

District Export Council Newsletter

November-December 2014

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



Greetings DEC Members,

The past few months have been full of successful trade events for the Commercial Service and the DEC's. I enjoyed meeting with many of our DEC members at the National DEC Forum in Washington, D.C. in October as well as *DISCOVER GLOBAL MARKETS* events in Detroit, New York and Atlanta.

I look forward to seeing some familiar and new faces at our final *DISCOVER* event of the year -- Healthcare and Life Sciences in Minneapolis. The event will take place on Monday and Tuesday, November 17-18. Please read more about it and other future trade events under the "Upcoming Events" section of the newsletter.

In the coming months, I hope to hold a national conference call regarding some major issues of interest to US exporters, including free trade agreements and export control reform. Significant progress has been made in negotiations for many of the outstanding trade agreements. Read more about this in our "Trade Policy Corner" inside and look for an email from my office about an upcoming all-DEC call soon.

We are already hard at work planning a new series of *DISCOVER GLOBAL MARKETS* events for 2015. I look forward for another year of success working in collaboration with our dedicated DEC colleagues around the country.

Thank you all for your continued hard work and support.

Regards,

Antwaun

Featured Upcoming Event

U.S. COMMERCIAL SERVICE
**DISCOVER
GLOBAL MARKETS**
BUSINESS FORUM SERIES **2014**
HEALTHCARE/LIFE SCIENCES
MINNEAPOLIS, MN • NOVEMBER 17–18



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

As the final event of 2014, [DISCOVER GLOBAL MARKETS: Healthcare and Life Sciences](#) takes a turn toward industry focus with market emphasis worldwide. If you are involved in the health care or life sciences industries, Minneapolis is the place for you on November 17 and 18!

[DISCOVER GLOBAL MARKETS: Healthcare and Life Sciences](#) will provide insights into specific country opportunities, overviews of doing business worldwide, and highlights of specific sub-sector opportunities. This event is tailored to assist U.S. companies in exporting both products and services with the goal of prioritizing international markets, identifying potential opportunities, and growing international sales. At [DISCOVER GLOBAL MARKETS: Healthcare and Life Sciences](#) you will have the opportunity to learn about global healthcare opportunities through networking, intensive panel discussions, informative plenaries, and free private consultations with U.S. Commercial Service Commercial Officers and Specialists visiting from the following countries:

Argentina
Australia
Brazil
Canada
China
Colombia
European Union
Greece
India
Japan

Kenya
Mexico
Nigeria
Nordic Region
Russia
Saudi Arabia
South Africa
South Korea
Thailand
Turkey
Vietnam

Want to learn more? Watch [this testimonial video](#) to see what past *DISCOVER GLOBAL MARKETS* participants have to say about the forum!

Upcoming Events



November 2014

International Trade Leadership Series: International Financing & Export Insurance

Birmingham, Alabama

November 14

The International Trade Leadership Series features five 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. An official International Trade Training Certificate from the U.S. Department of Commerce will be presented at the end of the series to any individual that completes the five sessions.

[Information and Registration](#)

December 2014 and January 2015

ExporTech

Claremont, California

December 9, 2014 and January 13, 2015

ExporTech is national export assistance program that helps companies enter or expand in global markets. Jointly offered by the NIST Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce, ExporTech applies a structured export strategy development process that assists four to eight companies to accelerate growth. It is the only national program where each company develops a written export plan that is vetted by a panel of experts upon completion. ExporTech efficiently connects companies with a wide range of world-class experts that help navigate the export sales process.

Contact Elizabeth Glynn at 310-984-0728 or eglynn@cmtc.com for more information.

DEC News



On October 21, the North Texas District Export Council held a very successful International Executive Forum. The Forum included first a three person panel on "the Middle East/Ukraine & Russian Conflict – Impact/Opportunities for Texas Businesses" and next, "Recent Amendments to Mexican Customs Legislation and NAFTA Rules" presented by Adrienne Braumiller, Partner, Braumiller Law Group, P.L.L.C., International Trade Law.

The Forum was the inaugural event for the new Education and Training Partnership Program, an arrangement between Chambers and Associations in the Dallas MetroPlex area where the North Texas DEC invites interested members of the participating Chambers and Associations to attend educational events offered by the North Texas DEC.

DEC News



The Kentucky District Export Council hosted Judy Reinke, Deputy Director General for the U.S. Foreign and Commercial Service for a trade seminar in Louisville September 18th. Robert Brown, KY DEC Chair/ National DEC Steering Committee Member, and Zack Scott, President of UPS Ohio River District were also on the program along with speakers from the mayor's office Global Cities initiative, the World Trade Center, and CS Louisville. The seminar targeted newer exporter and provided them mentoring, market insights, export grant updates, and other assistance.

DDG Reinke then traveled to Paducah Kentucky to conduct rural outreach. Richard Grana, KY DEC Vice Chair hosted the visit and assisted Louisville USEAC director, Peggy Pauley with organizing a seminar for rural companies, media outreach, and plant tours.

DEC News



On October 27, Deputy Secretary Bruce Andrews met with members of the Mid-America District Export Council and U.S. Commercial Service staff from Kansas City and Wichita at Western Forms, a DEC member company. The meeting included a presentation and tour of Western Forms, and a lunch meeting with members to discuss key topics and issues of concerns.



This year's National DEC Forum took place in Washington, DC on October 2. The event provided valuable information to members and was well attended. There were three primary components: a plenary session, three best practice sessions, and three panel discussions on increasing DEC online and social media presence, mission statements and goal setting, and driving results through active committees. The forum also included a cyber-overview, and concluded with a networking event. DEC members also participated as presenters in the best practices sessions.

DEC News



The highly successful program for U.S. Exporters took place at Europe's premier smart grids event, European Utility Week, 4-6 November 2014 in Amsterdam, the Netherlands. Over the course of the three-day show, 27 U.S. companies were counseled by CS Staff in a unique round-table format, dubbed "Europe Chats". This arrangement facilitated a truly productive exchange of insights and information, and in nearly every case led to action items that will bring concrete value and impact clients' business activities in Europe. The program also included a social media element, whereby several members of the organizing team tweeted pictures of U.S. companies at their stands or in a meeting room. These were retweeted and favorited by CS Europe, the show organizers, and the companies themselves. The feedback was very positive, both on the quality of the meetings and the extra exposure and "fun factor" that social media efforts provided.

The event was also very useful for the 12 members of the CS Europe Smart Grids Affinity Team and the 2 Energy Team members from the domestic field who participated. During the round tables, they had the opportunity to learn about the latest smart grid technologies, what challenges clients are facing, and what is going on in other European markets, a broad perspective other formats do not provide. Working together, they are learning to present a truly European view of the sector. The Team also had a chance to visit the show floor, attend conference sessions, liaise with our contacts/delegations, and build new relationships with clients through social media. In sum, the entire group was able to develop a richer understanding of the sector and the European context, learn new ways to work together, and strengthen both client and buyer connections.

The program was organized by a core project team comprised of Claudia Colombo (CS London), Jason Sproule (Irvine USEAC), Shannon Fraser (Silicon Valley USEAC), Alan Ras (CS The Hague) and Marta Haustein (CS Vienna). Danielle Caltabiano, Global Energy Team leader, and Richard Swanson, Pacific South Network Director with the support of DECSC, secured participation from the domestic field, which was essential to the program's success. European Utility Week 2015 will take place in Vienna, Austria.

DEC Chair Profile

Sandra Renner **Saint Paul, Minnesota**



Prior to starting her company, Global Resource Associates Inc., in 1990, Sandra was director of export development at the Minnesota Trade Office. Shortly after co-founding her company, she was nominated to serve on the DEC and helped to organize the first National DEC Forum in 1994. Sandra has been involved with the Minnesota DEC and DEC's across the country since the early 1990's. She has also served on the National DEC, Chaired the National DEC Education & Outreach Committee, and Co-Chaired the DEC100 Initiative. For the past several years, she has been an Associate Member of the National DEC.

Sandra believes she is very fortunate to be the Chair of an active and involved DEC. "The Minnesota DEC has a strong Executive Committee, to which we added the positions of CIO and Communications Manager. This success has been in part due to the support and hard work of Executive Secretary, Ryan Kanne. The Minnesota DEC's accomplishments have most definitely been a team effort." As she is the Chair of a volunteer group, Sandra believes the DEC's accomplishments can only be as great as the commitment of the members, which has been consistently present with "sleeves rolled up".

One of her favorite aspects as DEC Chair is the sense of pride she feels when she is able to represent the Minnesota DEC at various trade-related functions and events. She also enjoys seeking out new opportunities for DEC members in support of Minnesota's export and trade community. When asked about the biggest challenge as DEC Chair, Sandra replied "the challenges tend to be somewhat self-inflicted." She refers to it as "having eyes bigger than your stomach." She is a big proponent of the Minnesota DEC taking on significant programs and projects that are going to benefit the state's exporting community.

Sandra grew up on a small farm in Iowa with three brothers and a sister and has no shortage of childhood stories. "One part of my childhood that is as magical today as when I was a child is our family's celebration of Christmas." Her nephew once commented that "the aunts and uncles make Christmas magical." Clearly, the tradition is in no danger of ending any time soon.

One of Sandra's main hobbies and interests is collecting original art from around the world. When she travels, she tries to find artwork by a local artist – it could be a painting, textile or weaving, or even sculpture. She also tries to find a book by a local author that has been translated into English. In her free time Sandra enjoys reading. One of her recent favorites is *The Boys in the Boat* by Daniel James Brown. It is a nonfiction book about the 1936 U.S. men's Olympic rowing team and how American grit and determination resulted in the team winning the Gold Medal as they rowed against Nazi Germany. "I enjoy books that combine significant historical events and great story-telling."

Contact Sandra at 651-222-4206 or slr@fastrackglobalizer.com

DEC Executive Secretary Profile

Heather Ranck Fargo, North Dakota



Heather Ranck is the Executive Secretary of the North Dakota District Export Council. She has served in this position since 2005. Heather enjoys her position as she is able to interact with the North Dakota DEC members, exporters who are very passionate about international business, their companies and helping others.

When Heather was being interviewed for her position with the US Commercial Service, she was living in Mozambique and all the interviews took place over email and phone. When it came time to accept the position, she was stricken with a life-threatening case of malaria and was unable to communicate. Thankfully, she made a full recovery and later accepted the position. Heather found it quite exciting opening a brand new office in a state that never had an in-state U.S. Commercial Service representative.

Over the course of her nine year career, Heather has had the opportunity to participate in trade missions to other countries including, Australia, Korea, Russia, Ukraine, Kazakhstan, South Africa, Germany, Brazil, Paraguay, and Mexico. Heather also organized a three-week trade mission to Angola, South Africa and Mozambique in 2009 to determine if there was an opportunity in southern Africa for U.S. agricultural machinery. During this trip, she had over 144 meetings with potential importers. She has served as Acting Senior Commercial Officer in Ukraine and Kazakhstan.

Heather believes that DEC members have a very unique and powerful voice. DEC members can leverage that influence for the benefit of exporters in their states and in the nation as a whole. The North Dakota DEC organizes events for its members, who have been interested in DEC members' perspectives. DEC members have incredible skill sets and we need to strategically leverage those skills.

Heather believes the most successful North Dakota DEC program has been its internship program. All twelve interns who have served have gone on to international careers.

In terms of sharing best practices to New-to-Export companies, many ND DEC members have supported a recent six part video series called Export Experts, where companies, mostly DEC members, share their best practices.

Heather is fluent in Portuguese, Spanish and French and also has proficiency in Lingala (language of Congo). She is currently trying to learn Russian. She has also started a program in Fargo-Moorhead to help refugees learn English using Rosetta Stone software. In her free time, she is also an active member in Rotary International. Heather is originally from a small dairy farm in Paradise, Pennsylvania. She is married and has a 14-month old son, Oliver.

Contact Heather at 701-239-5080 or heather.ranck@trade.gov

DEC Chapter Profile: FLORIDA



The Florida District Export Council has existed for over thirty years in various organization forms, but was most recently incorporated as the Florida District Export Council in May 2002. The goals of the FDEC are not unlike other DEC's in that it represents the interests of the local exporting community and provides businesses counseling on export processes, trade education and community outreach to encourage Florida firms to export. The FDEC achieves these goals by promoting export opportunities through education including seminars and events, advocating trade promotion policies among its membership and elected officials, and supporting businesses in developing quantifiable export successes.

The biggest challenge the DEC faces is engaging the businesses currently focused on their domestic operations that have yet to see the tremendous opportunities outside of the United States

By far, the single biggest accomplishment of the FDEC has been the development and implementation of the Export University program. The FDEC held its first Export University almost ten years ago and the program has since become a model by which DEC's throughout the United States offer well-rounded and consistent educational programs for new and experienced exporters alike.

The strength of the FDEC is the diversity of its members and their backgrounds. As a testament to this, the FDEC recently presented an Export University in Spanish in Miami to assist the many Spanish-speaking businesses with practical tools and expertise from experts in international trade.

While most people think of the sunshine state for its tourism and related industries, a fact many do not know is that Florida is second only to California in number of exporters with over 60,000 accounting for approximately 20 percent of all U.S. exporters. And it is not just the big multinationals setting up shop in Florida. Florida export products range from high-tech, aerospace, telecommunications, and computers to aggregates including chemical wood pulp and fertilizers. It is also important to mention the state's growing service sector is well-suited for export markets.

Current DEC Chairman, Jerry Ross, has announced his intention to step down before year-end in order to keep pace with his numerous other commitments to Florida companies. The entire Florida DEC would like to thank Jerry for his unwavering commitment to Florida exporters and his outstanding leadership of the Florida DEC. It has been rumored that Jim Anzalone, current DEC Treasurer will take the reins as the new FDEC Chairman.

Trade Policy Corner

Below are some recent developments regarding trade agreement negotiations from the United States Trade Representative.

Transatlantic Trade and Investment Partnership (T-TIP)

U.S. and EU negotiators have worked productively to identify paths forward across the negotiations. Progress has been made without compromising the level of health, safety as currently stands. EU Commissioner and United States Trade Representative have agreed to begin a new series of talks. Follow the progress [here](#).

Trans-Pacific Partnership (TPP)

A high standard and balanced deal is coming together. The two sides continue to resolve outstanding issues in order to provide significant economic and strategic benefits for all countries involved. Follow the progress [here](#).

Trade Promotion Authority (TPA)

Following the midterm elections, debate continues regarding the Trade Promotion Authority. Follow the progress on the party talks [here](#).