

District Export Council Newsletter

May-June 2013



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

Dear DEC Members:

It is a pleasure to connect with you once again. I hope you are all enjoying your summer thus far.

We recently wrapped up another World Trade Month, highlighted by our 51st Annual Presidential E-Awards Ceremony. We were honored to conduct this ceremony at the Department of Commerce on May 20, and are pleased to report that a record 57 companies won these prestigious awards. Thanks to all of our Trade Specialists, DEC members and local partners who've allowed us to help more and more U.S. businesses get their products and services overseas.

I would like to note that we are currently in the midst of DEC "open season." Occurring once every two years and running from June 1 through July 15, this window provides an opportunity to identify and nominate new members who have exporting experience. I ask that you please take the time to help identify promising candidates and recommend them to your Executive Secretary.

It is an exciting time for all of us here in the International Trade Administration (ITA) as we are consolidating operations. The restructuring will allow ITA to:

- a. Improve its operations and service delivery to help U.S. firms compete and grow globally; and*
- b. create a more nimble organization, which will give CS more capacity in helping remove trade barriers and expanding promotion opportunities and market access in high growth emerging markets.*

We look forward to working with you to help our USEAC network reach even more small and medium-sized firms in the years to come.

Best Regards,

Antwaun

UPCOMING EVENTS

~ July 2013 ~

	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	
8	9	10				
15				18	19	20

July 9, 2013 - N. Canton, OH
Export University 101
Contact todd.hiser@trade.gov

July 18, 2013 - Newark, NJ:
Doing Business in Colombia
Contact Herb Ouida
houida99@aol.com or Sarah
Horn shorn@fdu.edu

~ August 2013 ~

◀ Jul 2013	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sep 2013 ▶
					1	2	3	
	4	5	6	7	8	9	10	
	11	12			15	16	17	
	18	19	20	21				
	25	26	27	28			31	

August 8, 2013 - Columbia, SC
Export University 101
[Click here to register](#) or contact
APatel@sccommerce.com
Dorette.Coetsee@trade.gov

August 28, 2013 -
Charlotte, North Carolina
Export Opportunity
Briefing. Contact
Greg.Sizemore@trade.gov

~ September 2013 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	September 16, 2013 - Raleigh, NC Discover 2013 Global Business Conference <u>Click here to register.</u> Contact <u>steven.murray@trade.gov</u>			14
15	16	17	18	19	20	21
22	September 30, 2013 - Saddle Brook, NJ Export University 101 <u>Click here to register.</u> <u>Patricia.Molinaro@trade.gov</u>			26	27	28
29	30	Notes:				



African Global Economic and Development Summit

The Southern California DEC is recommending that any DEC member who can, should attend the African Global/Economic and Development Summit on **August 13-14** at the University of Southern California. According to the SoCAL DEC Member Mary Flowers, "The continuing growth in the African markets and an increase in US Trade to Africa have created a lucrative financial market for the continent." Mary sent information on the Summit, which is intended for those businesses and entrepreneurs seeking new investment opportunities in Africa. Delegates from the United States, Africa and the African Diaspora representing political and social organizations, business groups, art associations, trade, tourism and more will be in attendance.

The Summit aims to provide a beginner blueprint for economic growth and success in the African market for those businesses and entrepreneurs searching for new ventures. The featured industries include: agriculture/agribusiness, renewable energy, education insurance, mining, industrial, retail, manufacturing, tourism, hospitality, telecommunications, green technology, media, water management, sports, entertainment, professional services, and construction. The day's events will include plenary sessions, workshops and networking opportunities centered on doing business in Africa. For more information on attending or exhibiting contact Global Green Development Group, (909) 396-5141, INFO@GGDGNOW.com OR Fiscal Sponsor, (909) 223-3262, IECCCM@Earthlink.net.



SelectUSA Investment Summit

Pre-Registration for the SelectUSA Investment Summit is now LIVE! Click [here](#). Pre-Register today as space is limited.

SelectUSA, part of the Department of Commerce's International Trade Administration, will host the inaugural SelectUSA Investment Summit on October 31–November 1, 2013, at the Marriott Wardman Park Hotel in Washington, DC. The Summit is designed to connect investors – both foreign and domestic – with U.S. economic development organizations (EDOs) at the state, regional, and local levels to help promote and facilitate business investment in the United States. The Summit will attract key stakeholders from throughout the global investment community, including investors, U.S. economic development professionals, senior White House and Administration officials, representatives from U.S. state and local governments, industry and technical specialists, and service providers. The Summit will not only feature high-quality content and speakers, but matchmaking opportunities and an exhibition floor of U.S. states. The Summit is an excellent opportunity for DEC members to learn and share best practices, connect with EDOs from around the country, and meet investors from around the world. For additional information email SelectUSASummit@trade.gov.

August 28, 2013 – Charlotte, North Carolina USEAC – Export Opportunity Briefing

Join the Charlotte USEAC for an event highlighting best practices for exporting from local successful exporters and export service providers. Topics will include how to assess export readiness, identify best export markets, locate qualified foreign buyers, comply with U.S. export regulations, make the most of Free Trade Agreements, access export working capital, how to negotiate and get paid for export sales, and take advantage of federal and state export assistance programs. Space is limited, so please contact Greg Sizemore today at Greg.Sizemore@trade.gov to register.

June 27, 2013 – Houston, TX

Export University 201: Limiting Risk and Ensuring

Payment: *Exploring Insurance Options*

Learn how to protect financial interests through:

- The benefits of trade credit insurance and policy types
- Reverse credit insurance and short and medium term insurance coverage
- Special risk service options and various insurance broker products to mitigate risk
- Contingency insurance for insurable interest
- Insurable interest as impacted by *Incoterms*

Speakers/Instructors: Mr. Joe Chillino, Marine Manager -- Roanoke Trade and Miguel Carranza, Partner -- International Risk Consultants Inc.

Register: [Click here](#)

July 18, 2013 – Newark, New Jersey – Colombia

Trade Event: Doing Business in Colombia

Join speakers like Northern New Jersey USEAC Trade Specialist Patricia Molinaro, the State of New Jersey's Director of International Business and Protocol, the DOC/MAC Colombia Desk Officer, and the Colombian Consul General at an event that will answer your questions about why Colombia is a great export destination for U.S. products and services. Topics will include business opportunities in Colombia: FTA, infrastructure, and more. There will also be discussions on the top prospects for U.S. exports to Colombia, overall trade and commercial relations, the Colombia Free Trade Agreement, the major infrastructure projects upcoming, and a general economic overview of the country. For more information, contact Herb Ouida houda99@aol.com or Sarah Horn shorn@fdu.edu.

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E Awards Presented at Department of Commerce in Washington May 20

Every year, a select number of U.S. companies are presented with the President's "E" Award for Export Service. The award represents the highest recognition any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports. Companies are nominated through the U.S. and Foreign Commercial Service office network, which has offices in 108 U.S. cities and more than 70 countries to help U.S. exporters. Winners are selected based on four years of successive export growth and case studies which demonstrate valuable support to exporters resulting in increased exports for the company's clients. With a mission aimed at doubling US exports by the end of 2014, President Obama's National Export Initiative is opening new avenues for U.S. exporters through enhanced export assistance and a strengthened trade agenda that is targeting emerging markets and industry sectors across the globe.

Many of the winners were DEC members. Their names are below. Congratulations DEC members!!

Arthur Haag – Chief Executive Officer of Neutrex, Inc. – Houston DEC

Erik Hinkie – CIO of Holmes Corporation – Minnesota DEC

Gary Carver – President of Carver International, Inc. – Western Pennsylvania DEC

James MacLellan – Director of Trade Development at Port of Los Angeles – Southern California DEC

Jeffrey Sponseller – Executive Vice President of Miller Weldmaster Corporation – Northern Ohio DEC

Jennifer True – International Sales Director of McKeon Products, Inc. – Michigan East DEC

John Price – Business Development Manager of Perkins School for the Blind, Perkins Products division – Massachusetts DEC

Joseph Ysasi – International Sales Manager of AmerCable Incorporated – Arkansas DEC

Karen Gerwitz – Executive Director of World Trade Center Denver – Rocky Mountain DEC

Kathy Edwards – President of Global Business Solutions – North Carolina DEC

Katie Godfrey – Sales and Marketing Director of Nielsen Kellerman – Mid-Atlantic DEC

Manuel F. Blanco – President & CEO of Atlantis International, Inc. – Louisiana DEC.

Michel Wouters – Executive Vice President and Director of American River International – New Jersey DEC

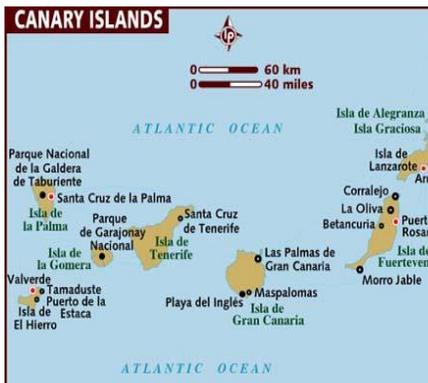
Mike Viniconis – Argus Fire Control – North Carolina DEC

Noel Nevshehir - Director of International Business Services of Automation Alley – Michigan East DEC

Philip Gray – Global Sales Manager of the Gilman Brothers Company – Connecticut DEC

Richard Held – President of Held & Associates, Inc. – Mid-America DEC

DEC NEWS



The VA/Washington, DC DEC, in its continuing series of “After-Hours Networking,” co-hosted a reception on February 12th with the Canary Island Government at the Spanish Embassy in Washington, DC. The theme of that reception was “The Canary Islands as a Gateway to Doing Business in West Africa”. Preceding the reception that night was an afternoon Seminar on Doing Business in Africa, which was held in conjunction with the City of Washington, DC’s Department of Small and Local Business Development/ExportDC and the staff from the Virginia USEAC office.



Award winners and Presenters at the NYC World Trade Week Breakfast

World Trade Week Kicks Off in NYC

On May 13th, the New York District Export Council (NYDEC) and its chair Joe Schoonmaker kicked off World Trade Week with a sold-out breakfast event hosted by Baruch College in Manhattan. The breakfast included 250 attendees and was focused on celebrating the efforts of 6 deserving companies and individuals that exemplified the best among smaller organizations that export U.S. products from the greater New York City area.

Honorary Chairs of the event included two of the sponsors: Charles Ludmer of the accounting firm of CohnReznick and Richard Larrabee from the Port Authority of New York and New Jersey. The keynote speaker was Sam Schwartz of the transportation firm of Sam Schwartz Engineering. The NYDEC’s honored guests and presenters included Irving Williamson, Chairman of the U.S. International Trade Commission and Congressman Charles Rangel. The NYDEC, New York USEAC, and Baruch College were the coordinating organizations for about 25 events around the region during the month of May. With all the events taken together, there were in excess of 1,000 people celebrating trade in the region all month. For more details, please go to, www.worldtradeweeknyc.org.

North Texas DEC Export Forums

The North Texas DEC has had a busy year so far in 2013, One of its primary activities has been the hosting of Export Forums that bring in experts to speak on various aspects of exporting and which are designed to stimulate discussion among the Forum participants. These Export Forums also serve as an outreach to the North Texas business community to not only educate local businesses about exporting, but also to promote the mission of the North Texas DEC.

The Export Forums that have been held so far this year include:

- **Exporting to China.** Close to 60 people in attendance. The topics included the experiences of the companies of two North Texas DEC members, Maxim Integrated Products, Inc., and Mary Kay, Inc., in entering the Chinese market, among others.
- **Temporary Imports and Exports.** This Forum, which was held in April with over 45 people in attendance, featured Amanda Barlow of the United States Council for International Business and Phil Poland, Global Trade Compliance Counsel for DHL
- **International Company Background Checks.** This Forum, which will be held in July, will feature speakers discussing how exporters can perform their due diligence in making sure that the parties they are selling to overseas are legitimate, financially viable and are not on any prohibited party list in terms of U.S. export controls.

North Texas DEC Signs MOU with Dubai World Trade Central

The North Texas DEC announced on April 30, 2013 that it entered into a Memorandum of Understanding (MOU) with Dubai World Central (DWC). The signing ceremony was held at the North Texas USEAC. Representatives at the signing included (left to right in photo below): Daniel Ogden, National DEC Chair; Dan Swart, North Texas USEAC Director; Mohammad Al Falasi, DWC Sales Manager; Karen Hart, North Texas DEC Chair; Ahmed Yasin, DWC Business Development Director; and Radi Al-Rashed, North Texas DEC Chair Emeritus and Secretary.



A strategic initiative of the government of Dubai, Dubai World Central is a master-planned aerotropolis designed to propel the emirate's economy into the future, leveraging its position as a global trade, business, and aviation hub by the development of eight districts that form an economic platform for businesses to reach greater heights and expand their horizons.

The MOU is to facilitate the participation of companies and people within North Texas that desire commerce with DWC through products, services, consultations and cultural links. Radi Al-Rashed, NTDEC Chair Emeritus, commented on the MOU by saying "this agreement is a watershed event for the North Texas District Export Council as the Council will play a primary role in the development of business relationships between North Texas companies and Dubai, which, due to the strategic location and facilities of Dubai World Central, is a gateway for companies doing business in the Middle East and Gulf regions." North Texas DEC Chair Karen Hart added, "This MOU will elevate the North Texas DEC to play a central part in the facilitation of North Texas businesses who wish to take advantage of the benefits that will result from engaging in commerce with Dubai World Central."

The DEC will serve as the main channel of communication between DWC and the appropriate parties within North Texas and to introduce those parties and their proposed commerce to DWC. The North Texas DEC will also act as a conduit to companies and people throughout Texas, via the other Texas DEC's. The National DEC envisions expanding this work through all 59 DEC's as well. In remarking on this vision, National DEC Chair Dan Ogden said, "This MOU provides the foundation to work with other DEC's throughout the U.S. regarding the opportunities for companies to further their international business objectives in the Gulf Region through the excellent services and capabilities of DWC."

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Gateway to Europe in Minnesota
Western, Central, and Eastern Europe – June 4-5, 2013

Western Hemisphere and Europe Conferences held in Minnesota

In April and June of this year, the Minnesota District Export Council and the U.S. Commercial Service hosted over 35 international commercial diplomats from Canada, Latin America, the Caribbean, Europe, Russia and Turkey in Minneapolis. During the Western Hemisphere and Europe-focused conferences, attendees heard from ITA officials, key industry leaders, and experts on various trade and business topics. The conference was an excellent opportunity to continue Congressional engagement in particular. At the Western Hemisphere event, the keynote speaker was Representative Erik Paulsen; at the Europe conference, Senators Amy Klobuchar and Al Franken were featured in a welcome video.

The two conferences also provided insight into over 35 specific countries and regional markets through country outlook sessions and customized one-on-one consultations for attendees. Approximately 600 one-on-one consultations were held between company representatives and the U.S. & Foreign Commercial Service, the Small Business Administration, the U.S. Export Import Bank and the Export Legal Assistance Network. Attendees were enthusiastic about the event – DEC member and joint conference sponsor Sam Roy from Taiyo Intl/STI Minerals Partnership said, “Great sessions and opening comments by Assistant Secretary for Market Access and Compliance Camunez. Made me feel as though the region and its prospect of growth are brighter and U.S. products and services well accepted from Canada to Chile.” Sam also said that he enjoyed the quality of contacts there. At the conferences, he met with commercial counselors from Central America and has since met with the Ambassador of El Salvador to the U.N., who invited him to showcase malnutrition-eradication products that are the result of a partnership between Taiyo International and STI Minerals.

Want a Voice in Trade Policy?

The Industry Trade Advisory Committee for Small and Minority Business (ITAC 11) is seeking new members. ITAC 11 is one of 16 Industry Trade Advisory Committees that advise the Secretary of Commerce and U.S. Trade Representative on trade policy matters. To ensure that ITAC 11 has the broadest possible small and minority business representation, the Committee is seeking applicants from the agriculture, tourism/hospitality, construction, retail/franchise stores/restaurants, real estate/rental and leasing, educational services, arts and entertainment, administrative and support services, and waste management and remediation services. Geographically, ITAC 11 seeks businesses from a large number of states. For additional information about ITACs, contact laura.hellstern@trade.gov and visit <http://ita.doc.gov/itac>.

DEC NEWS

Best Practice Alert: USEAC/DEC Collaboration in VA

Directly benefitting the export community, the Virginia/Washington, DC DEC held a one-on-one business consulting day with Northern VA USEAC clients on May 17. DEC members Kathy O’Keeffe, Michael Filchock, Federico Manno and John Huddle counseled nine separate companies throughout the day.



Southern CA DEC and USEAC sign MOU with CS Strategic Partner

The Southern California DEC and the Irvine USEAC signed an MOU with Escrow.com, which is a company that helps clients “protect both sides,” handling foreign collections. According to SoCAL DEC Chair Guy Fox, “It is working quite well. It is a new concept, and we want to share this with all of the DEC’s. We fully endorse the company, because it makes it much easier for exporters to collect their money with little or no hassle.” For more information visit the company web site at <https://www.escrow.com/services.aspx>.

Virginia/Washington, DC DEC After-hours Networking Reception on Capitol Hill May 15

(L-R in photo above) Serbian Prime Minister Ivica Dacic, Suzette Manduley (Army Corp. of Engineers), Ambassador to Belgrade Michael Kirby with DEC Chair John Saylor



The Southern CA DEC presented Tradetronics with an Export Achievement Certificate to commemorate their excellent exporting efforts. From left to right: DEC Chair Guy Fox, ITA NEI Director Mike Masserman, Tradetronics President Enrique Parra, Irvine USEAC Trade Specialist Raul Lozano, and Tim Chow of Tradetronics.

Puerto Rico DEC Engages USEAC Director to Speak at Two Events

On April 9 and 10, the PRDEC enlisted the expertise of Jacksonville USEAC Director Jorge Arce (fourth from left above with PR DEC members) as a guest speaker for two events. The first was in San Juan; the other in Aguadilla. Both centered on the theme of “Website Globalization, Export Sales, and Collection.”

DEC Executive Secretary Profile

Paul G. Bergman, Jr., Rocky Mountain DEC



The DEC's goal is to help exporters achieve success around the world. So it's comforting to know that the US Commercial Service representative to the Rocky Mountain DEC has actually lived and worked around the world.

Paul Bergman has been Rocky Mountain DEC Executive Secretary for 9 years, but an employee of the US Department of Commerce for much longer. Paul started with the US Department of Commerce in Kansas City as an International Trade Specialist after receiving a Master's Degree from Thunderbird Graduate School of International Management in August 1973. A year later, he transferred to Omaha, Nebraska to open up the first US Department of Commerce Satellite Office, a one-person operation. While there, he counseled exporters from Nebraska, North Dakota and South Dakota. Next, he spent three years in St. Louis as a Supervisory International Trade Specialist, but was then selected for the US Department of State as the Commercial Attaché at the US Embassy in Bucharest, Romania, when it was under Communist rule. During this time, the Foreign Commercial Service part of the US&FCS was formed, and Paul was transferred back to the Commerce Department. Paul then went to Denver, Colorado as Senior International Trade Specialist in 1981. He became Director of the Denver USEAC in 2004. He has been on Temporary Duty Assignments to Bucharest in 2001 and Tel Aviv in 2003 as Acting Senior Commercial Officer.

Paul says his favorite part of being an Executive Secretary is being able to develop close working relationships and friendships with the Rocky Mountain DEC Leadership Team. "It's been great to strategize and create new programs and ideas with the DEC Leadership Team," says Paul. "We've been able to give the Rocky Mountain DEC and the USEAC visibility in the community and provide valuable assistance and consulting to our Rocky Mountain exporters." His best advice to other DEC Executive Secretaries can be summed up in one word – Listen!

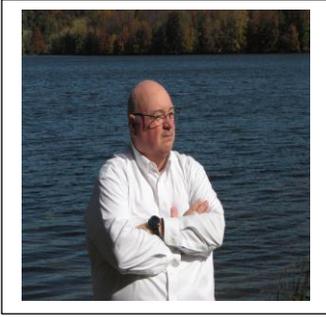
Under Paul's cooperative leadership style, the Rocky Mountain DEC has forged productive relationships with local chambers of commerce, the Denver World Trade Center, as well as key government and business leaders. "I am most proud of our work with our political leadership," says Paul. Each January after an election, the Rocky Mountain DEC hosts a Brown Bag Lunch for the U.S. Congressional Delegations of Colorado and Wyoming. The lunch is an opportunity to meet the new staff members and to brief them on the Rocky Mountain DEC and USEAC activities. This coordination has resulted in a number of important successes for Rocky Mountain exporters. This year the DEC is working with Senator Michael Bennet and Representative Mike Coffman to host the *Colorado Space Open Comment Form* to solicit input from aerospace industry stakeholders on proposed changes to export control regulations.

When not tackling the challenges of running a USEAC in the Rocky Mountains and being DEC Executive Secretary in an active exporting community, Paul is devoted to his family. He's been married for 35 years to his wife, Mary Jo, and has a son Geoff and twin daughters Christine and Amanda. Paul is a former NCAA basketball player (4 years at-Regis Jesuit College, Colorado). Paul is proud to have coached his three children's teams as well to have served as Head Coach to Machebeuf Catholic High School boys varsity team. He also likes to read, and his favorite topics are American, Eastern European and Jesuit History, Basketball, Spy Novels, and Catholicism. At his mother's strong suggestion in summer of 1969 Paul took advantage of his father's Trans World Airlines special ticket and traveled literally around the world for \$199. Since then, Paul has traveled and worked in 30 countries.

Paul extends his reach by teaching the benefits of international trade outside the office as well. He is an Adjunct Professor at Regis Jesuit University in International Business. He has also taught at the University of Colorado at Denver and Phoenix University. He serves on the Board of Directors of the University of Denver and the Executive Board of Directors for the World Trade Center of Denver.

Paul can be reached at Paul.Bergman@trade.gov.

DEC Chair Profile



Carl Livesay, Maryland-DC DEC

Working at a missile warhead manufacturer in Maryland years ago, Carl Livesay had a conversation that changed his company and his life. An international representative from the Maryland Department of Business and Economic Development (DBED) asked Carl if his company was having business challenges. Carl explained that the company's margins were shrinking as a result of downward supply chain pressure from defense industry primes. The representative suggested exploring international markets to make up for these losses.

Intrigued, Carl worked with the Baltimore USEAC and DBED to determine the feasibility for his company and took Baltimore USEAC Director Bill Burwell's advice to join an ExporTech class. This is where the DEC entered his life -- the experts who taught the class were Maryland/DC DEC members! At the completion of the class, Carl's company was awarded an ExportMD Grant from Maryland to offset the cost of international business development, which Carl began with gusto. A strong team -- within his company, the DEC, USEAC, DBED -- and a lot of preparation led the company to success on its first international foray (the Farnborough Air Show). Carl returned with a purchase order for more than \$1.5m, which increased company revenue @ 17%! Several months later, the DEC invited him to apply for membership, and he became chair in 2012.

Carl continues to work with the organizations that helped lead his company to great international success. As DEC Chair, says Carl, "I have had the honor and good fortune to work closely with a very strong team of professionals. Working seamlessly with the USEAC and Maryland DBED, we have had a very successful year so far. Ours is a very cohesive team."

The DEC has been extremely active this year already. There was a holiday celebration at Baltimore City Hall. A DEC/USEAC collaboration on an ExporTech class, yielding success for 11 companies. A Maryland/DC DEC Celebration of International Trade 2013 event with 300+ attendees, 43 exhibitors, and more than 30 speakers. Carl is also proud of the DEC's efforts to build great long term relationships with key organizations focused on improving the balance of trade. "The National Capital Region is beginning to recognize the value of DEC resources," he predicts. He also said his DEC is working very closely with the Virginia DEC to collaborate on events and to cross-promote activities. "Our plan," he says, "is to offer complimentary activities of interest to exporters, therefore doubling the value to the National Capital Region." He adds, "We have the advantage of close proximity to legislators, which allows us to keep them informed of the impact of their efforts on exporters and international trade. With ITA so close by, we can meet face to face with key officials and thus better support their mission. "

"The world has become very small," says Carl, philosophically. "Technology makes it as simple to buy locally as internationally. The bad news is that there is more competition locally from international suppliers. The great news is that the competitive knife cuts both ways. The cost of international business pursuits has decreased dramatically and for those who utilize the weapon of technology, the opportunities are endless." "Unfortunately, though our DEC members benefit from this state of affairs," he says, "revenue generation is always a challenge. Companies continue to struggle in many areas and even the smallest investments are rightfully scrutinized. It is difficult to determine how to maximize impact for exporters while minimizing the risk and investment. While this is not a new challenge, there is more attention given to short-term return on investment."

Carl is passionate when it comes to manufacturing. He cares very much about creating sustainable permanent jobs for Maryland residents. He is a self-described "hands-on guy who looks at manufacturing from the shop floor, standing at the machine, checking parts, and talking with the professionals who build things." "I like the sounds, the smells, and the people," he says. He gleans satisfaction from working with businesses to identify ways to edge out foreign competition. He is a true champion of the "Buy American" credo. "We have better quality, better workmanship, and better value" he says emphatically.

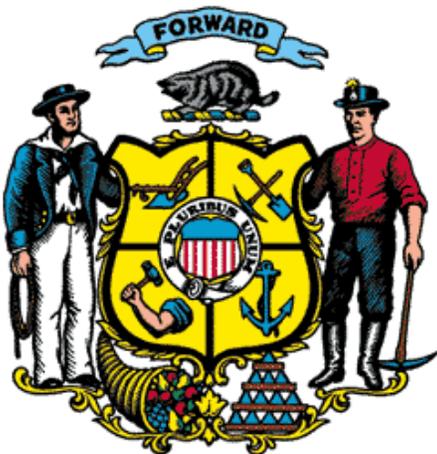
DEC Chair Profile, cont'd

Though enmeshed in the business world, Carl's primary interest is his family. He has been happily married to his high school sweetheart, Brenda, for 34 years, has three terrific children, two outstanding daughters-in-law and one beautiful granddaughter with a grandson on the way. Carl is also a member of the Freedom District Lions Club, where he mentors high school students, "watching them grow and discover the challenges of leadership." He shares, "To see the excitement in their faces when they complete a project that helps several deserving people makes you feel all warm and mushy inside."

Carl has come a long way to busy Maryland from his childhood in the country, where he learned the usual boyish pursuits – skipping rocks, shooting bb guns and slingshots, and fishing in crawfish holes. Today, he is still an avid fisherman and really knows how to compartmentalize his life and slow it down. "There is nothing as relaxing as casting a fly rod off a boat on a brisk morning." Claims Carl. Another favorite way to relax is baking from scratch. "My personal best is soft caramel sticky buns!" he says.

Carl can be reached at Carl.Livesay@gmail.com

DEC Chapter Profile - Wisconsin



Wisconsinites are a people proud to say that they "make stuff." Though historically known as America's Dairyland and a strong agricultural economy (and a certain pride in being known - just not only as Cheeseheads!), the people of Wisconsin boast a strong history of making quality capital equipment used and needed around the world. And Wisconsin is proud of its strong work ethic and well-trained and skilled work force. All this points to why the Wisconsin DEC is an important force in the state. In existence since the early 80's, the Wisconsin DEC's goals are to promote exports and trade from Wisconsin companies via initiating, co-sponsoring or co-promoting trade marketing events, how-to programs and success stories. They also advise and support Trade Specialists at the Milwaukee USEAC. A key part of their mission is to mentor newer exporters or experienced exporters expanding into new markets or regions. They also act as a clearing house for trade issues experienced by exporters and act as liaison to Congress about such trade issues or needs.

DEC Chapter Profile - Wisconsin

As with any DEC, the chapter has its challenges, chief among them the time constraints of members. “Companies now run so much leaner,” says Wisconsin DEC Chair Thomas Gaglione. Not surprisingly, it is the more senior and experienced members -- much needed in the chapter -- who face the most demands on their time. Thomas also points to difficulties of getting access to higher levels within Congressional delegation offices as a challenge. Keeping momentum on key projects and initiatives is also tough.

But the DEC has kept its eye on the ball all these years, and has been active in supporting Free Trade Agreements as they are being drafted or come up to Congress for votes -- from NAFTA to recent FTAs like Korea. And innovation is always on the Wisconsin DEC’s agenda. They were early organizers of an informational event on how to seize trade opportunities within Iraq and they hosted an IPR road show when the issue was just starting to become a problem.

According to Thomas, the biggest strength of the Wisconsin DEC is the diverse experience of its membership. There is a strong culture within the DEC to drive export growth. “Our members are highly cooperative/collaborative with export trade promotion organizations of the State of Wisconsin and regional and statewide non-profit trade promotion organizations.” says Thomas. “We also are very consistent with face-to-face DEC meetings, meeting three or four times each year. This includes joint meetings or conference calls with other DEC’s to share and compare and avoid operating in a silo. The entire process encourages better collegiality and creative dialogue.” The DEC’s membership is a good representation from around the state, and Thomas encourages DEC members to reach out and be involved regionally so they can solicit feedback from business communities around the state. They also stay current on programming by other trade promotion organizations within the State. They are striving to more frequently invite state Congressional offices to their meetings.

A strong DEC is critical in a state like Wisconsin, which ranks 19th among the 50 states in exports and had total exports of \$23.1 billion in 2012. “We’re looking to move up to the top 15,” says Thomas. Its main exports are industrial machinery, electrical machinery, and medical and scientific instruments. Agricultural exports include animals, genetics, and crops, processed foods and beverages. Wisconsin exports have historically been NAFTA and EU focused, but in recent years Wisconsin is exporting much more worldwide, with its high growth markets outside of China being India, where exports increased 38.5% between 2011 and 2012, and Singapore, with exports up 40.3% between 2011 and 2012.

In the near future, the DEC hopes to additionally work on promoting agricultural exports more aggressively. In the meantime, the chapter is focused on improving legislative involvement through Congressional outreach; reaching out to more DEC’s for joint meetings; continuing to cooperate with other state trade organizations, and seeking to help promote stronger U.S. or Wisconsin involvement at trade shows in high growth regions such as the Middle East.

The Wisconsin DEC web site is at <http://export.gov/wisconsin/index.asp>

UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR



As we move into the summer season and we all get busy with vacations, etc., I'd like to share with you a few important developments regarding the National DEC and our activities.

National DEC Quarterly DEC Leadership Teleconferences

As mentioned in the last newsletter, the National DEC is making an effort to better communicate with the leadership of individual DECs. The members of the National Steering Committee (i.e. National DEC) are elected by the DEC members from each of their eight respective Commercial Service Regional Networks. As a result, National DEC members represent their particular Region on the National Steering Committee. To further this representation, the National DEC Outreach and Education Committee has developed a plan where on a quarterly basis one or both of the two National DEC members from each Region will hold a teleconference with the DEC leadership from that National DEC member's respective Commercial Service Regional Network, namely with the Chairs and Executive Secretaries for each of the DECs within such Region along with the Commercial Service Hub Director for that Region. The purpose of these quarterly teleconferences will be to communicate with individual DEC leadership as to National DEC activities, to share DEC Best Practices, and perhaps most of all to listen to DEC leadership regarding their DEC activities and efforts as well as any DEC related concerns they may have. This regular communication will not only help to create a greater sense of awareness and unity between DECs within each Region, but will also create a greater unity and sense of shared purpose and goals among the DECs nationally, thereby building the DECs into a stronger network of organizations. The plan is to have an initial teleconference by the end of June and then on a quarterly basis after that.

DEC Exporter Success Stories

As also mentioned in the last newsletter, the National DEC is launching a new effort to collect exporter success stories in order to build a database that can be used in various ways by DECs. This effort is progressing and will be one of the topics of conversation in the initial National DEC Quarterly DEC Leadership Teleconferences as mentioned above.

National DEC Chair Visits to Local DECs

In an effort to build stronger relationships between local DECs and the National DEC, I will be visiting in person several local DECs over the coming months. While during my term as Chair, I have had the opportunity to visit with the leadership of the four California DECs, the Louisiana DEC, and the four DECs within my own state of Texas, this effort will be a more deliberate attempt to reach out to local DEC leadership and meet with them in person to discuss many of the same topics that will be part of the National DEC Quarterly DEC Leadership Teleconferences. In late May and early June I visited with the Missouri, Illinois, East Michigan and Wisconsin DECs, with more visits to several other DECs to come in later in June. These visits will also allow me to better serve the DECs as the National DEC Chair and will help to pave the way for future relationships between the local DECs and my successor as Chair who will be elected this fall when my term expires.

2013 National DEC Forum

The date for the 2013 National DEC Forum, which will once again be held this year at the Reagan Trade Center in Washington, D.C., is now set for Thursday, November 7. As was the case with last year's DEC Forum, the 2013 National DEC Forum will be for DEC members only. In addition to once again having sessions on DEC Best Practices, a new feature this year will be Exporting Best Practices sessions where DEC members will share the keys to their exporting successes in various regards. These Exporting Best Practices sessions will provide valuable information that DEC members can immediately use in their business. All of these Best Practices sessions will be open to participation by DEC members from across the country. The National DEC Forum is of, by and for the DECs and DEC members and you are encouraged to get involved even if only as an attendee. As also was the case last year, on Friday, November 8, the day after the DEC

Forum, the National DEC will present an event that once again will be held at the U.S. Chamber of Commerce and which will be open to the public. The theme for this event will be a trade update on various trade issues and will take advantage of the great resources available in Washington, D.C. for an event of this nature. More information on both the 2013 National DEC Forum and the National DEC Trade Update event will be forthcoming, including how you can get involved.

National DEC Web Site Refresh and Update

Finally, the National DEC web site is currently undergoing a refresh and update that will greatly enhance the usefulness of the site and will provide for the dissemination of more timely information. One of the new items on the web site that will prove to be very useful will be a listing of local DEC events that local DEC's can submit to the National DEC. Also included in this refresh and update will be a new domain name for the National DEC web site, which will be *districtexportcouncil.org*. You will be informed as to when this new web site and domain goes live.

Daniel Ogden

Chair, National DEC

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.