Terry, the best aspect of being DEC Chair is the diverse and eclectic group of individuals he works with and meets through the course of his job. However, managing a group with such a high degree of talent, accomplishment, and international experience comes at a cost... Terry finds that vying for their time and getting them to roll up their sleeves to do the less glamorous work can be challenging at times! Regardless, he is proud of the strong camaraderie that exists among members and the valued friendships that he has made within the DEC.

Terry keeps extremely busy outside of his position as DEC Chair, and is currently working on ventures in the logistics and supply chain management space. However, Terry is especially proud of his time and effort spent as a patients' advocate. In early 2011, he founded and led a group which successfully petitioned the FDA to uphold patients' access to a specific medication. The medication, which was being used by over 17,000 women with incurable metastatic breast cancer, was planned to be taken off label by the FDA despite the patient satisfaction with the drug.

Being unable to find an organization dedicated to fighting the FDA's proposal, Terry founded his own and fought the FDA's proposal. With the aid of fellow DEC members nationwide, his efforts and protest received so much media attention that his protest outside of the Silver Spring, MD FDA headquarters became the second-most Googled item in the world that day! Ultimately, all the women who wanted access to the drug were able to receive it. Terry cites this experience as confirmation that although a single person can succeed in making a difference, the power of a team is always stronger than the individual. Looking back, Terry says that "DEC membership has its privileges and in ways you might never suspect. Furthermore, if we use the combined skills and efforts of all 59 DECs, we have the power to make a real difference. And most importantly, if you believe in something passionately, fight for it, whatever the odds."

It's difficult to imagine, but Terry is able to secure free time to pursue a wide range of hobbies and interests. He has participated in four Detroit half marathons, completing a course that spans both the American and Canadian sides of the Ambassador Bridge. Photography is another hobby of Terry's, especially extreme close ups and macro shots of flowers. Both Terry and his wife are major movie buffs, and he is particularly fond of films featuring Woody Allen, Marlon Brando, Tom Hanks, Leonardo DiCaprio, Penelope Cruz and Charlize Theron. Terry enjoys reading about topics such as technology and its impact on society, and American history; David McCullough's biography of John Adams stands out as one of his favorite reads.

To contact Terry, email terry.kalley@eastmichigandec.org.

DEC Chapter Profile – Utah

Utah's export numbers have experienced meteoric growth in the past five years, currently coming in at roughly \$19 billion per year. Not too shabby for a state with no seaport and a population just shy of 3 million! **Utah DEC Chair, Mark Garfield**, says that credit for much of this growth is owed largely to SMEs who are entering overseas markets for the first time, primarily to markets in Asia, Canada, Mexico, and the UK. Utah's leading industry sectors are incredibly diverse, ranging from natural resources and extractive technologies, to outdoor recreational gear and tourism. What's more, Utah's industrial base enjoys a steady, nation-leading stream of innovative technologies developed at Utah's research universities and put to market in the local economy.

Utah's DEC, founded in the mid-1960's, has helped advance the state's burgeoning export market through the realization of its three goals:

- **Educate** Utah SMEs on various aspects of the export process. The DEC offers local SMEs a wealth of practical experience through statewide seminars such as Export University, in addition to ad hoc mentoring.
- **Connect** Utah SMEs with export opportunities through unique programming. For example, the Utah DEC supplies support for reverse trade missions and International Buyer Program spinoffs to Utah, as well as coordination of regional trade missions with CS strategic partners in Utah and the Intermountain West.
- **Promote** the benefits of exporting and free trade statewide and nationally. Utah's DEC actively promotes legislative outreach to Utah's Congressional delegation and other stakeholders on the benefit of increased export activity both to Utah and the US economy as a whole.

International business is absolutely critical to Utah's diverse economy, from education to tourism to manufacturing, R&D, and Foreign Direct Investment. Mark is proud of the DEC's efforts towards legislative outreach, thanks to consistent participation and engagement of Utah's Congressional Staffers in DEC meetings and local activities. Having consistent participation and engagement of Utah's Congressional staffers in DEC meetings and local activities has helped underscore the critical importance of international business to all aspects of Utah's diverse economy from education to tourism to manufacturing, R&D, and FDI. Says Garfield, "Without a doubt, the biggest strength of the Utah DEC is the passion of its diverse membership for the basic tenants of free trade and the myriad benefits of engaging in the global marketplace. This passion drives the group to create and support unique initiatives to help broaden and deepen Utah's exporter base."

One area of challenge that Mark and the Utah DEC are addressing has been the integration of social media into the DEC's activities. Given the relative overhead intensiveness of having a robust social media plan, harmonizing the DEC's three goals (see above) to the era of Twitter, Linked In, and Facebook has been quite difficult. Still, Mark remains positive about developing a robust social media plan, although he notes that progress has been slower than he'd like.

DEC Chapter Profile – Utah, Continued

Mark is excited to announce the upcoming day "Complying with U.S. Export Controls" seminar, 12-13 March in Salt Lake City, co-sponsored with U.S. Bureau of Industry and Security. This two-day program has become a pillar of the DEC's educational outreach. It provides highly relevant training for Utah's consistently expanding manufacturing economy, a large portion of which is grounded in unique innovation and applications and for which there is large international demand. This seminar also draws companies from the Intermountain West and nationally. Details and registration are available at:

http://export.gov/utah/build/groups/public/@eg_us_ut/documents/webcontent/eg_us_ut_069857.pdf.

To contact Mark, feel free to email him at mark.garfield@zionsbank.com.



The December 2013 Utah DEC meeting, at which several outgoing, longtime DEC members were presented with Certificates of Appreciation from the Department. In the attached photo, from L-R are: Franz Kolb, Vice Chair; Mark Garfield, Chair; Joseph Rust, Member and past Chair; Nancy Cooper, Member; Dave Fiscus, Executive Secretary; Robert Mallinckrodt, Member.



UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

The Fall National DEC Forum in Washington DC was a great success. We enjoyed the most DEC centered event ever, with best practices shared by members and the panels of speakers were comprised of our own DEC members. The second day of the event was held at the US Chamber of Commerce with an unparalleled array of renowned speakers that covered subject that ranged from the Transpacific Partnership (TPP) to Export Control Reform. Plan on attending this annual event in 2014 in DC, the date will be announced on the NDEC Web Site later this year.

The new NDEC executive Committee was elected with the Chair as Roy Paulson, Vice Chair as Lisa Kelly and the Secretary/Treasurer as Philip Pittsford. Dan Ogden as Chair Emeritus turned over the gavel at the very end of the forum, to provide continuity and leadership during the event.

The 2014 Strategic plan has been completed for the NDEC with an aggressive plan of full support for the regional calls, sponsorship, local DEC development and engagement in advocacy. The Strategic plan identifies the strengths and weaknesses of the organization to point out where the most work is needed. The Seven Discover events planned by the US Commercial Service for 2014 will form the basis of DEC interaction throughout the country during 2014. Please join with your neighboring DECs to help support these events, and take the time to interact with your fellow DEC members. Our strength is in our collaboration and cooperation; the Discover Events provide an excellent opportunity to achieve a more connected DEC organization.

Lisa Kelly has completed the first ever Nationwide DEC survey. The questions in the survey identify the condition of each individual DEC and this information will be used to gauge the progress of the DECs over time. The survey was well accepted by the DECs and the information collected is invaluable.

Philip Pittsford accepted the responsibility of organizing the NDEC Legislative Forum to be held in Washington DC, April 28th and 29th. This event will feature speakers associated with the NDEC supported Trade Initiatives for 2014. This includes, Trade Promotion Authority (TPA), The Trans Pacific Partnership (TPP), the Transatlantic Trade and Investment Partnership (T-TIP), ExIm Bank reauthorization and the Miscellaneous Tariff Bill (MTB). All DEC members are invited to this event where there will be training on how to communicate with your Congressional representatives at the local and national level and prearranged Hill visits with selected representatives on the subject of trade. I encourage members to come, learn and advocate! There is no charge for this event and you will be supporting the goals of all the DEC members with your advocacy.

The registration for the NDEC Legislative Forum will be on the NDEC website along with updated information and the agenda, as it becomes available. www.districtexportcouncil.org

Regards, Roy Paullson