

# NOVEMBER-DECEMBER 2012 NEWSLETTER



## A Message from the Deputy Assistant Secretary for Domestic Operations

Dear DEC Members,

Hello again! As the holidays and the end of 2012 approach, it is a time for reflection. I have now been with the US&FCS Office of Domestic Operations for a just under a year and have had the opportunity to meet a number of DEC members at events around the country, most recently at the October National DEC Forum. At the Forum, I spoke with the National DEC Steering Committee and other members who traveled to Washington to participate. The Forum agenda covered a number of substantive topics, from U.S. trade policy to DEC best practices and, as always, I was impressed by the level of enthusiasm, dedication, and professionalism of this volunteer organization. At the Forum lunch I was privileged to present the 2012 DEC of the Year Award to members of the Texas Camino Real DEC. Later that evening at the Forum reception, I was honored to personally recognize Mr. Thomas Norwalk of the Southern Ohio DEC for his years of dedicated service. Rich with productive ideas, I believe the Forum garnered an even more intense level of dedication from DEC members; an amazing feat considering how devoted the DEC members are already!

As I continue to learn more about ODO, attend field activities, and participate in its organizational planning, I feel that for all its strengths, our job would be far more daunting without the DEC members. At the local level, DEC members are equal and generous partners of our USEACs, while on the national level, the DEC leadership is making inroads into national export promotion policy with its outreach to entities like the U.S. Chamber of Commerce. In recognition of these many strengths, I have encouraged our offices to further engage the DEC members as they develop their strategic plans for the coming year. By now many of you have heard about the initiative to expand the Export University program and I expect that the Commercial Service, in conjunction with Export University Inc., will more formally engage the DEC members in 2013 to support this process.

In this issue, you will learn about upcoming and past DEC activities, gain insights into how a successful DEC Chapter operates, and get to know another DEC Chair and Executive Secretary. You'll get an update on Export University, Dan Ogden's report, and a lot more. I hope you enjoy this issue, and that you all have a blessed and happy holiday season. See you next year!

Regards,

Antwaun Griffin, Deputy Assistant Secretary for Domestic Operations, U.S. Commercial Service

### **DEC MISSION:**

The District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

## Update on Patent Law Changes - CT DEC

On January 24, 2013 in Middletown, CT, join the CT DEC for a webinar that will address patents and the America Invents Act (AIA), which is the largest patent reform since 1836. For exporters, it's important to note that the AIA will transition the U.S. patent system from a "first-to-invent" to a "first-to-file" system that harmonizes U.S. patent laws with the rest of the world. This webinar will cover the basics like the initial steps of acquiring patent protection in the U.S. and abroad and the U.S. and international patent application processes. You'll also gain insights into patent strategies including patentability searches, patent clearance searches, non-disclosure and confidentiality agreements. This webinar will give the entire scope of patent protection, including identification of categories of patentable subject matter; licensing of patentable subject matter; new patent legislation, patent infringement; and trade secret vs. patent protection strategies. To register, go to <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q25>

### Export Course Yields Customized Growth Plan in 12 Weeks

**CA-area Companies:** Hurry to Ontario, CA to Export Tech, a partnership program of the US&FCS and the National Institute of Standards & Technology/MEP.

Export Tech gives companies a systemized process for entering or expanding in global markets and results in a customized growth plan for your company in 12 weeks. Sessions will be hosted from December through February by the Inland Empire USEAC in cooperation with the California Inland Empire DEC, California State University, San Bernardino and the City of Murrieta, and the San Manuel Band of Mission Indians among others. Visit [http://www.smtc.com/Portals/103829/docs/exportech\\_ontario\\_12.13.12\\_email.pdf](http://www.smtc.com/Portals/103829/docs/exportech_ontario_12.13.12_email.pdf) for more information.

### What Are You Doing Next Wednesday?

Every first Wednesday of the month, the Southern CA DEC Sponsors a Global Market Intelligence Webinar Series. Working with the Irvine, CA Chamber of Commerce, the U.S. Commercial Service, and the SBA, the DEC is in its third year of this series. Topics include country/market, import & sourcing, FTAs, financing/insurance, and success stories. Featured Presenters include US&FCS senior commercial officers or specific country trade offices. Login and dial-in information, along with other information about the Global Market Intelligence Webinar Series can be found at: [www.irvineglobalmarkets.com](http://www.irvineglobalmarkets.com). The Global Market Intelligence Webinars are hosted by Randal Long, Chairman of Partnership & Outreach, DEC Southern California.

### Two Conferences, One Objective: Grow American Business:

Western Hemisphere and Europe Senior Commercial Officer Conferences in Minnesota in April and June!

Take advantage of a rare opportunity to visit US&FCS commercial diplomats without leaving the U.S! On April 23-24 and June 4-5 respectively, the Minnesota DEC and the Minneapolis USEAC will host US&FCS Senior Commercial Officers from the Western Hemisphere and Europe. At the April event, officers will be visiting from Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Honduras, Mexico, Panama, Peru, Guatemala, and Uruguay. In June, Senior Commercial Officers will convene from 28 countries in Eastern and Western Europe, Russia, and Turkey.

Prior to the conference, companies can arrange pre-scheduled one-on-one meetings with the Senior Commercial Officers. At the conference, keynote addresses by government and industry leaders will tackle trade issues in the markets. This is a great chance for exporters to hear best practices on how to do business in each region. Companies can expect lots of customized interaction with officers who have extensive on-the-ground experience with European and Western Hemisphere markets. To register, email [info@exportassistance.com](mailto:info@exportassistance.com)

## Texas Camino Real Awarded DEC of the Year Award

One of the highlights of National DEC meetings is always the “DEC of the Year” award. This is when the organization collectively applauds those DEC members that serve their communities in an outstandingly effective way. This year, the Texas Camino Real Chapter was presented the DEC of the Year Award at the 2012 DEC Forum in Washington. DEC Chair Doug Woodul accepted the award on behalf of the Texas Camino Real DEC, which was lauded for its achievements in company outreach, innovation and strategic management.

An active DEC of 28+ members, the chapter was an early implementer of the DEC 100 program, and counseled four companies. One made its first export sale to China as a result. The DEC has held a number of unique events including an exporters networking breakfast that brought together 14 companies to discuss export controls, labeling, and other issues with DEC members. It also collaborated with partners like the Greater Austin Chamber on events like the Austin International Exporters Awards Ball. This DEC is “plugged in” fully with the local international trade community, and is called on frequently to provide speakers for Central and South Texas export programs such as the International Trade Education Series and other events. It has also hosted a very timely “Texas Goes Global and Green Conference, “ to help identify the best foreign markets and opportunities for small and medium-sized businesses in the green tech industry.

According to Doug, the Texas Camino Real DEC membership is proud that Texas is the number one exporting state and want to keep it that way. “We provide experienced expertise on exporting to support and augment the U.S. Commercial Service’s efforts to help more Texas companies sell internationally.”



From Left to right: Jorge Canavati, Port San Antonio; Margie Moore, Global Marketeer Group; Chuck Ford, Acting Director General, US & Foreign Commercial Service; Douglas Woodul, MagnaChip Semiconductor (DEC Chair); Shawn Levensen, UPS; Antwaun Griffin, Deputy Assistant Secretary, Office of Domestic Operations, U.S. Foreign and Commercial Service

## An Air Cargo Super-hub in Northwest Puerto Rico In Sight for the Puerto Rico DEC

Since 2009, the Puerto Rico District Export Council has worked toward achieving what is believed to be a first step toward developing an air-cargo super hub at the Rafael Hernández Airport in Aguadilla; an FTZ designation. Finally, on Aug. 21, 2012 the Federal Free Trade Zone Board granted the Aguadilla facility the designation of "Site" 24 in Foreign Trade Zone (FTZ) No. 61. Pulling all of its resources and pushing the FTZ zone grantee, the Puerto Rico Economic Development & Commerce Department, the process was fast-tracked by both entities and the approval designation was awarded in record time. With this designation, and with further actions in the pipeline, this airport could become a superhub for incoming and outgoing air cargo from and to many destinations including Europe, the Far East, and North and South America. For more info LinkedIn members can join the Puerto Rico District Export Council group.



## Southern CA DEC Chair Recognized by Korea FTA Organization

In this photo, Guy Fox, Chairman of the Southern California DEC (on right), is awarded a "Certificate of Recognition" by Derek Waleko, Senior Economic Advisor of KOTRA (to Guy's left). The certificate is signed by Won-Sok Yun, Chief Trade Commissioner for KOTRA, and it reads:

*"Guy Fox, I commend you for your leadership and have the utmost appreciation for your unwavering dedication and contribution to bilateral economic growth and support of KOTRA"*

### Activity-packed Trade Mission to Panama

Just a year after passage of the Panama FTA, the Louisiana DEC collaborated in September with the Southwest Louisiana Economic Development Alliance, the US&FCS, State of Louisiana Department of Economic Development, and Le Centre International de Lafayette/Committee of 100 on a 30-member trade mission to Panama. Focused on construction and maritime opportunities, the mission had something for everyone.

Construction and service-sector companies participated in a Louisiana-sponsored booth at the 2012 CAPAC Expo Habitat trade show, where they had B2B meetings with exhibitors and met with the Panama Construction Industry Chamber. A maritime track included a visit to the Canal Expansion Observation Center to view the construction site of the Panama Canal Expansion that will double the capacity of the canal by 2014. A tour to experience a transit of the Panama Canal's Miraflores and Gatun locks was also organized for the delegation. All participants were treated to a full economic, legal, and commercial briefing presented by the Economic Section of the US Embassy; business exchange briefings with the American-Panama Chamber of Commerce, the Maritime Chamber of Commerce and the Panama Canal Authority. The participants were even able to visit the Colon Free Zone to meet with officials of the Panama Ports Company. To view a copy of all presentations delivered during the mission programs and the Panama Canal Expansion Project video, please visit the LDEC website at <http://ldec.org/resources/louisiana-trade-mission-to-panama>.



Louisiana delegates with Panamanian government and commercial and construction sector business leaders during the "Doing Business with Panama" luncheon.

### CT DEC and Middletown USEAC Collaborate with Congresswoman on Europe Event

The hallowed halls of Yale University provided a dignified setting for an event designed to give Connecticut exporters insights as they enter or expand into Europe markets. On May 7, "Europe: Your Gateway to Trade Opportunities" focused on the European economy and its business opportunities for U.S. companies, with a specific focus on the Aerospace/Defense and Medical Sector. Sponsored by the Connecticut DEC, the U.S. Commercial Service, and the Office of Congresswoman Rosa DeLauro, the event also offered one-on-one counseling with US&FCS commercial officers, who were able to offer hands-on insights based on their experiences working with European companies and government and trade organizations.

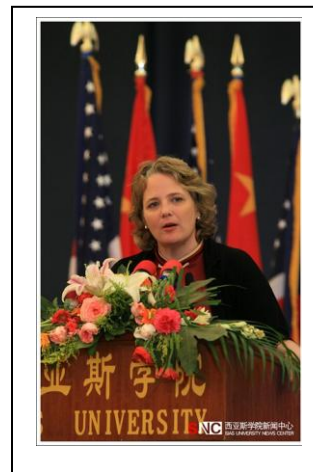


# PEOPLE PROFILES

## *Karen Dickinson, Arizona DEC Chair*

Arizona has a total area of 113,998 square miles. How, you might ask, can one DEC Chair effectively oversee a volunteer organization in such a vast state? Let me introduce you to Karen Dickinson, Arizona DEC Chair, and you will quickly see how this energetic woman has accomplished such a feat.

Karen has chaired the Arizona DEC since 2005, when Eric Nielsen, Director of the Arizona USEACs, asked her to join the DEC. As an international business lawyer for Quarles & Brady LLP since 2000, Karen was familiar with the state's exporters and anxious to get more involved in this export outreach organization. What she didn't know was that the current DEC Chair was aiming to retire, and that Eric would ask her within three months to chair the Arizona DEC. Unfazed, Karen took on the additional responsibility, and has been DEC Chair ever since.



According to Karen, Arizona has a uniquely widespread and diverse business population. To overcome the obvious problems of continuity and communication, she established two Vice Chairs to lead the DEC in each half of the state. Gunnar Light is the Central/Northern Arizona DEC Vice Chair, and Carolita Oliveras is the Southern Arizona Vice Chair. This structure addresses the issue of the many divergent business types from one end of the geographically large state to the other. It facilitates a closer connection to the businesses and helps to keep the lines of communication flowing among DEC members from their communities. Karen keeps in close contact with both Vice Chairs, via the executive committee, and in person through lunches and videoconferences.

Like any DEC, Arizona has its challenges keeping members motivated. Exporters are busy people. In Arizona, this is magnified by the geographic scope of the state, which makes it difficult to get everyone in a room together on a regular basis to plan. Karen has used technology to solve this problem to some extent, holding quarterly all-DEC meetings via videoconference. The DEC also has several committees that work together throughout the year on events and DEC issues. Then once a year, the entire DEC is invited to a strategic planning meeting, which is always held in Casa Grande –halfway between the two major population centers, Tucson and Phoenix. This ideal location allows virtually any DEC member to drive to the meeting and get home again within a day. Some of the members even rent a van and go together – a DEC “Road Trip” of sorts. The annual strategic planning meeting is where DEC enthusiasm is at its peak, says Karen. She enjoys these meetings the most, although her biggest thrill came when Arizona won “DEC of the Year” in 2011 and was honored at the National DEC Meeting in Las Vegas. The Arizona DEC was presented the prestigious award by Assistant Secretary for Trade Promotion and US&FCS Director General, Suresh Kumar. As an added bonus, the former president of the Thunderbird School of Global Management was personally tweeting about the award from the DEC meeting.

To other DEC chairs who would seek this pinnacle, Karen offers these “best practices:”

- ✓ Be a DEC cheerleader. It helps the volunteer members and is great to watch what people can accomplish.
- ✓ Be enthusiastic. It's infectious.
- ✓ Help members get personal benefits from their DEC work.
- ✓ Be creative and open-minded about ideas.
- ✓ Be strategic with planning and resources.

Married for 27 years, Karen has three cats who, she says, are very much like children. She also has a niece and nephew to whom she's devoted. Karen loves to read, listen to music, and travel and says her favorite place - at least on the day we spoke - is England. Look for some of the photos she's taken during her trips at [www.bonfirephotography.net](http://www.bonfirephotography.net).

# PEOPLE PROFILES



*Karen Parker, Texas  
Camino Real Executive  
Secretary*

Karen Parker started her career with the U.S. Census Bureau, worked a couple of years at the Consumer Product Safety Commission, and came to the Commercial Service in 1984 in Dallas. When her husband was transferred to Austin in 1987, she was able to support a US&FCS Foreign Service Officer stationed there. She became Director of the USEAC in 1999. Karen feels that working with CS has given her the opportunity to travel, and has truly enjoyed meeting and working with people from around the world. She is happy to be Executive Secretary of the Texas Camino Real DEC, and says she admires the commitment of her DEC's members to helping the business community export. The most impressive thing, she says, is the time they are willing to devote to sharing their considerable expertise with others.

The Texas Camino Real DEC conducts many effective community outreach initiatives, earning them "DEC of the Year" in 2012 at the National DEC Forum in Washington, DC. This incredibly energetic and active DEC, says Karen, was an early participant in the DEC 100 Program, held innovative breakout sessions at the 2011 DEC Conference in Vegas, and continues to do cutting-edge work in green energy. But one of the things she is most proud of, she claims, is how the DEC has targeted future exporters with their high school and college programs. The DEC's Export Fellows Program, for example, has held 24 times with 5 universities in Central Texas. The result has been more than 320 graduates, which ultimately multiplies the number of people spreading the word about exporting exponentially.

After a busy day with the USEAC and DEC, Karen finds enjoyment working with stained glass and creating mosaics just for fun. She is also quite a seamstress, recently altering old family dresses into new brides wear for her friend's daughters. When Karen finds the time to reflect, she says, her favorite place is on top of the hill where her house is located. She lives on twelve acres of land in the Texas Hill Country with her husband. Her daughter and son in law live fairly close and she is doting grandmother to two grandsons.





Spotlight on:

# IDAHO DEC

Formed in 1980, the very same year the US&FCS was formed, the Idaho DEC's (nickname "IDEC") mission is to encourage and support the exporting community. That support takes many forms, starting with a synergistic relationship with the Boise USEAC. Together, the DEC and USEAC promote greater export activity within Idaho while developing a trade assistance network.

Numerous activities are on the menu, including business counseling, identifying export financing sources, creating greater export awareness, identifying and solving export challenges, and building local export assistance partnerships. But accomplishing everything comes with challenges. The DEC represents the whole State of Idaho, an area of 83,570 square miles and 1,200 exporters. So it is difficult recruiting and retaining members in all corners of the state. An additional challenge is making sure the DEC doesn't take on too many projects and exhaust member volunteers. Despite this, the biggest strength of the DEC is its membership. There are 23 active members who meet monthly. All of them consistently invite guests and contributors to the meetings. These members all devote many volunteer hours to ensure that all DEC programs and activities are a success.

According to DEC Chair Jason Prince, another way the DEC overcomes membership challenges is through the DEC's innovative sponsorship package for the local business community. The three-tiered package allows companies to support the DEC at an annual contribution of \$2500, \$1500 or \$1000. For this contribution, they get logo placement on event marketing materials, name recognition and opportunities to sponsor local companies in DEC programs such as ExporTech and World Trade Day. The program has put the DEC on solid financial footing and allowed dollars for export support to be delivered directly to companies to encourage and support their international expansion efforts.

For all its hard work, this DEC also knows how to have fun. For 15 years, they've held a two-day World Trade Day program that continues to be more popular every year – this year's program included 270 attendees. The event includes a golf outing that last year attracted 90 golfers and raised money to support DEC program. Many of the golfers were sponsored by service providers, garnering additional revenue and giving members a day off on the golf course.

When asked what "Best Practices" their dynamic DEC could share, Jason and Executive Secretary Amy Benson offered these:

- ✓ Try a sponsorship program. IDEC's has received positive feedback from the business community. It has allowed potential sponsors to request financial support from their company only one time each year coinciding with the timeline already set by their respective company. It has also garnered larger financial support as it has created a bit of competition between the various service providers not wanting to be at the same level as their competitors. In addition, it has allowed the DEC to be on much better financial footing.
- ✓ The Idaho DEC supports an annual ExporTech program. The Idaho program recruits only companies that are already exporting and are in need of an export expansion plan. The program not only employs the traditional coach but in addition provides each company with an International Business University student who spends the semester working for the company in helping to develop the export expansion plan. The IDEC also provides the best export expansion plan with a free Gold Key through the U.S. Commercial Service.



KLIM, a Rigby, Idaho-based designer, developer, and manufacturer of advanced motor sports apparel for snowmobile and motorcycle riders, won a "Best Export Plan Award" during Export Tech. The photo at left shows the KLIM team with DEC Chair Jason Prince (far right).



Export University is a unique collaboration between DECs and USEACs that has set the foundation for a results-oriented program that combines government and private industry resources. Export University continues to evolve in its mission of educating exporters at all levels, and on raising awareness of U.S. Commercial Service programs.

The program continues to grow, and recently attracted the attention of the White House Export Promotion Cabinet (EPC). The EPC is responsible for developing and coordinating the implementation of the NEI. In July 2012, the EPC released a report that, in part, directed the US&FCS Office of Domestic Operations to work with the DEC Executive Committee to expand the Export University program. To comply with this mandate, but also to assist the National DEC Export University Oversight Committee, US&FCS is collaborating on the expansion and regularization of this effective program.

To date, the Committee and ODO have:

- Agreed to mutual collaboration on expanding Export University
- Enhanced the Export University step-by-step instructions, course PowerPoint templates, and other course tools.
- Committed to a content-planning meeting at FedEx in Memphis, TN in January.
- Surveyed DEC Executive Secretaries to determine the feasibility of expanding Export University in compliance with the EPC mandate.

This collaboration will make Export University even more user-friendly, consistent, and useful and will ideally increase the use of Export University throughout the United States.

#### **Upcoming Export University Courses:**

February 28, 2012 – Export University 101, Mooresville, North Carolina <http://www.ncdec.us/export-university-feb-2013.html>

March 14, 2013 – Export University 201: International Marketing, Greensboro, North Carolina <http://www.ncdec.us/upcoming-events.html>

March 21, 2013 – Export University 101, Conover, North Carolina <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q25>

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# **UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR**

## **2012 National DEC Forum**

Since the last DEC Newsletter, the highlight of the National DEC's activities has been the 2012 National DEC Forum held in Washington, D.C. on October 17. Over 100 DEC members from around the nation attended and the feedback received from attendees was overwhelmingly positive. In particular, the attendees viewed Washington, D.C. very favorably as a great place to hold the annual national DEC meeting as it provides, in the words of one attendee, "great value ad". Attendees also remarked that the Legislative and Trade Policy panels were very informative and that overall this was one of the best DEC events they had ever attended.

The following is from the National DEC Chair's "State of DECs and the National DEC" remarks at the Forum provides a summary of the activities in 2012 in which the National DEC engaged:

- A. National DEC Strategic Goals
  - 1. Build the DECs into a national unified organization
  - 2. Make the DECs a major national player on trade issues
  
- B. Build the DECs into a National Unified Organization
  - 1. MOA with International Trade Administration
  - 2. Monthly NDEC Webinars
  - 3. NDEC Regional Legislative Network
  - 4. NDEC Legislative Email Alerts
  - 5. Sharing of Best Practices Among DECs
  - 6. NDEC Web Site
  - 7. New DEC Logo
  
- C. Make the DECs a Major National Player on Trade Issues
  - 1. Proactive NDEC Legislative Initiatives
    - a. Export-Import Bank
    - b. Russia PNTR
    - c. TPP SME Briefings
  
  - 2. Development of Strategic Relationships
    - a. Partner with Trade NGOs-US Chamber/NAM/NFTC/BRT
    - b. USG Trade Agencies-MAC/USTR
    - c. Congressional Relationships

The presentation slides for the above remarks as well as several of the DEC Best Practices sessions may be viewed as [districtexportcouncil.com](http://districtexportcouncil.com).

## **National DEC Workshop on Foreign Trade Barriers**

Held in Washington, D.C. on October 18, the day after the National DEC Forum, this Workshop, which was at the U.S. Chamber of Commerce, featured keynote speakers from the Dept. of Commerce (Chuck Ford and Michael Camunez) and the USTR's office (Amb. Ron Kirk). Besides hearing a broad overview of the efforts of both the Dept. of Commerce and the USTR to combat and defeat foreign non-tariff barriers to trade, the Workshop—in a series of panel discussions and roundtables in which over 35 speakers from the Dept. of Commerce Market Access and Compliance Division, the USTR office, and the U.S. Chamber participated—drilled down to specific trade barriers and how American exporters can combat and overcome these barriers. Open to the public, many DEC members stayed in Washington for a second day to attend the Workshop and found it to be an extremely useful event to learn about these trade barriers and U.S. government resources to assist American exporters in combating them. This event also provided great publicity for the National DEC and the DEC's in general and also furthered the efforts of the National DEC to build relationships with MAC and the USTR. While the DEC's "home base", so to speak, will always be with the U.S. Commercial Service, the DEC's are now in an increasingly strong position to also work with other USG agencies that deal with trade issues.



Daniel Ogden speaking at the National DEC Workshop on Foreign Trade Barriers

## **National DEC Magazine**

One of the new activities in which the National DEC will engage in 2013 is the publishing, primarily in electronic form, of a National DEC Magazine. This magazine, to be published initially on a quarterly basis, will feature among other things. Items such as News from the Chair, Legislative Review, DEC Focus on a specific DEC, DEC Member Highlight, Export University, and Sponsors and Advertisers. All DEC members will receive free of charge the electronic version, and a hard copy version will be sent to selective entities.

## **TransAtlantic Economic Council (TEC) SME Forum**

The USTR's office recently invited DEC members to attend a SME Forum during the upcoming TransAtlantic Economic Council meeting in Washington, D.C. on December 3-4. This invite, which grew out of the National DEC Workshop on Foreign Trade Barriers mentioned above, is a follow on to the participation of DEC members in SME Forums in the recent TPP negotiating rounds that were held in Dallas and Northern Virginia. The National DEC has made it a priority to expanding the relationship between the DEC's and the USTR and the feedback it has received from the USTR's office is uniformly positive. That effort is paying off with the invites to the TEC SME Forum and the previous invites to participate in the TPP negotiating rounds.

*Daniel Ogden*  
*Chair, National DEC*