



National District Export Council  
Working for America's Exporters™



# January-February 2013 Newsletter



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

Dear DEC Members:

Welcome to a new year and to another DEC Newsletter. With 2012 and the election behind us, I first want to tell you that I am committed to remaining in my position as Deputy Assistant Secretary for Domestic Operations. This gives me a chance to offer our clients and partners continuity of service as we pursue together the many initiatives we began last year.

It's been a busy year already. The new [export.gov](http://export.gov) 2.0 site was previewed in January. To keep that initiative on track and allow for former Knowledge Center Director Tom McGinty's transition to ODO National Field Director, a new CS Knowledge Center Director has come on board. Anand Basu will continue the work begun by Tom, and a hard launch of the site is anticipated shortly. I also wanted to share that Deputy Director General Chuck Ford is preparing for his departure this summer, and ITA will replace him, but is also in search of a new Deputy Under Secretary to oversee daily operations in ITA.

As these positions are filled, we are committed to having the officials and other Washington-based staff visit the domestic field and meet with DEC members. Please stay tuned for information from your USEACs, and try to meet with these folks so they can better understand the great work you do and the valuable input you all share on CS initiatives and programs.

On the CS budget, fee structure, and ITA reorganization, we fully appreciate the concerns that DEC's and other private sector groups have about their impact on US&FCS services. While there is no new information in this newsletter about these issues, rest assured that we will share any developments as soon as we get updates.

Best Regards,  
*Antwaun*

### 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.

**Exportech™ Customized Export Education – Reno and Vegas Session Upcoming**

Exportech™ gives your company a systemized process for entering or expanding in global markets and results in a customized growth plan for you within 12 weeks. The program was developed by the Manufacturing Extension Partnership of the National Institute of Standards and Technology and the U.S. Commercial Service. It is offered in collaboration with numerous state trade offices, and other regional partners throughout the country. This is a comprehensive trade education program where companies typically participate in group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach. Coaches are experts with a wide range of reputable international business experience, based on the specific needs of the participants. These coaches educate the entire group but also provide one-on-one consultations. The program involves a unique combination of group work, individual work, and personal coaching. Participation is limited to eight companies to ensure sufficient attention to each exporter's challenges. So Nevada-area companies, sign up today!

**Reno**

February 7-April 18  
 UNR Redfield Campus  
 18600 Wedge Parkway  
 Reno NV 89511  
 Contact: [rgustafson@NevadaIE.com](mailto:rgustafson@NevadaIE.com)

**Las Vegas**

February 13-April 17  
**NEW LOCATION FOR GROUP SESSIONS:**  
 UNLV Stan Fulton (IGI) Building  
 801 East Flamingo Road  
 Las Vegas NV 89119  
 Contact: [tculp@nevadaie.com](mailto:tculp@nevadaie.com)



**Interested in Asian Markets?**

In an info-packed two days, the Asia Pacific Business Outlook Conference offers a targeted experience for exporters and investors seeking business in Asian markets. This year the conference will be held on April 8-9 in Los Angeles, California. It will feature 60 focused sessions, but also one-on-one consultations with U.S. Commercial Service Senior Commercial Officers from Asia. This conference is going on its 26<sup>th</sup> year, and in 2013 has added sessions focusing on Intellectual Property and new opportunities in Burma. Southern California DEC Chair Guy Fox is assisting with the conference, recruiting companies and promoting the conference.

Register now at <http://apboconference.com/index.html> and receive an early bird discount with the Commercial Service code: USCS2013. For additional information, please feel free to reach out to the following Commercial Service specialists or Guy Fox at [foxw@sbcglobal.net](mailto:foxw@sbcglobal.net).

Yuri Arthur: [Yuri.Arthur@trade.gov](mailto:Yuri.Arthur@trade.gov) Maryavis Bokal: [Maryavis.Bokal@trade.gov](mailto:Maryavis.Bokal@trade.gov)  
 Jim Mayfield: [Jim.Mayfield@trade.gov](mailto:Jim.Mayfield@trade.gov) Jason Sproule: [Jason.Sproule@trade.gov](mailto:Jason.Sproule@trade.gov)



**U.S. COMMERCIAL SERVICE**  
**TRADE WINDS—ASIA**

**BUSINESS DEVELOPMENT CONFERENCE  
 AND TRADE MISSION**

**KOREA | PHILIPPINES | HONG KONG | JAPAN | TAIWAN  
 MAY 9-17, 2013**

**Take Your Company Right to the Buyers – Trade Winds in Asia in May**

Seoul, Korea and the dynamic cities of Hong Kong, Taipei, Tokyo and Manila offer global sales potential for U.S. businesses in a range of industry sectors.

During Trade Winds, learn how to increase profits and overcome barriers in the growing Asia-Pacific region and network with the region's leading industry and government officials and experienced U.S. and global companies. Meet one-on-one with top Asia business experts from the U.S. Embassies and Consulates from the region for the latest trade leads and market entry strategies. Find a partner or customer through screened business-to-business meetings in Korea, Philippines, Hong Kong, Taiwan and Japan. Register your interest to receive a free market assessment at <http://export.gov/pennsylvania/assessment>. Email [tradewindsasia@trade.gov](mailto:tradewindsasia@trade.gov) or contact [Leslie.Drake@trade.gov](mailto:Leslie.Drake@trade.gov)

**Event dates:**

- May 12-15: Trade Winds Forum and Mission in Seoul, Korea
- May 9-10: Optional Mission Stops in Manila and/or Hong Kong
- May 16-17: Optional Mission Stops in Taipei and/or Tokyo

**Thinking about Attending Trade Winds Asia 2013 but Need More Info? Mark Your Calendar for February 19 and March 5, 2013**

These webinars will provide potential participants with details about Tradewinds Asia 2013. Presenters for the Hong Kong and Japan webinars will include two VA/Washington,DC DEC members. Michael Cooper, TMEIC Sales Manager, will give a business perspective on the Hong Kong market on Feb. 19; Mario Winterstein, Business Development Director, Association for Manufacturing Technology, will speak on doing business in Japan from a business perspective on March 5. Both webinars will feature US&FCS Hong Kong and Japan Senior Commercial Officers and will be moderated by Leslie Drake, West Virginia USEAC Director. To register, visit

<http://export.gov/pennsylvania/tradewinds/webinars/index.asp>

# DEC News



At left, Chair Guy Fox hands Megan Cullen "Member of the Year." At right, Guy and SoCal Executive Secretary Paul Tambakis present Don Sovie with "Member of the Year."



## Award Time in SoCal!

Many members contribute to making the DEC of Southern California a major force in the exporting community. DEC Chair Guy Fox has shared a snapshot of several who were recently singled out for recognition by the DEC:

Don Sovie, Member of the year and Appointed Vice Chair of Orange County: For organizing membership programs in a helpful, transparent way, conducting a successful IPR event (with top officials from DC), from which he donated the proceeds 100% to the USEAC.

Megan Cullen, Member of the Year: For helping with numerous successful export seminars in the Central Coast and for implementing a great DEC retreat that is now a regular part of each year.

Hal Selim, Chairman's Award: For setting up a world class website at no expense that also links to many other organizations.

Rachid Sayouty, Certificate of Appreciation: For his great work as Executive Secretary, keeping the wheels churning, even when the DEC was at its most inactive.

Su Ross, Certificate of Appreciation: For services provided by her law firm, Pro Bono, including establishing the DEC as a 501C3 Corporation.

David Habib, Appointed Vice Chair of the Central Coast, which covers Ventura County and Santa Barbara County: David's done an excellent job in working with all of the universities on export educational programs and has formed a model case study program, with members playing the various parts such as they do in the movies! That's Hollywood for you! It works as the audience gets to see the real world!

Su Ross, Appointed Vice Chair of Los Angeles County: A well respected international Attorney, and a huge help with legal issues.

Randall Long, Outreach Chair: A shout-out to him for helping bring DECSC to where it is today. Randall started an outstanding webinar series and has put on programs country by country, and issue by issue with the experts.

# DEC News

## Keeping in Touch

The National DEC Steering Committee is working to increase bilateral communications with the ITA and the Commercial Service leadership. To this end, on Wednesday, January 25, the DEC held a one-hour conference call with CS Deputy Director General Chuck Ford and ODO DAS Antwaun Griffin. During the call, the first of its kind, a number of important issues were discussed, including CS and ITA goals for the upcoming year, the state of the organization, ODO priority initiatives and recent personnel changes to organizational leadership positions. Both parties have decided to make a similar call quarterly in order to facilitate higher level engagement. The first discussion was considered very productive and the CS and ITA look forward to continuing these calls in the future.



## Sister Province Pharmaceutical Exchange

January 13-14 – Twenty-three representatives from major pharmaceutical producers in the Shandong Province visited Connecticut, their “Sister Province.” The representatives were welcomed on Monday morning by John Schuyler, chairman of the CT DEC, along with many community business development leaders.

The event was sponsored by the CT DEC and the Middletown USEAC, and was primarily focused on expanding the ways that Chinese and American pharmaceutical companies can do business, and what regulatory challenges they face in the trading arena. In addition to the Shandong representatives’ presentations, featured speakers included Anne Evans, Director, Middletown USEAC, Catherine Smith, Commissioner, CT Department of Economic Development (DECED); Ron Angelo, Deputy Commissioner CT DECED; John Fusco, Shipman & Goodwin; Dan Drew, Mayor of Middletown, CT; Paul Edelberg, US China Council, and Fox Rothschild LLP; and Erik Cronqvist and Mei Xongxiang of the US –China Center at Central CT State University.

The visiting Pharmaceutical representatives were very impressed with the event, the keynote speakers and the opportunity to interact with local CT companies. The conference also provided a forum for the local CT companies to provide their Chinese guests insight about what they worked on, their production methods, and a solid emphasis on possible collaboration in the future. Other highlights for the attendees included information on foreign joint ventures in CT, along with identifying areas in CT with the highest pharmaceutical production. Attendees were also provided information on doing business in China, and the US-China Center’s educational exchange programs. Details on the CT Governor’s mission to the Province last year were shared, as well as the basic guidelines for regulatory compliance concerning US to China exports. Although the representatives from the Shandong province enjoyed a short visit, a great deal of information was shared and a true spirit of cooperation was shared between U.S. and Chinese businesses.



## U. S. Ambassador to Japan is hosted by the Rocky Mountain DEC, Denver USEAC

January 7-9, 2013 -- The Rocky Mountain DEC and Denver USEAC Director Paul Bergman hosted the U.S. Ambassador to Japan John Roos. The Ambassador was in town on the “New Routes” Outreach Tour to announce and promote new nonstop United Airlines flights from Denver to Tokyo, which will start March 31<sup>st</sup> 2013. On January 7, a welcome dinner was organized by the Rocky Mountain DEC, Denver International Airport, Metro Denver Economic Development Corporation and Colorado Office of Economic Development and International Trade. The Ambassador gave welcoming remarks, and 32 business executives and DEC members participated in this event.

The event received press coverage from several media sources:

<http://www.bizjournals.com/denver/news/2013/01/08/us-ambassador-roos-touts-benefits-of.html>

[http://www.denverpost.com/breakingnews/ci\\_22335269/u-s-ambassador-japan-visits-denver-while-boeing](http://www.denverpost.com/breakingnews/ci_22335269/u-s-ambassador-japan-visits-denver-while-boeing)

Pictured foreground, left side is Ms. Kristy Schloss, President of Schloss Engineering, Rocky Mountain DEC Chair and co-organizer of the dinner. Pictured in the foreground center is Ms. Pam Reichert, VP of the Metro Denver EDC and DEC member, and to the right, Ms. Kim Day, President of Denver International Airport.

# DEC News

## Interested in Getting more involved with the DEC?

Getting more involved with the DEC can help your expertise guide American trade policy. There are several ways to get more involved with the DEC. Did you know that the DEC has six standing subcommittees? The committees include Education and Outreach, Technology and Communication, The Export University, Green Industry & Technology, Legislative and Trade Policy. If you are interested in joining one of these committees or would like more information, a list of the committee chairs can be found on the DEC website. Or, are you interested in helping the DEC formulate Financial Policy guidelines? If so, please contact Greg Sandler at [greg@thinkglobal.com](mailto:greg@thinkglobal.com) or at 413-586-8588, x800.



This photo of the January 23 *Go Forth and Export* event at the Charlotte USEAC, Greg Raty, Vice President, Slade Inc. and Mike Viniconis, President, Argus Fire Control share their best practices for locating qualified overseas buyers. Raty and Viniconis are members of the North Carolina District Export Council.

## Go Forth and Export, North Carolina Companies!

A nicely catchy name for a series of export briefings is attracting the attention of North Carolina exporters. *Go Forth and Export* is a series of monthly export briefings coordinated by the North Carolina USEACs, the North Carolina DEC, and the City of Charlotte. Part of Charlotte Mayor Anthony Foxx's "Export Charlotte" program, the objective of *Go Forth and Export* is to help create Charlotte-area jobs through exporting. The first such briefing on January 23 showcased four NC DEC members, who presented their best practices for successfully exporting. The audience was comprised of 13 mostly new-to-export companies. The seminar also included export service providers and was followed by a networking session. *Go Forth and Export* briefings will be held on the fourth Wednesday of each month through May. Additional briefings will be held in August and October.



## Hong Kong Leader in the Heartland

Jeff Leung (shown in this photo speaking to exporters in Sioux Falls), Director of the Hong Kong Economic & Trade Office for the State of California, spent January 9 and 10 in South Dakota explaining the advantages of exporting to Hong Kong. According to the Sioux Falls newspaper *The Argus Leader*, Leung emphasized how Hong Kong is different than China but can still be a stepping stone to the Chinese market. Hong Kong has no sales tax, products imported to Hong Kong can be imported into China tax-free and millions of Chinese tourists visit Hong Kong every year. Hong Kong is currently South Dakota's 9<sup>th</sup> largest export partner, but the meeting has helped local business leaders to begin to look at trying to sell more aggressively to Hong Kong. A total of 35 local business leaders and export companies attended. Mr. Rock Nelson, DEC member and South Dakota International Trade Center Director, organized the event.

# DEC News



## Upstate New York DEC Member's New Site Offers Global Insights

John Manzella, a long-time member of the Upstate New York DEC, recently became editor-in-chief of a comprehensive, unbiased global trade site called *The Manzella Forecasts*. This internet site for global business and economic news, analysis, trends, forecasts, and strategies draws articles and news from dozens of authors, including DEC members. The Manzella Report is hugely popular, garnering thousands of hits since it debuted in December 2012. Its mission is aligned with that of the District Export Councils: aiming to empower business professionals to take advantage of global opportunities, helping elected officials to craft better-informed policies, and providing a place where anyone can easily research and understand the global forces at work in the world. John is also the author of several books and numerous articles and op-eds published in leading newspapers. He is a sought-after speaker and has hosted TV shows and radio broadcasts as well. Visit [www.themanzellareport.com](http://www.themanzellareport.com).



## Remembering Phyllis Jones

On Sunday, December 16, 2012, the Maryland/Washington DC District Export Council lost a pillar of strength, international trade lost an advocate and we all lost a friend. Long-time member Phyllis Shearer Jones of Silver Spring, MD passed away following a brief illness. Phyllis was president and CEO of Elan International, LLC and graduate of the University of Pennsylvania and the Harvard Business School.

Phyllis was a mentor, partner and most of all a friend to many people. Always cheerful and full of energy,

Phyllis enjoyed life. When she walked into a room, the room would light up. Her quick wit and pleasant demeanor was refreshing as she shared stories from around the globe. Phyllis enjoyed people and people enjoyed Phyllis. At networking events, Phyllis was the center of attention and she was quick to recall previous encounters. Everyone smiled when they were around her. Phyllis will be remembered as a professional who made a difference on two continents.

Leaders like Phyllis are sought and valued by agencies and organizations alike. Phyllis will be remembered by people from around the globe as someone who cared about others and as someone who was passionate about exporting. The consummate professional. Under her leadership the Maryland/DC DEC brought forth several innovative programs including Export Tech. The DEC was very important to Phyllis and she spoke fondly and often about the DEC and the people she worked with. While struggling for life, Phyllis was very interested in speaking about the DEC and she was very insistent to stay involved. She was an amazing woman and those who knew her have benefited personally and professionally.

In honor of our friend, the Maryland/DC District Export Council has created the Phyllis Jones Leadership Award which will be presented to one individual in recognition of the outstanding contribution to the international export business community in the areas of leadership, commitment and generosity towards others engaged in international business. Memorial contributions may be made to [American Cancer Society](http://www.cancer.org) at [www.cancer.org](http://www.cancer.org).

# DEC EXECUTIVE SECRETARY PROFILE

## **SUE WHITNEY, EXECUTIVE SECRETARY, NORTHERN OHIO DISTRICT EXPORT COUNCIL**



For Sue Whitney, there is no place in the world she would rather live than Cleveland. “Most of my family lives in the Cleveland area,” shared Sue, who is the Director of the Cleveland U.S. Export Assistant Center and Executive Secretary for the Northern Ohio DEC.

Sue grew up in Cleveland, received her Bachelor’s Degree from The Ohio State University but made her way to Washington and worked for the Department of Commerce’s Import Administration for 8 years before returning to her hometown. For the DEC, her commitment to the area is a huge benefit. Sue cares deeply about the economic health of Cleveland, and it shows in her attention to each client and DEC member. But she derives great satisfaction from her relationships with them as well. “A wonderful part of being Executive Secretary is getting to know the DEC members on a personal level,” she says, which she does by working with them on initiatives and events. “The DEC members volunteer their time to support exporters and the Commercial Service, so we have lots in common and it’s fun to work together.” During her 10 years as Executive Secretary, Sue has worked hard with past DEC Chair, Ken LaShutka and current DEC chair Dave Bowen to refine the Northern Ohio DEC into a perfect mix of company sizes, industries and geographic locations. In her quest, she took advantage of the fact that Northern Ohio has four Metropolitan Statistical Areas in the top 100 of the nation. Sue and Dave also ensure that their DEC has representation from service providers. “It took time,” Sue cautions, “But we really do have a great balance in our DEC.”

To corral all the talent and expertise of the 30 Northern Ohio DEC members, Sue and Dave typically “assign” DEC members to particular projects or events. Sue explained that while she has seen many DEC use standing committees to accomplish their missions, collaborating individually with members just happen to work better for their DEC. Sue and Dave work together to determine each of the members’ interest and expertise, and keep in close contact with them as activities unfold.

When she’s not working on DEC nominations or administering the membership rolls, setting yearly meeting agendas or determining priorities for the DEC, Sue is mom to an active 4-year-old girl. “This winter I’m teaching Clarissa to ski and it’s so much fun.” Juggling motherhood, a full-time job as USEAC Director and her duties as Executive Secretary doesn’t seem to faze her, partially due to her avid interest in the global arena. “I have always loved being involved in international business because it’s continually changes. A week never goes by that I don’t learn something new,” explains Sue.

Contact Sue any time at [Susan.Whitney@trade.gov](mailto:Susan.Whitney@trade.gov).

# DEC CHAPTER PROFILE

## South Carolina DEC



Founded in 1978, the South Carolina District Export Council has one simple goal – working to increase exports from South Carolina businesses. This dynamic 30-member group measures its worth one export success at a time. “It’s where the rubber meets the road and is our reason for being,” DEC Chair Jim Cox and Treasurer Charlie Kerekes explain. “It’s easy to go off on a tangent and do other things, but we prefer to work toward exports from South Carolina businesses. We do get involved in things like trade legislation, but we have a fairly limited budget, so we do that less than the work we do locally to increase exports.”

The DEC draws its membership from a diverse business population. South Carolina DEC members export vehicles, machinery, rubber, electrical machinery, plastics, paper and paperboard, organic chemicals, optics and medical equipment, wood pulp, cotton yarn and fabric. It is a community heavily involved in global trade. In fact, in 2011, South Carolina companies exported more vehicles and tires than any other state. Luckily, this makes for a very balanced committee. According to Jim and Charlie, “Our strength is our membership. We are very fortunate to have exceptional, successful exporters and international trade professionals who realize the benefit of helping South Carolina remain competitive in the world. “Of our 30 members,” they add, “most are active in the DEC.” At least half of the DEC is manufacturers; the rest represent service industries such as legal, finance, and freight forwarding.

Some members do participate in the standing committees, which meet independently of the quarterly all-DEC meeting. In 2013, new committees will be solidified, says Jim. “We’ll have committees like current events, with members who have knowledge about certain markets and issues. A legislative committee will deal with trade agreements and work with federal and state officials. Our program committee will come up with ideas for the next year’s programs, such as events, missions, trade education and other initiatives.”

In keeping with the focus of export success, members conduct programs like Export University quite frequently, which trains both new and experienced exporters in every aspect of trade. Once the basics are taken care of, the DEC urges members and the community to participate in the many trade missions in which they get involved. “We think the best way to increase exports is through trade missions, especially when we subsidize companies’ participation and Gold Key services,” agree Jim and Charlie. They explained that the DEC has organized, sponsored and participated in successful overseas trade missions with the South Carolina Department of Commerce, the North Carolina DEC, and the Department of Commerce. Missions have gone to Canada, Colombia, and other parts of South America thus far, and one is planned for 2013 that will take companies once again to Colombia.

In between missions, a quarterly SC DEC meeting, and local events, the DEC holds a yearly joint meeting with the North Carolina DEC. “This allows us to share best practices and learn from each other,” say Jim and Charlie. They add that it also helps to collaborate with local business resources -- state universities, the state Department of Commerce and other state and independent businesses and international trade organizations. All have a stake in seeing South Carolina companies succeed. A perfect complement toward the DEC’s goal of export success all around!

To contact Jim, email [jcox22@embarqmail.com](mailto:jcox22@embarqmail.com); Charlie can be reached at [ckkerekes@bellsouth.net](mailto:ckkerekes@bellsouth.net)

# DEC CHAIR PROFILE



## **Michel Wouters, Chair, New Jersey District Export Council**

Michel (pronounced Meech-el) Wouters already had a long and successful working relationship with the Newark U.S. Export Assistance Center (USEAC) when it was suggested that he join the New Jersey District Export Council in 2005. Michel noticed immediately that the DEC was an excellent vehicle for providing much-needed export education to New Jersey companies. The education of exporters has long been a passion of his. In fact, Michel was so enthusiastic about the DEC that he was nominated as Vice Chair within two years and, in 2010, he became the New Jersey DEC Chair. As DEC Chair, Michel constantly reaches out to new exporters and keeps the trade education classes coming. He has also made it a priority to further increase DEC coordination with the Newark USEAC.

Michel spends his “day job” as a partner at American River International of Elizabeth, New Jersey. Previously the sole proprietor of International Logistics and Freight Forwarding, Michel merged his company with American to offer expanded services to New Jersey as well as U.S. exporters. His company currently offers worldwide logistics services, but also export consulting and trade education. So his role as DEC Chair dovetails perfectly with the commitment his company has to increase New Jersey exports. Michel enjoys the feeling that his mission of educating exporters has been expanded since he joined the DEC, and says, “I feel honored to have been nominated to the position of DEC Chair by the Secretary of Commerce. “ But there is no question that Michel has earned this honor. He has effectively managed the DEC, pursued with gusto a robust trade education agenda, and never meets an exporter he doesn’t want to help. “The best part of the job, he says, is seeing export success stories that the DEC helped bring about.”

The Chairmanship has had its challenges as well. In New Jersey, business people sometimes do not have the time to dedicate themselves to volunteering, and so it can be difficult to find new members and motivate the current ones. While New Jersey DEC members are an outstanding force in the export community, Michel says coordinating is difficult, possibly due to the frantic pace of life in the Northeast, including rampant traffic. But Michel is persistent in communicating with his DEC, and credits his DEC members with being devoted despite their busy schedules. Persistence, he points out, is also something exporters who succeed must be – relentlessly persistent. To any exporter, he says “Despite the hurdles faced, companies should work closely with DEC’s and USEAC’s and focus on making exporting a team effort.” When asked what his DEC Chair legacy might be, Michel shared that he “is looking forward to passing on a full DEC with active members.”

When Michel is not working he enjoys spending time with his wife, two children and his cat. His hobbies include traveling, skiing and hiking. He also revealed that he has a special fondness for pastries, especially those like the ones made in his native Belgium. Luckily, New York and New Jersey boast many of the finest bakeries around!

To contact Michel, email [MWouters@americanriverintl.com](mailto:MWouters@americanriverintl.com).



## UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

The National DEC has planned many activities in which it will engage in 2013. I will share a few of them with you here.

### Export University

One of the two major goals of the National DEC is to build unity nationwide among the DECs. I can think of no better way to do so than for DECs to participate in Export University. This program, which began as a Florida DEC program, is now a national program available for all DECs to use as a trade education and training program. Export University, Inc. was formed two years ago by a dedicated group of DEC members from multiple DECs to serve as a resource for DECs by developing Export University program curriculum and course content and by managing the Export University intellectual property. While many DECs have put on successful Export University programs in the past, Export University, Inc. is ready to launch a new and improved version of Export University. Initially, the key feature of this launch will be a consistent and uniform content for the Export University Export 101 course, which is an introduction to exporting. For DECs that participate in Export University, this new and improved Export 101 will enable DECs to present on a nationwide basis a consistent and uniform course on the basics of exporting. This approach of having consistent and uniform content for Export 101 provides several advantages. First, it makes it easier for DECs that have never done an Export University program in the past to do an Export 101 course since the content and curriculum will already be provided for them. Second, it ensures that no matter where a person takes an Export 101 course from a DEC that everyone across the country taking an Export 101 course will be receiving the same high quality and consistent export education and training. Third, it advances the public perception of the DECs that we are all working together towards a common objective of mentoring, educating, and training American companies on how to export. And finally, it ensures the competitiveness of the Export University program vis-à-vis other export education and training programs by having an introductory exporting course that is offered throughout the nation rather than in just one or two locales as many other export education and training programs do. In addition to this consistent and uniform content for Export 101, another resource that will shortly be made available to the DECs is the Export University Handbook. Many DECs have posed questions on how to manage and run an Export University program. This Handbook will answer those questions and will be a guide for DECs to use in conducting their Export University programs. Finally, [exportuniversity.com](http://exportuniversity.com) is undergoing further development as a resource for DECs also to use in conducting their Export University programs. The National DEC encourages all DECs to become involved in the Export University program not only for the advantages and benefits that will accrue to DECs individually, but also as a means for the DECs to work together towards our common goal of working for America's exporters by helping to increase U.S exports and to strengthen the international economic competitiveness of the United States.

## **USA Exporter™**

After careful planning over the past several weeks, the National DEC will shortly launch a new magazine entitled *USA Exporter*. This magazine, which will have the subtitle of *The Magazine for International Business*, is a direct product of the National DEC and will feature contributions from multiple National DEC members. The goal of *USA Exporter* will be to provide timely and relevant information on various dimensions of exporting, and to spotlight success stories of American exporters. *USA Exporter* columns, which will be prepared by National DEC members, will focus on current trade and legislative issues, country and exporter profiles, trade finance and legal tips, and DEC and US&FCS activities. *USA Exporter* will be distributed widely on an electronic basis to manufacturers, software publishers, services providers, freight forwarders, banks, law firms, export consultants, trade associations, and government agencies. A limited number of hard copies will also be available. The inaugural issue of *USA Exporter* will be published on March 1 and thereafter on a quarterly basis. *USA Exporter* will contribute in a significant way to helping to advance the overall goals of the DEC's, which are to increase U.S exports and to strengthen the international economic competitive position of the United States.

## **National DEC Monthly Webinars**

The National DEC monthly webinars, which occur on the 2<sup>nd</sup> Wednesday of every month, will continue in 2013. These webinars, which are open only to DEC members and associates, have had excellent participation and are becoming a staple for many DEC members. The National DEC is committed both to communicating with the DEC's on its activities as well as providing presentations on issues important to the DEC's and exporters in general. The National DEC monthly webinars fulfill both of these goals. I strongly encourage you to attend these webinars on a regular basis. Webinar registration notices are sent out to the DEC member email list which the National DEC maintains. Unfortunately, if you are a new DEC member, or have not yet consented to the release of your email, we do not have a way to get the notice to you. To that end, if you are not receiving the webinar registration email notices, please send an email to [v-chair@districtexportcouncil.com](mailto:v-chair@districtexportcouncil.com) so that we may add you to the email list. While we always try to get the webinar registration email notice out to DEC members the week before the webinar, due to scheduling that is not always possible. One final note in this regard. These webinars are all recorded and we are working to put them on the *districtexportcouncil.com* for viewing via video streaming. When that has been accomplished, we will let know.

## **Legislative & Trade Policy Advocacy**

The National DEC is in a unique position to be able to advocate for legislative and trade policies that advance the interests of American exporters and U.S. international economic competitiveness. Since DEC's members are prohibited from being registered lobbyists, and since DEC's themselves as organizations do not and cannot receive any financial remuneration from any party in exchange for advocating for certain positions, DEC's and DEC members do not face the disadvantage that lobbyists and lobbyist organizations face when advocating for issues on Capitol Hill. That is a tremendous advantage as congressional members do not have to be concerned about lobbying issues when discussing trade concerns with DEC's and individual DEC members. This is an advantage which we can and do use to advance the common interests of American exporters and the U.S. trade position. To that end, the National DEC in 2012 adopted a very aggressive program for

advocacy of legislative issues and trade policies. This program consists of the National DEC Regional Legislative Network, which is designed to mobilize DEC organizations to take action on legislative and trade policy issues, and the National DEC Email Alert System, which is designed to mobilize individual DEC members to take action on legislative and trade policy issues. These two components of the National DEC legislative issues and trade policy advocacy program complement each other well in that they serve to mobilize both DEC organizations and individual DEC members. What is new for 2013 is that while this advocacy program will continue, the National DEC is seeking ways to make the soil more fertile, so to speak, for legislation and trade policy that is favorable to American exporters and the U.S. international economic competitive position. Rather than just reacting to legislative issues or trade policies that come out of Washington, the National DEC wants to be in a position where the DEC organizations can help to advance these issues and policies in the very formative stages and to help ensure that the soil is favorable for these issues and policies. To that end, the National DEC will attempt to assist in the development of a trade “constituency” in Congress that will span both Houses and be bi-partisan in nature. The development of this “constituency” would help to ensure that when legislative trade issues and policies are considered that there will be within Congress itself a well-developed constituency of defenders of trade interests. As an example, when the issue of US&FCS funding comes up, as it always does, rather than the DEC organizations and our allies and strategic partners having to try to convince Congress alone of the vital role that the US&FCS plays, there will be a trade “constituency” within Congress itself that would also fight for the US&FCS. This is all in the very preliminary developmental phase, but is an objective that the National DEC has for 2013. One other note in this regard. I have been invited as the Chair of the National DEC to testify on February 28 at a hearing of the U.S. House Small Business Trade Subcommittee. This hearing will be on trade issues as they relate to small business. This will be an opportunity to make the National DEC, and the DEC organizations in general, even more relevant than they are now on trade issues in Washington and will help to advance the other major goal of the National DEC, which is to make the DEC organizations a major player nationally speaking on trade issues.

**Daniel Ogden**  
**Chair, National DEC**