

District Export Council Newsletter

September-October 2013



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



Dear DEC Members:

Hello again! As we start the new fiscal year and move ever closer toward the end of fall here in Washington, I would like to share the latest updates with you.

First, I am excited to announce that, as of October 1st, the Commercial Service and Market Access and Compliance units have officially been joined together to form Global Markets. Our mission remains to provide the most effective and efficient government assistance to U.S. business and partners seeking opportunities and facing challenges in the global marketplace, and to foreign investors pursuing opportunities in the United States. In addition to allowing us to capitalize on our strengths, we are optimistic that this new structure will help us identify opportunities for innovation, reduce inefficiencies, and improve communication across the organization. While "Global Markets" is an internal moniker for the new combined office unit, both the U.S. and overseas field staff will continue to operate as the U.S. Commercial Service for our external clients and partners.

More than these internal happenings, I am excited to see many of you here in Washington for the 2013 National DEC Forum on Thursday, November 7th. I think those who attended last year would agree that this event is an extremely valuable opportunity for DEC Members from around the country to network, share best practices, hear from International Trade Administration leadership, and further the mission of the DEC's to help U.S. exporters become the most competitive in the world. The 2013 agenda looks as substantive, if not more, than those presented in previous years and I would like to extend my congratulations to all involved in the organization and execution of this event. I hope to see you there!

Antwaun

UPCOMING EVENTS

2013 National DEC Forum

November 7, 2013

The DEC Forum, which is open only to DEC members and associates, will be held at the Ronald Reagan International Trade Center. The Forum will consist of a series of panel discussions on DEC Best Practices and Exporting Best Practices and is designed to engender substantial audience participation. There will also be a working lunch during which the DEC of the Year Nominees will make short presentations and the DEC of the Year Award will be given. Following the conclusion of the Forum an evening reception will be held which can be used for networking and which will also be open to invited guests of DEC members. For more information and to view the preliminary agenda, see this newsletter and [2013 DEC Forum](#).



**2013 NATIONAL DEC FORUM:
BEST PRACTICES FOR DECS & EXPORTERS**

November 7, 2013
Polaris Suite
Ronald Reagan International Trade Center
Washington, D.C.
[2013 District Export Council Forum
Registration](#)

AGENDA

07:00 am – 08:00 am Registration/Breakfast Buffet/Networking

Plenary Session

08:00 am – 08:30 am Welcome–State of the DECs & the National DEC
Introduction of 2014 National DEC Officers & Members
General Q&A

DEC Best Practices

08:35 am – 09:15 am DEC Best Practices Session I–DEC Organizational Management

- Organizational Structure: Bylaws/Incorporation
- Strategic Planning
- Membership: Recruitment/Involvement/Retention

09:25 am – 10:05 am DEC Best Practices Session II– DEC Fundraising & Financial Management

- Events
- Sponsorships
- Funds Management

10:15 am – 10:55 am DEC Best Practices Session III– DEC Counseling/Mentoring

- USEAC Client Counseling
- DEC 100
- ExportTech

11:05 am – 11:45 pm DEC Best Practices Session IV– DEC Outreach & Educational Programing

- DEC Branding and Market Positioning
- Compliance Education Programs
- College Export Education Programs

- 11:55 pm – 12:35 pm DEC Best Practices Session V– DEC Legislative Outreach & Advocacy
- National DEC Legislative Outreach
 - Local DEC Legislative Outreach
 - DEC Legislative Partnership with the U.S. Chamber of Commerce

Working Lunch

- 12:45 pm – 01:15 pm DEC of the Year Nominee Presentations
- 01:15 pm – 01:25 pm DEC of the Year Presentation–Antwaun Griffin, ODO DAS, US&FCS
- 01:25 pm – 01:45 pm Lunch Keynote–Judy Reinke, Deputy Director General, US&FCS (Invited)

Exporting Best Practices

- 01:55 pm – 02:35 pm Exporting Best Practices Session I–International Sales Financing
- Sales on Account
 - Letters of Credit
 - Export Credit Insurance
- 02:45 pm – 03:25 pm Exporting Best Practices Session II–International Risk Management
- Risk Assessment
 - Contractual Risk Mitigation
 - Compliance Risk Management
- 03:35 pm – 04:15 pm Exporting Best Practices Session III–International Distribution Management
- Sales Representatives
 - Distributors
 - Foreign Subsidiaries
- 04:25 pm – 05:05 pm Exporting Best Practices Session IV–International Goods Certification
- Free Trade Agreements Certification
 - European Union Certification
 - Foreign Standards Products Adaptation
- 05:15 pm – 05:55 pm Exporting Best Practices Session V–International Brand Management
- Foreign Market Brand Strategy: Introduction & Promotion
 - Foreign Market Brand Adaptation
 - Foreign Market Brand IP Protection
- 05:55 PM – 06:00 pm Closing Remarks/Adjournment

Networking Reception

- 06:00 pm – 08:00 pm Remarks by ITA Official
- Remarks by DEC of the Year Award Winner

Complying with U.S. Export Controls Conference & Export Control Reform Update

November 5 - 7, 2013 - Pittsburgh, PA

The Western Pennsylvania District Export Council is pleased to announce that they will be hosting, in partnership with the Bureau of Industry and Security, two important events:

November 5 - 6, Complying with U.S. Export Controls Conference

Professionals from the Bureau of Industry and Security and other agencies will lead two days of training on the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. The training team will focus on:

- What items and activities are subject to the EAR
- How to determine your Export Control Classification Number (ECCN)
- Export licensing requirements
- When you can export or re-export without applying for an export license
- Export clearance requirements
- Understanding the key concepts and components of an Export Management and Compliance Program

November 7, Export Control Reform Update

Representatives from the Bureau of Industry and Security will provide a detailed examination of the core elements of the Export Control Reform initiative. Regulatory, compliance and engineering officers will provide training on topics ranging from licensing issues to "specially designed" and license exceptions such as use of the Strategic Trade Authorization. The focus of the discussions and training will be to highlight the new and different compliance requirements brought about through the reforms. Specifically, the course will cover:

- An overview of the 600 Series on the Commerce Control List
- New classification criteria
- U.S. Military embargoes and the Munitions Control Division
- Classification of "Specially Designed" Items
- Changes in license exceptions and de minimis amounts
- Transition issues, such as pre-positioning licenses and grandfathering provisions
- Re-export concerns
- Changes for shippers

Registration Fees:

\$450 for Two-day Complying with U.S. Export Controls Conference

\$200 for One-day Export Control Reform Update

\$620 for both events

To Register or for Additional Information visit:

[Western Pennsylvania DEC Website](#)

For questions please contact:

Steven Murray at 412-644-2800 / steven.murray@trade.gov

Ryan Russell at 412-644-2800 / ryan.russell@trade.gov

MORE UPCOMING EVENTS



Upcoming Workshop: November 7th

Export Documentation
(lunch included)
10:00 AM - 12:00 PM CDT

Import Documentation
(lunch included)
12:30 PM - 2:30 PM CDT

Training on site in Sioux Falls or via live-stream webinar

Location:
University Center
(building by the flag-pole)
4801 N Career Avenue
Avera Hall
Sioux Falls, SD 57107

REGISTRATION FEES

On-site: Both events: \$95 One event: \$65
Webinar: Both events: \$65 One event: \$35

[Click here to register!](#)

~ November 2013 ~

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November 7, 2013 - Washington, D.C.
2013 District Export Council Forum
[Register Here](#)
[More Information](#)

November 13, 2013 - Claremont, CA
Exportech
[More Information](#)

November 22, 2013 - Salem, OR
Export Strategies, Tools, and Techniques
[More Information](#)

| ~ December 2013 ~ | | | | | | |
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| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 1 | 2 December 3, 2013 - Los Angeles, CA Hot Topics for Export Compliance Professionals Seminar Register Here More Information | 3 | 4 | 5 | 6 | 7 |
| 8 | | | | 12 December 12, 2013 - Concord, NH Snap-R Training & Export Control Reform Update Register Here More Information | 13 | 14 |
| 15 | 16 | 17 | 18 December 18, 2013 - Minneapolis, MN NAFTA Rules of Origin Seminar Register Here More Information | | | 19 |
| 22 | 23 | | | | 27 | 28 |
| 29 | 30 | | | | | |



Power- Gen International

November 12-14, 2013 · Orlando, FL · <http://www.power-gen.com>

Planning to attend Power-Gen International? The U.S. Commercial Service's International Buyer Program will support a full service International Business Center offering export counseling and access to industry and country specific market analysis. In addition, U.S. Commercial Service staff will provide matchmaking upon request.

Please contact Shelby.Peterson@trade.gov with any questions about matchmaking.

HOT TOPICS for EXPORT COMPLIANCE PROFESSIONALS

Salt Lake City,
Los Angeles &
San Diego

Salt Lake City

Salt Lake Chamber, Suite 600, 175 East, University Boulevard (400 South), Salt Lake City, Utah

Wednesday, November 13th, 2013 ~ 7:30 AM-7 PM ~ Workshops and Networking Reception

Register online at http://www.slchamber.com/page/list/view/events_calendar?event=4143

Los Angeles

Sheraton Gateway Los Angeles Hotel, 6101 West Century Boulevard, Los Angeles, CA

Tuesday, December 3rd, 2013 ~ 7 AM-7 PM ~ Workshops and Networking Reception

Register online at <http://www.export.gov/california/losangeleswest/tradeevents/workshop/>

San Diego

San Diego Del Mar Hilton Hotel, 15575 Jimmy Durante Boulevard, Del Mar, California

Thursday, December 5th, 2013 ~ 7 AM-7 PM ~ Workshops and Networking Reception

Register online today at <http://www.regonline.com/hottopics2013>

These Timely, Engaging and Interactive Programs Target:

- Trade compliance professionals at all levels and the challenging real world situations they face in the evolving export control reform (ECR) environment
- A variety of real world export compliance challenges and opportunities including best practices, recommended approaches and proven practices for ECR
- Evaluation of risk, exposure, and liability with case studies and lessons learned
- Key areas in day-to-day operations with ECR, export compliance and appropriate and thorough consideration for what's at stake
- The potential consequences of non-compliance

NTDEC Hosts BIS Dallas 2013

The U.S. Bureau of Industry and Security will present a national three day export compliance seminar. This three day program will cover recent developments in export control reform regarding both commercial and defense-related exports along with a deep dive into technology and encryption export controls. The North Texas District Export Council is the sole event co-sponsor.

Event Date:

December 3, 2013 - 8:00 am to December 5, 2013 - 4:00 pm

Location:

The Center for American and International Law
5201 Democracy Drive
Plano, TX
United States

Register at:

<http://www.exporthexas.com/content/bis-dallas-2013>

DEC NEWS



Arlington, TX, September 19, 2013 -- North Texas DEC hosted its 4th general meeting at L-3 Link Simulation & Training. All the participating members and associates had an opportunity to tour the facility and experienced the cockpit simulation.

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

DISCOVER 2013

September 16-18

Raleigh, NC - The US Commercial Service, Mid-Atlantic Region in conjunction with the North Carolina District Export Council, supported a 3 day international business conference designed to help US businesses explore new export market development strategies, develop innovative tools to be competitive, and target the next wave of rapidly growing markets. A total of 351 private sector attendees participated from 24 States across the country.

Commercial Service Officers and specialists from Australia, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Egypt, Kuwait, Mexico, Nigeria, Panama, Poland, South Africa, South Korea, Turkey, UAE, UK, and Vietnam participated in 778 counseling sessions with U.S. companies seeking to identify new export opportunities for their U.S. goods and services. Sixteen buyers from Nigeria and Costa Rica participated in 138 individual business meetings with U.S. companies. On Tuesday, September 17, the Nigerian delegation participated in a site visit to the FREEDM Systems Center; Advanced Transportation Energy Center; Centennial Campus and Hunt Library at North Carolina State University.

Keynote presentations were provided by The Honorable David Price, U.S. House of Representatives; Judy Reinke, Acting Assistant Secretary for Trade Promotion and Director General, USCS; Elaine Marshall, North Carolina Secretary of State. Special guest presenters included Antwaun Griffin, Deputy DAS for Domestic Operations; Chris William, Host of Carolina Business Review, Rodolfo Sabonge, Executive VP for Planning & Business Development of the Panama Canal Authority and Jay Bryson, Managing Director & Global Economist for Wells Fargo. Six Mid-Atlantic District Export Councils actively supported and participated in the event with eight members participating as speakers during the program. Twenty-one local/national private organizations supported the event as marketing partners. Five EAC awards were presented to companies in the network.



Judy Reinke, Acting Assistant Secretary of Global Markets & Director General of the U.S. & Foreign Commercial Service, gives keynote address at Discover 2013 on September 18.

Houston DEC Meeting



On August 14, 2013, the Houston DEC hosted an informational meeting with Deputy Assistant Secretary for ODO Antwaun Griffin and Deputy National Field Director, Dan OBrien. The event was held at the Houston, Texas offices of Houston DEC Chair, Jamie Joiner of Joiner Burton PLLC and featured tasty Texas barbecue and an informational exchange about export promotion and trade.



The Houston District Export Council is proud to announce that it was able to award its first ever scholarship this year. Thanh Nguyen, a University of Houston (Downtown) student majoring in International Business, was awarded \$1,000 per semester. Thanh was actively involved with the International Business Association and a volunteer with Asia Society Texas while attending the university. She also completed an internship with the U.S. Department of Commerce-U.S. Commercial Service, Houston office as an International Trade Assistant. "She proved to be a great asset to the Houston District Export Council by volunteering at multiple DEC events and seminars, such as the BIS and Statewide Meetings" said Houston DEC Chair, Jamie Joiner. The Houston DEC Scholarship Committee was co-chaired by members Lisa Phillip and Robert McFadden who worked hard to make the HDEC inaugural scholarship a reality. In addition to the scholarship funds, the Houston DEC was able to provide Thanh with free Export University classes and networking opportunities with area professionals in the realm of exporting. Thanh has gone on to earn her degree and now works in Regulatory Compliance in Supply Chain for a major Houston exporting company.

DEC Executive Secretary Profile



Damian Felton, Executive Secretary Wisconsin DEC

Talk about obscure aspects of trade -- Wisconsin DEC Executive Secretary Damian Felton has been there! Damian, who is also Director of the U.S. Commercial Service Export Assistance Center (USEAC) in Milwaukee, was previously an Import Administration Officer at the U.S. Embassy in Beijing, China. While monitoring China's use of antidumping and countervailing duties impacting U.S. exporters, Damian worked on a case involving imports of U.S.

chicken paws. Upon returning to the United States, Damian had a real appreciation for the vast and varied products that our country produces and exports!

For a time, Damian further honed his China market expertise, investigating subsidized imports from China. Ultimately, he brought his skills and family to Milwaukee, where he works with DEC Chair Tom Gaglione and members to facilitate the DEC's goals. Damian has been Executive Secretary for just two years, and is greatly enjoying it. "Being new to Wisconsin and the trade community here, working with the Wisconsin DEC has helped me to more quickly learn the "state of my state" and all the key local trade partners and associations. I very much value the institutional knowledge that many of the Wisconsin DEC members so freely shared with me since my arrival in the state."

Damian believes that DEC's have a unique opportunity to be a positive and supportive voice on trade promotion and advocacy issues with Congress. According to Damian, "There just are not many groups within the trade community like the DEC's that can have a similar impact."

When not championing trade from his Milwaukee perch, Damian loves spending time with his 1- and 2-year-old girls, whom he has dubbed his "little rascals." He is also a passionate Alabama football fan. So passionate, in fact, that he tried to keep his Alabama football flag outside the house all year-round. Purely for the sake of aesthetics and certainly not due to any animosity toward Alabama on her part, his wife finally took it down in the middle of the summer. It still flies during the season, however, and Damian's beloved team stands at #1 this year. ROLL TIDE!!!

Damian can be reached at Damian.felton@trade.gov, www.export.gov/wisconsin

Or at 414-297-3475



DEC Chair Profile



Jamie Joiner, Houston DEC Chair

Ever tried a new hobby or joined a club and found that the folks you meet draw you in with their passion and enthusiasm? That's how subtle it was with Houston DEC Chair Jamie Joiner. Jamie started as a volunteer associate with the DEC during her first year at an international law firm. Her mentor was former Houston DEC Chair Mark Joye. "Mark loved the DEC and its mission and his enthusiasm for it was contagious!" says Jamie.

Jamie became a DEC member in 2005, serving on the Legislative Affairs committee, where she organized outreach visits to the greater Houston area Congressional delegation and their staffers to promote trade issues and awareness and support for the USEACs. She became Co-Chair along with Houston DEC member Eddie Goldsberry in 2009 and then found herself Chair in 2011.

Growing up in Shreveport, Louisiana as an only child, Jamie spent a lot of time on her grandparents' farm in North Louisiana and water skiing on the beautiful lakes among the cypress trees and Spanish moss with friends. She may be a Texan now, but she still loves her home state and is an avid LSU sports fan, though, she says, "I went to LSU and my husband went to Texas A&M. When they play, we're a house divided!"

Currently Jamie is Managing Member of Joiner Law Firm PLLC, a firm she launched in 2012. As an international trade attorney she focuses on export controls, export licensing, customs/import laws, sanctions, and anti-corruption (FCPA). As DEC Chair, she has ample opportunity to help new-to-export and new-to-market companies understand and overcome their fear of the regulatory restrictions on exporting. This makes her extremely happy because she believes that many companies are reluctant to try exporting because of the penalties they hear about for export licensing violations. "Once they understand that the export license application process is not as daunting as it may first seem and they can successfully implement an Export Compliance Program," she says, "a whole world of customers is waiting for them and they are already ahead of the competition by having compliance systems in place."

Jamie is very proud of the many accomplishments of the Houston DEC. "DEC's accomplishments this year are due entirely to an incredible group of dedicated volunteers and to the leadership, support and encouragement of our DEC Executive Secretary, Steve Recobs and his talented team at the Houston USEAC as well as the Executive Committee, Bill Prout (First Vice Chair), Bobby Butler (Second Vice Chair) and Karl Maier (Treasurer).

In reflecting on the Houston DEC's accomplishments, Jamie cited Export University as one of the best. In 2012, the Education Committee, chaired by DEC member Theresa Garcia, became very active and focused on developing and launching the Export University series. The Export University sub-committee, chaired by

DEC member Pam Holdrup, has now hosted 8 Export University classes, which have been attended by over 300 individuals with varying levels of experience with exporting. The courses had really positive feedback from attendees, including:

“Export U constantly deliver[s] relevant content...Greatest value is the expert, experienced presenters.”

“Great presentation! Very knowledgeable speaker!”

“Can’t wait to see 3-level courses!”

This year also saw the awarding of the first “Houston DEC Scholarship” to a student. This unique program is designed to encourage a future generation of international traders. See this issue of the DEC Newsletter for details!

The Houston DEC’s leadership extends throughout the state. In March 2013, it planned and hosted the Texas Statewide DEC Meeting, which featured updates on the DEC 100 program, Export University, the Texas DEC website, the National DEC, and the benefits of foreign trade zones for exporters. It also included a panel with exporters from three of the four Texas DEC’s.

Stretching beyond the state, the DEC sponsored its first trade delegation in 2013 to Colombia. Led by Houston Senior International Trade Specialist Danielle Caltabiano and Houston DEC member Miguel Carranza, the trip had excellent results -- One company that met the delegation was able to open an office overseas and has already made more than \$3 Million in sales. Another company successfully entered into two commercial agreements in which over \$430,000 in sales have already been made. This program got positive press in the November issue of the *Houston Business Journal* because of its success.

Jamie’s job is absolutely collaborative, and she is pleased at the large volume of events the DEC conducts with a huge list of partners including local Congressional representatives, Commerce’s BIS, Ex-im Bank, the City of Houston, the SBA, the Houston International Trade Center, the Greater Houston Partnership, colleges and universities, and more. Events have touched on every aspect of exporting, and the creative leveraging of expertise in these organizations has benefitted Houston exporters. There have been exporter forums, a presence at the Offshore Technology Conference, topical luncheons, disadvantaged business seminars, visits to legislative summits, and foreign delegation opportunities.

As exhausting as all this sounds, Jamie is full of energy and in her spare time LOVES to travel. She loves exploring new countries and trying the local foods, seeing new landscapes, and having adventures. She and her husband of four years, Frank, most recently traveled to Dorado Beach, Puerto Rico. Their next adventure will be to Argentina, where they will visit Buenos Aires and go wine tasting in Mendoza. And, no doubt, talk to local businesses about how great it is to buy American products to help run their wineries!

DEC Chapter Profile – North Carolina

Says DEC Executive Secretary and Greensboro U.S. Export Assistance Center (USEAC) Director Greg Sizemore, “The North Carolina District Export Council (NCDEC) seems to have been around since the invention of the wheel or when DEC’s were created, whichever came last!” Casting a wide net, this busy DEC of 30 individuals coordinates activities with and supports the U.S. Commercial Service’s USEACs in Charlotte, Greensboro, and Raleigh. It also works closely with numerous trade promotion partners. DEC members volunteer their time and expertise every day to educate and promote awareness of trade opportunities, and they’re always on the lookout for ways to increase local export promotion activities. But the tough part sometimes is getting the word out to local businesses about all the terrific things the NCDEC and USEAC does. But there has been progress, mainly through large-scale events like Discover and also through the Export University program. Still, many North Carolina companies do not know what the DEC or U.S. Commercial Service can do to help them export.

NCDEC “To Do”

√ KEEP UP OUTREACH TO LOCAL EXPORTERS

As for the large events that seem to be increasing awareness, USEAC can do, they were a lot of work but extremely rewarding to pull off.

NOTE TO OTHER DEC’S: DO try this at home!

Held on September 16-18, Discover 2013 was sold out at over 400 attendees. They came from 20+ states, and met with over 20 U.S. Commercial Service Officers posted abroad. Seventeen buyers from Nigeria also met with attendees. There were six breakout and six plenary sessions and the pièce de résistance, the “Taste of North Carolina” reception, literally gave participants a flavor of the state, with Carolina BBQ, Krispy Kreme, Jenny’s Pickles, Cackalacky Hot Sauce, NC wines and NC beers.

Two other types of events are really putting the NCDEC on the map – Export University and Trade Missions. NCDEC’s Export University is recognized as the premier export training program in the state. In 2013 alone, The NCDEC and USEAC hosted 7 Export Universities, with 250 attendees from all over the state. Local small business centers or other business oriented institutions seek out the DEC to conduct Export Universities in their local communities. To improve familiarity, the NCDEC makes sure that Export University is scheduled consistently, so local companies know when and where to expect Export University each year.

In 2010 the DEC led its first trade mission to Canada; in 2011 the DEC led another, this time to Colombia. Over 20 companies participated in these trade missions with immediate export sales happening after each. Each mission was led by DEC members with extensive experience in each country.

DEC Chapter Profile – North Carolina, Cont'd

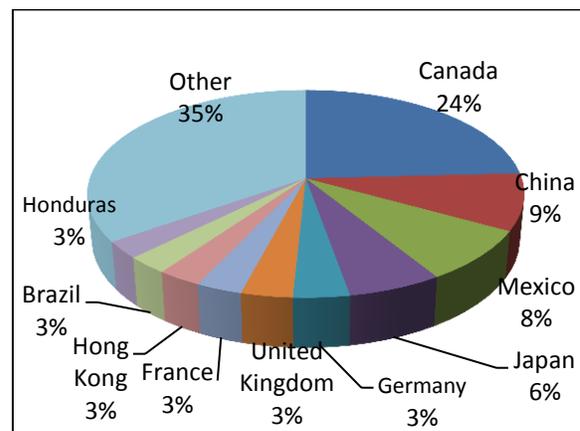
You may think this DEC sounds too busy to handle much more, but not so! “They strive continually to improve,” says Greg. One way is through sharing best practices with other DEC. To do that, each year the NC DEC conducts a joint meeting with the South Carolina DEC. One takeaway is a more robust Export University program in the Carolinas. Many of the same presenters at NC Export Universities will speak at SC Export Universities and vice versa.

All of this work and its amazing results would not be possible without the kind of membership the NCDEC enjoys. The NC DEC is made mostly of experienced exporters who check their ego at the door when entering DEC meetings or functions. Their interest in supporting U.S. exports and the U.S. Commercial Service is evident in each NCDEC activity. And, says Greg, “Wayne Cooper is the best DEC Chair ever!”



**Monika Kaldre of PNC at Discover 2013
with Wayne Cooper, Chair, NC DEC**

North Carolina Exports 2012



What’s coming down the pike for this DEC? Another big event in Charlotte, for one. The state exports all over the world, and exports from the Charlotte MSA continue to grow. In addition the Charlotte Douglas International Airport is building the first ever intermodal yard between two runways that open the door for air to rail and vice versa. Obviously, the world better watch out because the NCDEC is movin’ on! For information about the DEC, contact Greg Sizemore at greg.sizemore@trade.gov or Wayne Cooper at wpcooper@arconmfg.com.



UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

This will be my last column as the National DEC Chair as the Chair is term limited by our Bylaws to two 1 year terms. It has been my pleasure and honor over the past two years to have been elected as Chair by your representatives on the National DEC Steering Committee and to be able to serve the DEC's in this capacity. During this time I have had the opportunity to get to know many of you and learn about your DEC's. I believe that the DEC's have become stronger than ever by taking an increased leadership role in the U.S. export sector and a result are being recognized as the leading organization and voice of America's exporters. There will be a new National DEC Chair elected by the 2014 National DEC Steering Committee at the National DEC's annual meeting on November 6 in Washington, D.C. I am confident that this new Chair will continue to serve the DEC's in leading us forward as a national organization of DEC's and in accomplishing our mission. In my last column as Chair, I want to give you a bi-annual report by highlighting some of the National DEC activities and what has been accomplished over the last two years as well as to promote the upcoming annual DEC National Conference.

2013 DEC National Conference— DEC Forum and International Trade Symposium, November 7–8

The annual meeting of our DEC's will consist of two events—the 2013 DEC Forum on November 7 and the 2013 International Trade Symposium on November 8. While time is short, I want to strongly encourage you to register and attend both of these events as they will be beneficial both to your DEC and to you as an exporter. The Forum will consist of a series of panel discussions on DEC Best Practices and Exporting Best Practices and is designed to engender substantial audience participation. The Symposium is intended to be an annual program that will provide an update of current trade issues via a series of panel discussions by key government and non-government personnel and experts. More information on the Forum and Symposium and registration can be had by going to www.districtexportcouncil.org/2013-dec-forum and www.districtexportcouncil.org/international-trade-symposium

Highlights of the Past Two Years

1. National DEC Quarterly DEC Leadership Teleconferences

Perhaps the most significant accomplishment of the last two years has been the commencement of quarterly teleconferences in each Commercial Service Network Region between the National DEC representatives from each Region and the DEC leadership from those respective Regions, namely the DEC Chairs and Executive Secretaries and the Region's Commercial Service Hub Director. While this initiative of quarterly teleconferences has just been launched, already it is paying dividends and will do so even more down the road as a way to increase communication with individual DEC leadership as to National DEC activities, to share best practices among DEC's, and to receive input from DEC leadership regarding their DEC activities and efforts and any DEC related concerns they may have. This regular communication will not only help to create a greater sense of awareness and unity between DEC's within each Region, but will also create a greater unity and sense of shared purpose and goals among the DEC's nationally, thereby building the DEC's into a stronger network of organizations. We also anticipate that this quarterly teleconferences initiative will also lead to increasingly regularly-held regional DEC events, such as in conjunction with the Commercial Service DISCOVER conferences, as has already occurred in the Mid-Atlantic Region over the last two years.

2. National DEC Outreach to other Government Trade-Related Agencies

While the U.S. Commercial Service will always be the home base of the DEC's within the U.S. government, the National DEC has made a concerted effort to reach out to other federal government trade-related agencies. The most important include what used to be called the Market Access and Compliance (MAC) division of the ITA (its functions have now been split up amongst the new ITA units); the Bureau of Industry and Security (BIS), which is a separate unit from ITA within the DoC; the US Trade Representative's office (USTR); and the State Department Directorate of Defense Trade Controls (DDTC), the latter of who had never even heard of the DEC's (not surprising, actually) until a visit by myself and Roy Paulson with their leadership in the summer of 2010. In particular, our outreach to MAC and USTR has paid major dividends. Now that MAC has been "dispersed" within the ITA, the DEC's will have a closer relationship with the functions that the ITA plays in trade agreements compliance and commercial diplomacy. And the outreach to the USTR is paying huge dividends in that it is regularly seeking input from DEC members on trade agreements it is negotiating and further is eager to engage in programs with the National DEC. While the U.S. Commercial Service will continue to be the major place where our "bread is buttered", by working with these other important federal government trade-related agencies, the DEC's will only increase in importance and significance in accomplishing our mission.

3. Partnerships with Trade- Related NGOs

One of the two major goals of the National DEC over the past two years has been to make the DEC's a major player on trade issues in Washington, D.C. in respect to trade advocacy and legislative outreach. We realized early on that in order for that to happen, we would need to team up and partner with some trade-related NGOs in order to leverage their resources. As we all know, partnerships are a two-way street so the question early on was what do the DEC's have to bring to the table? We identified three major strengths that we could offer to potential partners in this area: 1) DEC's are grass roots organizations, meaning that our members by and large are not people or organizations representing exporters but rather are exporters themselves. This means that when a DEC member contacts a legislator, it is one of their constituents contacting them rather than a lobbyist. This grass roots nature of the DEC's also means that the DEC's are made up of a wide variety of exporters and export service providers who are all in the front line and trenches in fighting the good fight for America's export sector. This grass roots nature of the DEC's, therefore, is something very few other organizations can duplicate and is perhaps unique when it comes to trade organizations and it is this grass roots nature that other trade-related NGOs find very appealing. 2) Closely related to the fact that DEC's are grass roots organizations is the fact the DEC members cannot be registered lobbyists. This is a real strength of the DEC's because when DEC members engage in legislative outreach, we are exercising our constitutional right to engage in petitioning our representatives for redress and we do this not as lobbyists but as plain ol' U.S. citizens. This fact also is a value that other trade-related NGOs find appealing in working with the DEC's. 3) Finally, perhaps most of all the DEC's are totally unique in that we have a relationship with the U.S. Department of Commerce that no other trade-related NGO has. These partnerships have borne fruit, particularly with the U.S. Chamber of Commerce, the National Association of Manufacturers and the Business Roundtable. The U.S. Chamber has been a terrific partner for the National DEC, as can be seen with the upcoming International Trade Symposium. NAM is enthusiastic in working with us and has provided much useful information, plus the opportunity to partner on legislative outreach. And the BRT is an incredible partner and has included the National DEC as a supporting organization of the Trade Benefits America coalition of which the BRT is the leading organization. In summary, these partnerships that the National DEC has developed are and will be to the benefit of all the DEC's and will only strengthen in the future.

4. National DEC Chair Testimony Before Congress

As recognition of the increasing significance of the National DEC, I was asked to testify as the Chair of the National DEC at a hearing in late February of the House Small Business Committee on the development of a trade agenda for small business. While many DEC members have certainly testified on their own behalf previously at congressional hearing on various trade issues, that is the first time of which I am aware that testimony was sought specifically from the National DEC. This is a real milestone for the National DEC as we are now being recognized as a valuable and sought-after source of information on trade issues from the view point of U.S. exporters. To view my testimony, go to www.youtube.com/watch?v=DaaTw995XAo. To read my written testimony, go to www.districtexportcouncil.org/content/national-dec-chair-small-business-committee-testimony

5. Export University

While Export University, Inc. is a separate legal entity with its own leadership structure, the National DEC is firmly committed to the mission and goals of Export University, Inc. in leading the effort of the DEC's primary export education and training program. At present, the leadership of the two organizations are very much in sync as they have several officers in common. While this will not necessarily be true a few years down the road in terms of common officers, the National DEC firmly believes that Export University is the best export education program that DEC's can offer and strongly encourages DEC's to take advantage of the great work that Export University, Inc. has done in developing and supporting Export University programs. The past two years have seen some major milestones reached by Export University, Inc. that have been discussed for years, such as the development of uniform and consistent Export 101 content that can be used by DEC's in a turn-key fashion, and the development and completion of the *Export University Handbook* that will assist DEC's in putting on their Export University programs. The close collaboration between the National DEC and Export University, Inc. that has occurred over the past two years will continue to exist and is a priority of the National DEC.

6. National DEC Web Site

The National DEC web site, www.districtexportcouncil.org, has come a long ways from years ago when its sole purpose was to promote the DEC National Conference. It has gone through several iterations over the past two years and while certainly not at all finished in terms of what it can be, it is now at the point where it is able to serve as a major source of information not only on DEC's and their activities but also on exporting and trade issue in general. Its development and usefulness will continue and will always be a work in progress, as is any good web site. The National DEC is always open to suggestions as to how its web site can be improved. While, of course, it may not be possible for all suggestions to be implemented, the National DEC certainly covets all such suggestions.

Time and space do not permit me to highlight other National DEC activities and accomplishments over the last two years. As I mentioned earlier, I am fully confident that the new leadership of the National DEC Steering Committee will carry forward these activities and accomplishments well into the future.

Daniel Ogden

Chair, National DEC