

# District Export Council Newsletter

## May-June 2014



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



Greetings DEC Members!

As the summer heats up here in Washington, Global Markets/U.S. Operations continues to be abuzz with activity as well.

Our *DISCOVER GLOBAL MARKETS 2014* series was launched and has thus far exceeded expectations across the board.

*DISCOVER GLOBAL MARKETS: Africa, the Middle East, & India* and *DISCOVER GLOBAL MARKETS: Europe* were each great successes, together attracting more than 600 attendees. I was particularly pleased to see many DEC members at the events and honored to hear how many of them enjoyed the events. The next event in this unique series, *DISCOVER GLOBAL MARKETS: Free Trade Agreement Countries*, will take place in Detroit, Michigan, September 9-10, 2014. You can read more about it, and other future DISCOVER events, in the "Upcoming Events" section of this newsletter.

I'm also pleased to welcome our new Under Secretary of Commerce for International Trade, Stefan Selig to the ITA. Mr. Selig brings with him more than 30 years of business experience in the investment banking field. In his recent All Hands meeting with ITA employees, U/S Selig emphasized the importance of client service and focus. At the same time, he also said he is committed to a workplace where success and hard work are recognized. I look forward to working with and learning from U/S Selig as we continue to improve the global business environment for American companies.

Thank you all for your continued hard work!

Regards,

Antwaun



(Above) At DGM San Antonio – a terrific first-night reception sponsored by DEC's of the Southwest region.

# 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, focusing 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](http://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

## **Chancellor's Certificate in International Trade**

**July 7**

**St. Louis, Missouri**

**Missouri DEC**

This course will introduce you to the concept of culture and begin with the critical stage of guiding participants towards understanding their own cultural assumptions. We will use dimensions of culture to build knowledge and understanding of basic drivers behind cultural differences. Upon completion of the course, you will have a thoughtful toolkit to manage the most common challenges across cultures in international business settings.

[Information and Registration](#)

## **Automated Export System Compliance Morning Workshop**

**July 10**

**Little Rock, AR**

**Arkansas DEC**

The AESPCLink Workshop is a 3 1/2 hour program that provides hands-on experience for the reporting of Electronic Export Information (EEI) through the AESPCLink system. This workshop qualifies for 3.5 CES Credits.

This registration is for the morning workshop only, from 8-11:30am on July 10, 2014.

[Information and Registration](#)

## **Japan's New Plan for a Hydrogen Energy Future: How U.S. Companies Can Participate**

**July 15**

**Los Angeles, CA**

**Southern California DEC**

This is the first webinar of a series on "Renewable Energy" for the Japan market for U.S. companies who are interested in learning about and exhibiting at the World Smart Energy Week held at the Tokyo Big Site at the end of February each year. World Smart Energy Week is a U.S. Department of Commerce Certified show, for which your U.S. Dept. of Commerce office in Japan offers a full range of services to U.S. exhibitors in the areas of PV, PV Systems, Fuel Cell/Hydrogen, Wind, Smart-grid, Battery, Eco House/Eco Building, and Processing Technology.

[Information and Registration](#)

# Upcoming Events

## **Incoterms 2010 & Proforma Invoices**

**July 18**

**Greenville, SC**

**South Carolina DEC**

How can you use incoterms to minimize your company's exposure, reduce risk, save money, and even increase sales? Learn how to determine responsibilities between buyer and seller through transfer of risk, insurance, documentary requirements, and cost of freight through proper use of incoterms.

- A complete review of all new 11 incoterms – what are they, when, and how to use them.
- Learn the (2) two brand new terms and see the (4) four that were deleted
- Learn how to use these new incoterms domestically within the U.S.
- How to use a Proforma Invoice correctly to begin the negotiation process with the buyer
- Understanding how to incorporate proper usage of incoterms into Proforma and commercial invoices.
- Sales strategies on how incoterms should be used to increase sales and lower unnecessary liability/exposure and costs.
- Strategies to limit liability and address title transfer when providing quotations or letters of credit.
- Understand just how important a proforma Invoice can be
- Common errors when using incoterms, and how to turn those into your advantage.
- Understanding responsibilities between buyer & seller in terms of risk, obligation, and costs.

[Information and Registration](#)

## **How to Do Business with the United Nations: A Seminar for US Companies**

**July 22**

**New York, NY**

**New York DEC**

This seminar will provide participants with the opportunity to learn effectively how to do business in the USD 15 billion UN Procurement Market. By attending the seminar, companies will gain an understanding of UN procurement from the two UN agencies that have the largest procurement value as well as business opportunities available locally in New York City.

[Information and Registration](#)

## **BIS Export Regulation Course**

**August 6-7**

**Los Angeles, CA**

**Southern California DEC**

This two-day program provides an in-depth examination of the Export Administration Regulations (EAR). Led by BIS's professional counseling, the program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. We will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements

# Upcoming Events

for your item; how to determine your (ECCN) number; when to export without a license; export clearance and record keeping requirements; Export Management Compliance Program (EMCP) concepts; and real life examples. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

## [Information and Registration](#)

### **How to do Business with the Asian Development Bank**

**August 7-8**

**Los Angeles, CA**

**Southern California DEC**

The U.S. Commercial Service, Export Assistance Center Los Angeles Downtown and the Asian Development Bank (Manila) are presenting "How to do Business with the Asian Development Bank", an event designed for U.S. suppliers and consultants to learn how to bid successfully on consulting and infrastructure projects supported financially by the Asian Development Bank (ADB) in 35 Asian countries. The ADB is a multilateral financial institutions established in 1966 to improve the living standards of member countries. The ADB provides loans, grants, and expertise to reduce poverty and promote private sector development/operations, good governance and capacity development, gender equity, knowledge solutions and foster education. This region contributes about one-third of global output and over half of global economic growth. In fact, growth in the region is forecast to grow moderately at an average of 6.3% in 2014-2015. In 2013, ADB assistance totaled \$21.02B, including \$14.38B financed by ADB and \$6.54B in co-financing. Register to attend this event to learn more from representatives of the ADB as well as to hear from the local trade finance representatives of the Ex-Im Bank, U.S. SBA, and the Private Sector Liaison Officer of the World Bank.

## [Information and Registration](#)

### **Preparing Alabama Companies for the Global Marketplace**

**August 29**

**Birmingham, Alabama**

The Alabama DEC is holding an International Trade Leadership Series featuring four half day sessions covering the foundations of international trade. Upon completion, you will be equipped with the knowledge and skills needed to succeed in a globally competitive marketplace. This in-depth training program is designed to advance the international business skills of Alabama companies. Each session is led by an industry or government expert in the field. The materials and concepts presented will be beneficial to both new-to-export companies and established exporters.

## [Information and Registration](#)

# UPCOMING EVENTS CALENDAR

July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				3	4	5
6		<p>Japan's New Plan for a Hydrogen Energy Future: How U.S. Companies Can Participate Los Angeles, CA <a href="#">Information and Registration</a></p>		10	<p>Automated Export System Compliance Morning Workshop Little Rock, AR <a href="#">Information and Registration</a></p>	
13	14	15	16	17	18	19
20	21	22	23	24		26
<p>Chancellor's Certificate in International Trade St. Louis, Missouri <a href="#">Information and Registration</a></p>		<p>How to Do Business with the United Nations: A Seminar for US Companies New York, NY <a href="#">Information and Registration</a></p>			<p>IncoTerms 2010 &amp; Proforma Invoices Greenville, SC <a href="#">Information and Registration</a></p>	

August 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
		19	20			
24	25				29	30
31						
		<p>BIS Export Regulation Course Los Angeles, CA <a href="#">Information and Registration</a></p>		<p>How to do Business with the Asian Development Bank Los Angeles, CA <a href="#">Information and Registration</a></p>		
<p>Preparing Alabama Companies for the Global Marketplace Birmingham, Alabama <a href="#">Information and Registration</a></p>						



# 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](http://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 in May 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!

In Los Angeles the focus was Europe, and 28 countries were represented. There, the 300+ attendees were treated to a 'soup to nuts' view of trade with Europe. Attendees chose among many plenary and breakout sessions in between one-on-one meetings with European commercial diplomats. Plenaries, breakouts and panels featured government and private sector presenters with extensive experience in EU trade entry strategies, regulations, industry particulars, and market opportunities and challenges. Networking sessions created a sense of camaraderie as it did in San Antonio. In fact, in follow up surveys after the events, the networking sessions were second only to the one-on-one appointments in terms of attendee satisfaction. 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

## New Jersey DEC Sponsors Breakfast Business Seminar



On April 4<sup>th</sup>, Farleigh Dickinson University's Global Education Gateway held a Breakfast Seminar on "Doing Business in Korea," which was sponsored by the New Jersey DEC.

Speakers included (from left to right, starting in the upper left) Eric Sohn, DOC Desk Officer for Korea, Eddy Mayen, Director, Office of International Business Development & Protocol State of New Jersey; Debra F. Smith, VP Trade Finance Sales Citibank; David Clark, Global Partnering, KOTRA; Susan A. Gallagher OConnell, SVP Relationship Manager Citibank; Rufiya Blank, VP of Kompass North America; Todd Shevlin, Project Manager MidAtlantic Trade Adjustment Assistance Center; Herb Ouida, Director Global Enterprise Network.

## New Jersey DEC Forges Connections at Business Networking Event



On May 6, 2014 the Northern NJ Export Assistance Center and the New Jersey DEC teamed up to present "Networking with Your International Business Community: Meet the New Jersey District Export Council." The 2 hour event attracted approximately 80 attendees (with a breakdown representing: 40% manufacturers; 60% service providers) at Sobel & Co. offices in Livingston, NJ. Both clients and partners expressed their appreciation for the chance to meet other exporters.

(Left) The special guest speaker, U.S. Minister Counselor for Canada, Richard Steffens, presented an Export Achievement Certificate to American Instants, Inc. and briefly discussed New Jersey-Canada trade activities.



# DEC NEWS

## Four California DECS host National Chair Roy Paulson



Members of four California District Export Councils (DEC) met in Sacramento on May 20, 2014 to welcome Roy Paulson (front row, fifth from left), Chair of the National District Export Council and President of Paulson Manufacturing, for several international trade-related events.

## Virginia-Washington, DC DEC's Latest After-hours Networking Reception



On March 18<sup>th</sup>, the Virginia-Washington, DC DEC held the latest in their Afterhours Networking Reception series, which promoted the May Trade Winds Mission to Colombia and four other Latin American Countries, at the residence of the Colombian Ambassador Luis Carlos Villegas. The following event in the series took place on July 24<sup>th</sup>, at the Former Residence of the Ambassador of Spain, hosting the President of the Canary Islands.

Pictured to the left (from left to right): Antwaun Griffin, Deputy Assistant Secretary Global Markets/U.S. Operations, Bill Fanjoy, Director Virginia/DC U.S. Export Assistance Center, John Saylor, Chairman, Virginia-Washington, DC DEC and Colombian Ambassador Luis Carlos Villegas.

## Pittsburgh DEC Welcomes Congressman Mike Kelly



On April 25<sup>th</sup>, the Pittsburgh DEC hosted Congressman Mike Kelly (PA-3) to discuss international trade.

Those attending included (Left, from Left to Right): Gary Carver (WPADEC Chair), John Hindman, Mark German, U.S. Congressman Mike Kelly, Lori Joint, Derwin Gilbreath, Catherine Thornberry, Kevin Jones, Chuck Watson, Tim Jones, Andrea Caralis, Dan Adams, Lyn Doverspike (CS Pittsburgh), and Les Dutka (Treasurer).

## North Texas DEC Discusses Ex-Im Bank Reauthorization



The North Texas DEC recently held a half day event on the Export Import (Ex-IM) Bank and the need for its re-authorization.

*(Left, from left to right):* Nate Muncaster – Business Development Manager, Polyguard, recent E Star Award winner and North Texas DEC member; Jeremy Ivie- Senior VP, Citibank; Kelly Kemp – Regional ExIm Manager in North Texas and North Texas DEC member; Scott Schloegel – Senior VP for Congressional Affairs, ExIm Bank; Kathy Jiang – Senior VP, Bank of Texas and North Texas DEC member; David Ickert – VP Finance, Air Tractor and North Texas DEC member.



# DEC NEWS

## National DEC Looks at TPP's Impact on Business



On April 27-28, National DEC members had the opportunity to meet with the congressional Trans-Pacific Partnership (TPP) Caucus during the National DEC Legislative Summit in Washington, D.C., to discuss the potential effects of the TPP on their businesses.

(Left) Those present included National DEC chair Roy Paulson; DEC steering committee member Richard Grana, President of Impex; and DEC member Philip Pittsford, of NOW International.

## AWARDS

### Fireblast Global chosen as 2014 Small Business Exporter of the Year

During this year's National Small Business Week, Fireblast Global, Inc. a California based designer and manufacturer of live fire training simulators, received this year's 2014 Small Business Exporter of the Year Award from the U.S. Small Business Administration (SBA), Santa Ana District Office, recognizing the company's growth through its exports to foreign markets.

"Many small businesses let fear of the unknown hold them back from considering exporting as a viable option to increase revenues," said J. Adalberto Quijada, District Director for the SBA's Santa Ana District Office. "The success of Fireblast Global demonstrates that these fears are unfounded or greatly reduced, especially when working with the U.S. Commercial Service and U.S. Small Business Administration."

Fireblast Global's entry into international markets began in 2012, when Leah Martin, the company's COO, began communicating with Fred Latuperissa, of the U.S. Commercial Service. Throughout 2013, Ms. Martin developed relationships with Commercial Officers and Commercial Specialists from around the globe, who facilitated opportunities in their regions for Fireblast Global.

Around the same time, Martin was introduced to Pellson Lau, International Trade Specialist at the SBA, and was able to secure an SBA loan through an internationally experienced bank. Since then, Fireblast Global has attained contracts in Canada, Russia, and various US military bases, obtained representatives in Canada, the European Union, India, China, and Korea, and developed distributors in Mexico and Russia. The company is also engaged in conversations with representatives in the Middle East, Japan, Latin America, and South America, and utilizing the U.S. Commercial Service Gold Key Program to facilitate meetings with these potential customers.



## E and E Star Award Winners

At a Ceremony on May 28, Secretary Pritzker honored 65 U.S. companies and organizations with the President's "E" Award, the largest recognition any U.S. entity can receive for contributing to American exports.



"These are fantastic American businesses and organizations that have played a crucial role in strengthening and growing our economy through increased U.S. exports," said Secretary Pritzker. "By selling Made-in-America goods and services internationally, U.S. business can grow faster, hire more employees, pay higher wages, and help spread American ideas, innovation and values."

This year marks the 52<sup>nd</sup> anniversary of the E-Awards, originally established by President John F. Kennedy. The E-Star Awards recognizes previous E-Award winners who have shown four years of continued growth in exports, or four years of continued support for exports as organizations.

*Of the 65 E Award Winners, the following are DEC members:*

- Alex and Ani
- Bioo Scientific Corporation
- CH Trade
- GENICON
- Horton Inc.
- Kuder, Inc.
- Mascoat
- NOSHOK, Inc.
- Optical Cable Corporation
- Orgill, Inc.
- Pharma-Bio Serv PR, Inc.
- Rugged Liner, Inc.
- Sage Oil Vac, Inc.
- Wheeling Truck Center, Inc.
- Georgia Department of Economic Development
- Maryland Port Administration
- It Straps On, Inc.
- Polyguard Products
- Vitamix Corporation

*The Following DEC members also received the E-Star Award for their contributions:*

- It Straps on, Inc.
- Vitamix Corporation
- National Foreign Trade Council
- Georgia Department of Economic Development
- Maryland Port Administration

## Commerce Penny Pritzker Recognizes DEC's with Letter



*The District Export Council members were honored by the Secretary of Commerce, Penny Pritzker with an exclusive call in opportunity on May 13th. In this call the Secretary acknowledged the long 40 years relationship between the DEC's and the Commerce Department. She went on to explain the important role the DEC's play in developing exports at a grass roots level and that the US Commercial Service has benefited greatly from our involvement. Naturally, all of this adds up to increased exports and export awareness. I would like to push these thoughts a bit further; this group of*

*1,500 DEC members has also dramatically increased the Commercial Diplomacy of the United States. We are in continuous communication with thousands of foreign nationals in all corners of the globe. We do not just have commercial interests; we also have relationships that run much deeper than just the last business deal. The DEC's working daily in their business relations and commercial diplomacy have certainly help connect the world, one person at a time.*

*Following up the seminal call from Secretary Pritzker was a heartfelt letter, addressed to the DEC members. Please consider this letter to be personally addressed to you, which is how it is intended to be viewed. Secretary Pritzker reinforces her relationship and appreciation for the DEC's in this letter and this helps to cement this important relationship. The Letter is included in this newsletter and also resides on the NDEC web site. We as DEC's will continue our mission with vigor, as always, we are working for the American Exporter.*

*-Roy Paulson, Chair, National District Export Council*

May 14, 2014

Dear District Export Council Members:

In 1974, the Secretary of Commerce authorized and established the first District Export Councils (DEC) to support the expansion of export opportunities for U.S. companies and to serve as a vital communication link between the business community and the US. Government. Four decades later, 1,500 DEC members continue to carry out this same mission: to volunteer hours of their time to help mentor businesses around the country, to support U.S. companies' efforts to enter or expand operations in the international marketplace, and to sustain new and higher-paying jobs. DEC members embody the spirit of civic engagement and I am proud to count them among our key partners in our joint efforts to expand exports and promote U.S. economic growth.



The United States is now selling more goods and services to consumers outside of its borders than at any moment in history, with U.S. exports hitting an all-time record of \$2.3 trillion in 2013. We are encouraging U.S. business to "Look South" for new sales opportunities in Latin America and are excited by the potential opportunities for U.S. businesses presented by ongoing negotiations of new trade agreements, specifically the Trans-Pacific Partnership and Transatlantic Trade and Investment Partnership. In pursuing these agreements, we are working with Congress to maximize the benefits to the U.S. economy. This is why the Obama Administration has made Trade Promotion Authority a priority and a key part of our overall economic strategy and foreign policy.

With the help of our fellow trade agencies, we are building on the success of the National Export Initiative (NEI) by launching NEI/NEXT: a new customer-driven strategy with improved information resources that will ensure U.S. businesses are fully able to capitalize on expanded opportunities to sell their goods and services abroad. Your support of this effort is critical. As part of NEI/NEXT, the Department of Commerce has developed a series of trade events known as the Discover Global Markets Business Forums that will be held across the country in the coming months, many in partnership with the DEC's. These events will help companies identify and pursue emerging opportunities in foreign markets, obtain the tools necessary to succeed overseas, leverage government resources to compete successfully, and make key contacts with industry experts.

I am encouraged to be leading the Department of Commerce knowing that, at a time of expanding global trade prospects, I can rely on the support of a trusted and valued group of private sector leaders such as the DEC members. I congratulate the DEC's on all that they have accomplished in the 40 years since their formation and I look forward to the advances in international trade we will make together in the coming years.

Sincerely,  
Penny Pritzker



# DEC Executive Secretary Profile

## Greg Sizemore Charlotte, NC

Greg Sizemore has been a DEC Executive Secretary since 2008, but has been with the U.S. Commercial Service for a total of 20 years. Before his career in trade, Greg served as a Reconnaissance Platoon Section Leader in the United States Army from 1988 to 1990, during which he lived in Bremen, Germany.

"I really got a chance to learn about the German language and culture," Greg said. "Perhaps more importantly, I got to see how American products were perceived abroad." Because he was not on a military base, Greg had to search harder to find American products.

"Living abroad helped me understand that there was an appreciation for 'Made in the USA' and American culture," Greg said. After he finished his service in the military, Greg decided to pursue a BS in International Business from the University of North Carolina at Charlotte, which he completed in 1994. After interning in the Import Administration during his junior year of college, Greg got in contact with Sam Troy, then Director at the Greensboro US Export Assistance Center (USEAC). Troy helped him begin his career after graduation at the Greensboro USEAC, and in 1996, Greg helped open the Charlotte USEAC.

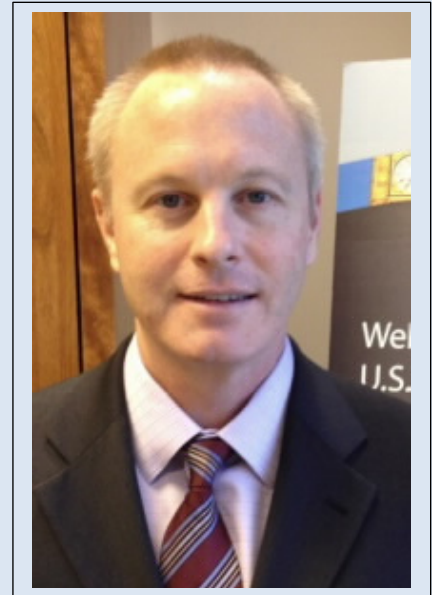
Greg then went on to become Director for the Northern VA office, from 2001 to 2003. In 2004 he moved back to Charlotte where he is still hard at work today. Currently, he's involved with planning *Discover Global Markets: The Americas* Conference, which will be hosted in Greg's hometown of Charlotte. Greg says that the upcoming conference is shaping up nicely, and that a local museum has agreed to help host a reception commemorating the Panama Canal's 100<sup>th</sup> year. Information on DISCOVER GLOBAL MARKETS: The Americas can be found at <http://www.export.gov/northcarolina/discovertheamericas/>.

"Local business communities are happy for us to be holding the conference in Charlotte," Greg said, emphasizing in particular the opportunities businesses will have at the conference to meet with commercial officers. Based on early registrations, the conference should be at least as successful as last year's event in Raleigh, which attracted more than 400 attendees. "We're hoping to exceed that," he said.

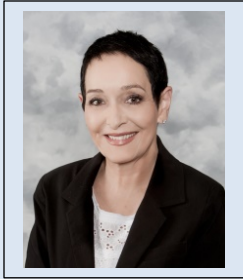
Greg advises DEC members to work to bring on members that are experienced exporters and E- award winners, and "tell the export story."

"My favorite aspect of being an executive secretary has been seeing the willingness of DEC members to get involved and promoting exports," Greg said. Leading trade missions, mentoring, providing feedback and contributing to the success of an export team are also aspects of his job that he has enjoyed. In his spare time, Greg enjoys mountain biking on the beautiful trails of North Carolina. He also helps develop funding solutions as a volunteer for The Learning Collaborative, a program which helps provide quality Pre-Kindergarten education for underprivileged children.

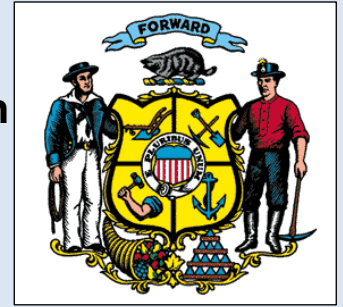
Contact Greg through email at [Greg.Sizemore@trade.gov](mailto:Greg.Sizemore@trade.gov) !



# DEC Chair Profile



## Pauline M. Klaffenboeck- Wisconsin



Pauline M. Klaffenboeck, Vice President of Global Trade Services at M&I, Marshall and Ilsley Bank, has been elected the new Chair of the WI District Export Council (DEC), succeeding Tom Gaglione of JP Morgan Chase Bank.

A respected member of the WI global trade community, she has been a long-time WTA leader and has served as chair and is a current executive board member of the International Institute of Wisconsin, is a past chair of WI International Credit Executives (ICE) and President of the Madison International Trade Association (MITA) and is relied upon for her support for trade initiatives across Wisconsin.

As DEC chair, Pauline is actively involved in the EXIM Bank reauthorization. She has worked with congressmen and senators on banking issues and has hosted networking events. Her upcoming compliance seminar, arranged by the DEC, will include 111 different participants, and she hopes to continue to arrange seminars for important issues.

Pauline was born in Madison, Wisconsin where she attended the University of Wisconsin Madison. She graduated from the University of Geneva, Switzerland, majoring in French, German and Spanish. She has a fascination with foreign cultures and preserving them, and still enjoys working with refugee, immigration and cultural education issues. Pauline originally wanted to be an opera star when studying French at the University of Geneva, before meeting her husband and moving back to work in banking. Prior to joining M&I Bank, Pauline spent four years in a bank in Salzburg, Austria as a foreign exchange trader. She has a total of 35 years working in global banking and trade.

In April of this year, Pauline received the Advancing International Trade (AIT) award from NASBITE International, at the association's annual conference in Memphis. The AIT award recognizes her dedication to international trade and excellence in supporting and providing trade advancement. Previous award recipients have included 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. Pauline was nominated for the award by Aleda Bourassa, ExportAble LLC, a NASBITE board member, also a new member of DEC, and a past World Trade Association (WTA) president.

Contact Pauline via email at [pauline.klaffenboeck@bmo.com](mailto:pauline.klaffenboeck@bmo.com)!

# DEC Chapter Profile - New York



The New York State motto is “excelsior,” meaning “ever upwards.” It certainly seems appropriate for a state that stretches from the majestic Adirondack Mountains of the north to the towering skyscrapers of New York City, the most densely populated city in the United States. At the same time, New York Harbor remains one of the largest natural harbors in the world and the third busiest port in the country, shipping more than 150 million tons of freight a year.

The city is the center of the country's diamond cutting and fine jewelry industry (which is also New York State's largest export industry by value), but the city's business concentrations also include finance, travel and tourism, fashion, arts and education, clean technology and energy, food manufacturing and retail, media and emerging technology, architecture and entertainment. In financial services, mass media, journalism and publishing, New York City remains dominant and now is poised to become a science and technology center with investments in biotechnology, pharmaceuticals, and engineering. The city has outperformed the national economy since the economic downturn in 2008-2009 and is expected to outpace national growth again in 2014.

With these facts in mind, it's easy to appreciate the importance of the New York District Export Council, which helps businesses in the New York Metropolitan area and throughout eastern New York State. Its efforts helped New York City rank first in the world for global competitiveness, ahead of Singapore and London, in a ranking by The Economist Intelligence Unit.

In December 2013, the New York DEC hosted a celebration recognizing the 100 year anniversary of the New York U.S. Export Assistance Center (USEAC). When it was established as an office of the Bureau of Foreign and Domestic Commerce, the location was the department's first domestic field office, and eventually grew into the more than 100 USEACs that are in operation today.

This year, from May 12 through 23, the DEC was responsible for hosting *World Trade Week New York 2014*, which recognized companies succeeding internationally and the importance of international trade for the city's economy. Later this year, the New York DEC will help present the *DISCOVER GLOBAL MARKETS: Greater China* conference on October 7-8, the latest entry in the *DISCOVER GLOBAL MARKETS* series. Information on the conference can be found at <http://export.gov/newyork/discover/>.

“The NY DEC members are very active in the NY business community, and represent a diverse resource to our export counseling,” said Carmela Mammias, Director of the New York USEAC and Executive Secretary for the New York DEC. “They come with expertise in manufacturing, service exports, export trading companies, licensing, education, finance, supply chain management, logistics, compliance and management consulting.”

The DEC provides education for businesses through its Export University (EU) workshops. Past EUs have focused on issues such as educating minorities and recent immigrants who may be familiar with the demand for American products in their native countries, but not the U.S. regulations governing exports. After Hurricane Sandy, the DEC and New York USEACs developed a special EU 101 program for companies in New York that were impacted by the storm, with no participation fee.