



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.

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Secretary Bryson Visits DEC Members in Pennsylvania and Honolulu

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A Message from the Acting Director General

Dear District Export Council Member,

Welcome to the newly revived District Export Council newsletter! I am writing to you as Acting Director General of the U.S. & Foreign Commercial Service (CS). As many of you are aware, Suresh Kumar has left CS to rejoin the private sector. Suresh's two-year tenure was one of progress, innovation, and dedication; he will be missed.

Before I go any further, I want to thank you all for the work you do. I cannot emphasize that enough. The 59 DEC's are a driving force in the U.S. business community. The DEC membership is 1,387 strong and we here at CS appreciate all of your volunteer efforts.

I had an outstanding time meeting with many of you at the very successful Conference in Las Vegas in November. I also recently met with Maryland/DC DEC members on February 9 in Baltimore. As I was congratulating new DEC members Drew Greenblatt, Brian Meritt, James Wilkinson, Elizabeth Hines, Michael Violette, and Patricia Hayes-Parker, it struck me that when a volunteer organization like the Maryland/DC DEC continues to attract such capable, dedicated individuals, the future of exporting is indeed bright. Thanks to DEC Executive Secretary Bill Burwell and Chair Phyllis Shearer-Jones for organizing the event; our discussions covered a lot of ground, including the possible trade agency re-organization and NEI progress. I will continue to participate in DEC events, so please do not hesitate to let your Executive Secretary know of any possible events where we can combine efforts.

I am hoping that you have seen some press about the new SelectUSA Initiative, which supports private sector job creation and enhances economic growth by encouraging business investment in the United States. The Commercial Service's SelectUSA office (www.selectusa.gov) is leading Commerce's work in this, in coordination with our teams around the world. This initiative dovetails nicely with the efforts you already make with U.S. businesses. Please take a minute to check out the website to see why.

The last thing I want to share with you this issue is an update on the National DEC Leaders Meeting to be held in Washington, D.C. in October. DEC Steering Committee Chair Dan Ogden and ODO's Daniel O'Brien are working hard to pull together the event in the "almost-renovated" Department of Commerce building. I really would love to see all 59 DEC Chairs, and other DEC leaders, here in Washington, D.C. for this event.

Thank you so much, once again, for working with us to grow U.S. exports. As always, please let us know how we can enhance our work.

Respectfully,
Charles A. Ford
Acting Director General, CS

Western Pennsylvania DEC Hosts Secretary Bryson

On Wednesday, February 1, 2012, the Western Pennsylvania DEC hosted a breakfast and discussion with Secretary of Commerce John Bryson in Pittsburgh. The morning included opening remarks from Pittsburgh USEAC Director Lyn Doverspike, an address by DEC Treasurer Les Dutka, a question and answer period, and a presentation of DEC Certificates by Secretary Bryson.

Four main topics were addressed including U.S. export control reform, free trade agreements, U.S. spending on export promotion, and the role of the U.S. Commercial Service in the reorganization of trade-related agencies. The PA DEC reported an overwhelmingly positive impression of Secretary Bryson as he was very engaged, and showed obvious interest in the individual concerns of the members. Secretary Bryson also allowed time for a discussion period, providing DEC members the opportunity to voice regional and industry related issues.

The PA DEC utilizes its members' talents through participation in co-counseling clients with the U.S. Commercial Service. The PA DEC looks forward to furthering the educational part of its mission through continued programming, workshops, and utilization of individual expertise to help educate companies in all aspects of exporting. *See pictures of the event below*



Want to see your DEC in the newsletter?

Email Feature Articles, Events, Important Dates, Comments and Suggestions to

DECNewsletter@trade.gov

Submissions for the May/June issue due by April 15th

North Texas DEC Meets with Hong Kong Export Official

On February 7, 2012, North Texas DEC Executive Secretary, Daniel Swart, and former North Texas DEC Chair, Radi Al-Rashed met with Jeff Leung, Director of Hong Kong Economic and Trade office in San Francisco, along with Donald Tong, Hong Kong Commissioner for Economic and Trade Affairs.

Discussion included the latest developments in Hong Kong, and how Texas' role in becoming an extremely valuable trade partner in the Asian-Pacific region. Tong suggested that Texas exporters use Hong Kong as a starting point for expansion into other Asian markets. The North Texas DEC looks forward to using contacts from this meeting to promote a future seminar on Hong Kong.

Houston DEC Scores High Marks with Export University

The Houston DEC (HDEC) launched the first session of its Export University series last month with the kick-off seminar entitled, "EXPORTING - See The Big Picture, A Focused Look at Key Areas – Compliance, Selling and Logistics, plus where to go for help". HDEC partnered with the Houston USEAC as well as the Greater Houston Partnership and University of Houston Small Business Development Center to offer the program.

The implementation of Export University not only surpassed attendee's expectations, but provided the HDEC with a tremendous team building experience through a truly collaborative effort. Nearly every HDEC member was able to contribute through various aspects of planning, marketing, and presentation of Export University.

Through word of mouth marketing and the creation of a flyer that was distributed to partners and electronically, the HDEC was able to attract 73 attendees, exceeding previous expectations for attendance and interest. HDEC members noted a key strength of Export University in providing an amazing opportunity to connect participants with resources that are available through the export community. With the assistance of the Export University Toolkit (this issue's Key Resource), HDEC plans to continue Export University sessions through the 300-level, holding bimonthly half day sessions.

Trade Winds- Asia

[Business Development Conference and Trade Mission](#)

Sunday, May 13, 2012 –Tuesday, May 22, 2012

As an official U.S. Department of Commerce conference and multi-sector trade mission, the Trade Winds Forum is the connection to business opportunities in Asia. Singapore, an ideal launching point for expansion throughout the region, will be the host city for Trade Winds Asia.

Participate in a focused business development conference highlighting opportunities and challenges in this extremely dynamic region.

- Meet one-on-one with U.S. Commercial Service (CS) Senior Commercial Officers from the U.S. Embassies and Consulates of 14 countries in Asia for guidance on trade leads and market entry strategies.
- Countries of focus: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam.
- Find a partner or customer through pre-screened business-to-business meetings in [Singapore](#), [Vietnam](#), [Malaysia](#), [Thailand](#) and [Indonesia](#).

Interested in supporting the U.S. National Export Initiative through this dynamic U.S. Department of Commerce trade event? Click [here](#) to learn about partnership opportunities, or contact Janice Barlow at (215) 597-6126 or janice.barlow@trade.gov.

Export Policy News

A note from the U.S. Chamber of Commerce on

Export Control Reform

The Administration is rolling out its [proposed new export control lists](#) that will dramatically ease the regulatory burden on U.S. industry, especially on small and medium-sized companies.

What can you do? Participate in the process. The Administration needs feedback - both positive and negative. This is very technical work that may not get this level of scrutiny again. Your vocal input is critical to the success of this effort.

[Sign up for the Export Control Updates Now](#)

If you have any questions or would like to get involved in the Chamber's efforts, please contact

[Stefanie Holland](#)

Director, International Policy

U.S. Chamber of Commerce

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Washington, DC 20062

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Phone: (202) 463-5552

Texas Camino Real DEC Premiers Networking Breakfast

The Texas Camino Real DEC hosted its first Exporters Networking Breakfast on February 8, 2012 in Austin, Texas. The event was an opportunity to get companies together and share ideas, successes, and challenges involved in exporting. The forum included international business experts in an informal atmosphere designed to discuss learn more about exporting from each other. There were fourteen attendees at this first networking breakfast with strong interaction on topics such as labeling for export, documentation, export controls, distribution, contracts and more. The DEC plans to hold similar breakfasts on a quarterly basis rotating between Austin and San Antonio to discuss short topics of particular interest to attendees as well as continued networking.

Las Vegas Hosts Successful 2011 National DEC Conference

After a year of intense planning by the Nevada DEC and Las Vegas USEAC and the support of DOC strategic partners, including FedEx and UPS, the 2011 National DEC Conference was able to bring together the exporting community for a four day event. From November 2-5, 2011, over 520 people from around country congregated in Las Vegas to take part in a variety of valuable programs and a celebration of the U.S. Commercial Service's 30th Anniversary.

Following the theme of "Exporting Means Jobs," the conference featured an Export University course, an exhibition hall including an International Pavilion, and other education tracks on various exporting areas of interest. The conference also featured the opportunity for interaction with Former Director General Suresh Kumar, Deputy Director General Charles Ford, other DOC staff, and foreign consulate reps from more than thirty countries.

Read Former Director General Suresh Kumar's blog from the DEC Conference [here](#) in The Commerce Blog



Left: Attendees at the National DEC Conference in Las Vegas

Right: The International Pavilion at the 2011 National DEC Conference



Illinois DEC Promotes FTAs

The Chicago USEAC and the Illinois DEC, along with the Valley Industrial Association and the International Trade Association of Greater Chicago, promoted the FTAs with Colombia, Panama and South Korea to 75 manufacturers from suburban Chicago. This luncheon event featured a trade lawyer explaining the legal details of the FTAs, Chicago USEAC client Quality Float Works describing how the FTAs help U.S. manufacturers, and Commercial Officer Martin Claessens demonstrating the FTA Online Tariff Tool.

Updates from the National DEC

Starting with this, the inaugural issue of the bi-monthly DEC newsletter, the National DEC will have a regular column, the purpose of which is to keep DEC members and Commerce Department personnel informed of the activities and initiatives of the National DEC.

Since the DEC Convention last November in Las Vegas, the National DEC has been involved in several initiatives, some new and others a continuation of past activities. Perhaps the most important activity is that planning has begun for the 2012 DEC Forum in Washington, D.C. At the DEC Convention in Detroit in November, 2009, a new convention format was adopted where in the even years a DEC Convention will be hosted by a local DEC with Commercial Service support, while in the odd years a DEC Forum organized by the National DEC will be held in Washington, D.C. Since no DEC submitted a bid to host the 2012 DEC Convention, rather than having no national meeting in 2012, the National DEC decided that it would organize a DEC Forum to be held in early October of this year. This DEC Forum will be a full one day event for DEC members that will intensively focus on DEC issues. More information on the 2012 DEC Forum will be forthcoming in a webinar to be held over the next few months.

The National DEC Steering Committee will also be meeting in Washington, D.C. on March 30th with one of the major tasks at this meeting being the planning for the 2012 DEC Forum. Several National DEC members will also be making Capitol Hill visits on March 28th and 29th. In addition to advocating on such legislative issues such as the Trans-Pacific Partnership and Commercial Service funding, a major purpose of these visits will be to advocate for reauthorization of the U.S. Export-Import Bank and for an increase in its lending limit. Another long term initiative that will begin to be developed during this time in Washington will be the forging of key strategic alliances with other organizations that share DEC goals of advocating for free trade and promoting the U.S. export sector.

One of the goals the National DEC has for the coming year is for its standing Committees, which are Education & Outreach, Legislative Affairs, and Trade Policy, to hold a series of national webinars on various topics such as DEC Best Practices such as how to organize a BIS event, DEC mentoring programs such as the DEC 100, Administration proposals to reorganize governmental trade functions, foreign non-tariff barriers and the new foreign unfair trade practices initiative, export control reform, legislative outreach techniques, and future trade agreements such as the TPP. The purpose of these webinars will be not only to provide you as DEC members information on these topics, but also to give you the opportunity to provide your input. Additionally, as DEC members you are encouraged to participate in any of these National DEC Standing Committees. Please go to the National DEC website, www.districtexportcouncil.com, for more information on these Committees.

There are two broad objectives that the National DEC is pursuing: 1. to build unity, share information, and develop common goals among the DECs, and 2. to develop the DECs as a major player in trade issues in Washington, D.C. Everything the National DEC is doing as an organization is related to one or both of these objectives. We look forward to sharing with you in these columns how we are doing in accomplishing these objectives.

Daniel Ogden,
Chair, National District Export Council
chair@districtexportcouncil.com

Key Resource

<http://www.exportuniversity.com/>

For any DEC considering hosting an Export University, this is an invaluable guide. It also includes:

- How To Booklets
- Links to major trade agencies
- Link to the Export Readiness Assessment

Check out the International Trade Administration's blog
Tradeology

for the latest news and happenings

<http://blog.trade.gov/>

Hawaii Pacific DEC Hosts APEC 2011, Secretary Bryson

This past November, the Hawaii Pacific DEC (HPEC) was honored to host U.S. Commerce Secretary John Bryson at the Asia-Pacific Economic Cooperation (APEC) Summit. Over the course of one week, dignitaries, officials, and business executives from APEC's 21 member economies came to Honolulu to discuss the future in expanding trade, investment, and economic growth in order to create employment and raise living standards across the region.

The visit included a roundtable discussion with Secretary Bryson as well as a presentation of U.S. Department of Commerce Certificates of Appreciation for Achievement in Trade to the HPEC commending the DEC for its role in developing export opportunities for Hawaii-based companies.

During the course of these APEC events, there were several programs in which the HPEC members played key roles. DEC member Gerald Sumida, a partner at Carlsmith Ball, chaired a panel about APEC's energy initiatives at a conference staged by the East-West Center and the Pacific Basin Economic Council. Sumida also spoke about development of legal resource database for APEC by the Inter-Pacific Bar Association. DEC members Steve Craven (Kekepana International Services) and Mike Sacharski (Pacific Enterprise Capital) presented at the APEC Business Advisory Council (ABAC) meeting addressing the ABAC Dialogue on various aspects of Small, Medium & Micro Enterprises. *See pictures from the event below*



The HPEC, pictured to the left with Secretary Bryson is based in Honolulu, Hawaii, and covers the entire State of Hawaii and the U.S. Pacific Territories of American Samoa, Guam, and the Northern Marianas. The HPEC maintains members serving on six islands spread across 4,000 miles of the Pacific Ocean.

DEC Member: PHYLLIS SHEARER JONES

After joining the DEC over 10 years ago and serving as Vice Chair, Phyllis Shearer Jones became the Maryland/DC DEC Chair in 2006. Under her 6 years of leadership, the DEC was reenergized, grew substantially, and created innovative new programs that continue to help companies export today. These programs include Export Tech, now active in 28 states, which helps companies create an export plan to increase sales. In this time, the MD/DC DEC also hosted two national conferences with the VA/DC DEC and held a reception in Baltimore that pulled the city's international organizations together resulting in the city creating a strategic plan for international development.



Jones has enjoyed international travel, including four weeks in the South of France learning French in 2001. She also loves golf, sailing, yoga, and jazz.

Jones enjoys the opportunity to work with outstanding professionals throughout the DEC, and was elected to the National Steering Committee. She recently stepped down as DEC Chair, and is excited to see where the MD/DC DEC's new "Superbowl Team" of leaders will take the DEC.

Executive Secretary: ANNE EVANS

Anne Evans, Executive Secretary of the Connecticut DEC, truly understands how the DEC works. Before coming to work for the U.S. Commercial Service in 2008 as Connecticut USEAC Director, Evans served the Connecticut DEC as a member. After 30 years in private sector industry, expanding her family tire recycling business to global operations in the UK, Belgium, Israel, Australia, and South Africa, Evans finds it incredibly rewarding to help other Connecticut companies export and create jobs.



Evans pictured with Congressman Murphy and Deputy Trade Representative Sapiro at a presentation of Export Achievement Certificates.

Evans advises DEC's to recruit notable business leaders as members and find involvements with major trade events to elevate DEC's to be able to reach larger Chambers and State organizations. Along with her title as Executive Secretary, Evans has also been called "International Queen of Junk Tires" for 30 years by *The Financial Times*.

Spotlight

Arizona DEC

Under the leadership of Executive Secretary Eric Nielsen and DEC Chair Karen Dickinson of Quarles and Brady Law Firm in Phoenix, the Arizona DEC was awarded 2011 DEC of the Year.

The Arizona DEC has supported the export community through education and outreach including:

- Hosting 5 sessions of Export University
- Receiving a \$50,000 grant from the state to assist 27 new-to-market companies take advantage of CS services
- Organizing a Trade Mission to Panama and Colombia
- Redesigning its electronic image through a [new website](#)
- Coordinating an international business essay contest for college students
- Creating a branding subcommittee

The Arizona DEC has created a real spirit of cooperation with state and local government entities and other organizations to help Arizona companies go global.

A best practice of the Arizona DEC is to ensure effectiveness by creating a member base including various regions and industries. DEC Chair Karen Dickinson has led an effort to ensure the regional and industry diversity of the Arizona DEC through identifying good potential members in up and coming industries, such as cosmetics.

Dickinson advises DEC members to “be enthusiastic and creative. Despite the data that exports are good for business, it seems that many US companies are still frightened or don't care about exporting. That means that we, as members of the DEC members, have to think creatively about how to get more companies interested, and how to get them over the initial hump until they are comfortable with exporting.”



Arizona DEC members (left to right) Felipe Garcia, Bridget Riceci, John Kellen enjoy the 2nd Annual Celebration of World Trade Reception in Tucson, Arizona.

Most recently the Arizona DEC has created a partnership with the Arizona USEAC and the U.S. Consulate in Nogales, Mexico. This new partnership will work to provide B2B matchmaking services to Arizona companies interested in exporting to maquiladoras in Sonora. This effort, named The Border Gateway Service, is scheduled to launch March 27, 2012.

The national bimonthly DEC Newsletter strives to provide connectivity, improve communication, and harbor stronger relationships between DEC members and the U.S. Commercial Service.

What would you like to see in the DEC Newsletter?

Who would you like to hear from in the DEC Newsletter?

We want the DEC Newsletter to be valuable for each and every DEC member. Your feedback is important.

Please send feedback, comments, and suggestions to

DECNewsletter@trade.gov

DEC IN THE NEWS

Click the links to read more

[Arizona DEC Chair Karen Dickinson Featured](#)
[The Arizona Republic](#)
[February 24, 2012](#)

[Article by Jorge Jaramillo](#)
[Northern California DEC Vice Chairman](#)
[The Daily Journal](#)
[February 22, 2012](#)

[North Dakota DEC Recognition](#)
[The Fargo Forum](#)
[February 19, 2012](#)

[North Carolina DEC Trade Mission](#)
[The Charlotte Business Journal](#)
[February 10, 2012](#)

[Utah DEC Chair Congratulates Graduates of Global Business Management Course](#)
[Utah Pulse](#)
[February 2, 2012](#)

[Arkansas DEC and Export University](#)
[Kait8 \(ABC\) News](#)
[January 31, 2012](#)

EXPORT CONTROLS EVENT

REGISTRATION NOW OPEN

April 17-19, New Hampshire

Early Bird Registration ends March 17

<http://export.gov/newhampshire/exportcontrolsseminars/index.asp>

Tuesday, April 17: Essentials of U.S. Export Controls – This is an intensive, fast-paced, one-day program that covers the key information you need to know to comply with the Export Administration Regulations (EAR).

Wednesday, April 18: How To Develop an Export Management & Compliance Program (EMCP) – This workshop provides an overview of the steps a company may take to implement an internal EMCP. Every organization needs an EMCP that uniquely addresses their organization-specific requirements.

Thursday, April 19: Complying with International Traffic in Arms Regulation (ITAR) – Designed for those who export (or temporarily import) defense articles, defense services, or technical data, this program is intended to enhance participants' understanding of the role of the DDTIC in licensing exports (and temporary imports) of defense (munitions) articles and defense services covered by the United States Munitions List (USML).

For full topic descriptions and daily agenda, please visit:

<http://export.gov/newhampshire/exportcontrolsseminars/topicsandagenda/index.asp>

Missouri DEC Broadens Impact through Partnership

To effectively offer companies export expertise, MODEC has formed the [Greater Ozarks International Trade Association \(GOITA\)](#) partnership including members from the following organizations:

- Springfield Area Chamber of Commerce
- International Business Council
- Missouri Department of Economic Development
- US Export Assistance
- Missouri Small Business and Technology Development Center
- Small Business Administration
- Missouri Enterprise
- Missouri Association of Manufacturers

At a recent GOITA meeting, approximately 40 members of the greater Springfield international business community attended. MODEC member, John Blum was the keynote speaker, providing insight and information regarding international based loan programs including: the Export Working Capital Loan Program, the International Trade Loan Program, and the Export Express Program.

Southern California DEC Educates Exporters Nationwide through Webinar Series

In partnership with the Irvine Chamber of Commerce, U.S. Commercial Service, and SBA, the Southern California DEC (DECSC) has been educating exporters via webinar for over a year and a half. The Global Market Insights Webinar Series presents two webinars each month hosted by longtime DECSC member Randal Long. Each webinar focuses on a certain country or market, and includes a presentation from senior commercial officials. A previous webinar from Mexico even included participation from Undersecretary Sanchez.

All webinars are free and open to the public. The webinar sessions are posted and available for later reference including hypertext "clickable" links for contact with Featured Presenters' offices, direction to [Export.gov](#), and to other resources (including local USEAC offices). PowerPoint presentation files are also available upon request.

For more information on the Global Market Insights Webinar Series, or to be added to the distribution list of notices announcing upcoming webinar sessions, go to http://www.irvinecondev.com/pages/secondary/global_business, or email Chairman of DECSC's Partnership & Outreach Committee Chair Randal Long at randal@smdevco.com. To access previously recorded webinars and presenter files, go to www.irvinecondev.com/global_business.

MARCH 2012 EVENTS

March 6-8, 2012 – Arizona DEC – Export Controls Double Header Event

March 7, 2012 – Southern California DEC – [Japan Webinar](#)

March 8, 2012 – North Texas DEC – [Export Compliance Seminar](#)

March 9, 2012 – Texas DECs - [Statewide Convention](#)

March 15, 2012 – San Diego DEC – [Complying with Export Controls Seminar](#)

March 20, 2012 – Minnesota DEC – [International Networking Cocktail](#)

March 22, 2012 – East Michigan DEC – [Harmonized Schedule Classification](#)

March 22, 2012 – Southern Ohio DEC – [Hot Market Watch](#)

March 27, 2012 0 Arizona DEC – Launch of Border Gateway Services

March 28, 2012 – Mid Atlantic DEC – [Export Compliance and ITAR Seminar](#)

APRIL 2012 EVENTS

April 4, 2012 – Southern California DEC – [CAFTA Webinar](#)

April 12, 2012 – East Michigan DEC – [Basics of Exporting](#)

April 17-19, 2012 – New Hampshire DEC – [Export Controls Event](#)

April 18, 2012 – Missouri DEC – [Manufacturing Summit](#)

April 18-19, 2012 – Florida DEC – Western Hemisphere SCO Conference

April 24-25, 2012 – Arizona DEC – [ACCESS 2012](#)

April 25, 2012 – Missouri DEC – [GOITA Meeting](#)

Use this “clickable” calendar to get more information about DECs expanding and connecting the export community nationwide