



A Message from the Deputy Assistant Secretary for Domestic Operations

Dear DEC Members,

Hello! My name is Antwaun Griffin and I joined the U.S. Commercial Service Office of Domestic Operations on May 7 as Deputy Assistant Secretary. I am pleased to have been appointed to this position, where I'll have a chance to see results that occur when outstanding private sector groups like yours work with us to increase U.S. exports. I look forward to meeting you in October at the National DEC Forum. But don't be surprised if I turn up in your town before then!

A little background on me - I am from Richmond, Virginia and most recently was Senior Advisor to the U.S. Small Business Administration's Associate Administrator for Field Operations. At SBA, I coordinated the development of policies, guidelines and operating procedures for its 114 district field offices and branches. In this position, I represented SBA at meetings with government officials, industry associations, foundations and community action groups to enlist their involvement in the effective marketing and delivery of SBA programs. I also served as the field offices' chief point of contact for other federal agencies with economic development programs. So I've got a pretty solid understanding of the interagency, legislative and intergovernmental processes. That experience, I believe, has prepared me for my role as the domestic field's advocate in Washington and also informs my view of the importance of our relationships with external stakeholders like the DECs.

Though I've been here only a short time, I am in with both feet and have a lot to share with you about changes being undertaken in the Office of Domestic Operations that might impact you and your fellow exporters. While you may have been hearing words like "consolidation," and "modernization," lately, I know most of you are huge fans of ODO and I want to assure you that any changes come with a promise - that ODO will continue to be your constant companion, yet operate in a way that dovetails with how exporters seek assistance.

Toward that end, one of my first priorities upon being sworn in was to ensure that our staff has the skills and tools to be effective. And as a consequence, before this fiscal year ends, ODO personnel in the field and at headquarters will receive immediate training in a number of areas including Trade Promotion Coordinating Committee (TPCC) sessions on the interconnected roles of all federal agencies in export promotion, NASBITE certification, web development and many other topics designed to ensure that ODO staff is always up to speed and able to serve exporters effectively. Second, I am committed to the existing training resources we conduct in the field for exporters. We are expanding the popular Export Tech program and have earmarked funding for expansion of USEAC work on Export University as well. Third, I know many of you are working with SBA STEP grants, and we will continue to be heavily involved in facilitating that program as part of the TPCC Small Business Working Group. One other item that should be clarified is that although we are reorganizing the Trade Information Center (TIC), 1-800-USA-TRADE will not go away. We are simply moving resources around to create an audio library of frequently asked questions while allowing our TIC trade specialists to do more client-facing work. In our marketing division, we are re-orienting our operations to make way for the modernized Export.Gov 2.0 when it is scheduled to launch this fall. That seems like a lot, but we're all so very excited about what the future holds for CS and the clients we serve.

Lastly, I want to say that in the short time I've been here, I have been so impressed with how well DECs work with our organization. The synergy I see from collaboration is amazing. As I get more settled, I will get on the road and meet as many of you as possible, very soon. In the meantime, I'm interested in hearing from you about how I can better support your work.

Regards,

Antwaun Griffin, Deputy Assistant Secretary for Domestic Operations, U.S. Commercial Service

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.



2012 NATIONAL DEC FORUM IS OCTOBER 16!

The 2012 National DEC Forum, **Best Practices & the Future of U.S. Trade**, will be at the Reagan International Trade Center in Washington, D.C. on October 16, 2012. Open to all DEC members and associates, this event will focus on issues relevant specifically to DEC members and DEC members. There will be three primary components: a plenary session, three best practices sessions of two concurrent tracks each, and three panel discussions on the future of U.S. trade. All Forum sessions will involve interactive discussion between presenters and attendees. DEC members can also participate as presenters in the best practices sessions, which will cover the heart of how and what we do as DEC members. If interested in participating in a Best Practices session, please contact the individual listed below for the session in which you have an interest. The 2012 National DEC Forum is an event you will not want to miss. To register, please go to <http://www.regonline.com/ndecforum2012>. The National DEC has reserved a block of rooms at the Key Bridge Marriott Hotel, Arlington, Virginia at a rate of \$209/night. For reservations, please call 800-228-9290 and ask for the National District Export Council rate. The Key Bridge Marriott Hotel is on the Blue/Orange Metro Line Rosslyn Station, four stops to Federal Triangle Station in the Reagan Trade Center.

BEST PRACTICES SESSIONS

Export University
Lisa Kelly, Washington DEC
lkelly@fedex.com

DEC 100/Mentoring Programs
Phyllis Jones, Maryland DEC
psj1000@gmail.com

CIBER/College & University Programs
Mark Ballam, San Diego & Imperial DEC
mballam@mail.sdsu.edu

Community
Outreach/Marketing/Fundraising
Charlotte Starfire, Georgia DEC
charlotte.starfire@suntrust.com

BIS/Compliance Seminars
Roy Paulson, California Inland Empire
DEC
RoyP@paulsonmfg.com

DEC of the Year Nominees
Dan Ward, Mid-America DEC
Dan.Ward@westernforms.com

Export Controls Workshops – August and September 2012

Los Angeles, CA August 8-9 and West Chester Ohio September 12-13 -- Led by the DEC members of Southern California and Southern Ohio, working with Bureau of Industry and Security (BIS) professional counseling staff, these two-day programs will provide an in-depth examination of Export Administration regulations (EAR). Focus will be on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements; how to determine export control classification numbers; when can be exported or re-exported without applying for a license; export clearance procedures and record keeping requirements; Export Management Compliance Program (EMCP) concepts; what the Office of Foreign Assets Control does; and real life examples in applying this information. Presenters will conduct "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. Los Angeles:

www.bis.doc.gov/seminarsandtraining/losangeles_ca_complying_aug_08_09_2012.htm

West Chester:

<http://events.r20.constantcontact.com/register/event?oeidk=a07e60t7e8r685f68f4&llr=ntm68ghab>

Discover 2012 - SEPTEMBER 2012

The Mid-Atlantic District Export Council and the U.S. Commercial Service invite you to join them on September 25-26, 2012 in Atlantic City, New Jersey for a two-day international conference designed to help U.S. businesses take advantage of established and emerging export opportunities. Almost every angle of overseas trade will be covered – let’s say you want to get updates on FTAs or export regulations. Or maybe you want tips on how export financing can help you clinch that overseas sale – join one of the interactive discussions featuring leading global business experts from the private sector and U.S. government. Want to go in-depth on a specific market? Attend the sessions that feature detailed intelligence on Africa, Asia, Europe, Middle East, and North-Central-South America. Know where you can sell but need detailed, company-specific counseling? Meet with U.S. Commercial Service officers from Africa, Brazil, Canada, China, Colombia, Greece, India, Iraq, Japan, Korea, Mexico, UAE and more. For those attendees already honed in on a market but needing connections, pre-screened business-to-business meetings will be available with buyers from Central America and the Middle East. And in between sessions, numerous networking opportunities will be available, as well as luncheons and receptions. <https://events.r20.constantcontact.com/register/eventReg?llr=xnvwtbjab&oeidk=a07e5w9uafy469a4a2e>

September 11-12, 2012 Texas Camino Real DEC: Texas Goes Global and Green TG3

San Marcos, TX September 11-12 -- This two-day conference will provide Central Texas small and medium size enterprises that have Green Technology products and services the ability to identify the best foreign markets and business opportunities. The interactive sessions will include how to develop an export business plan, identify ways to find qualified foreign partners, use E-Marketing tools, learn about international legal considerations and standards in foreign markets, tap international supply chains, ensure getting paid, and obtain financing for your international expansion. Cost: \$75 for two days, \$40 for one day. For more information, contact Hebab Quazi, 512-329-2080; 951-200-3016 or Karen.Parker@trade.gov at 512-916-5939. Registration:

<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2Q9M>

Additional Events

July 12 - District Export Councils of Texas, North Texas: Korea FTA Workshop.

Daniel.swart@trade.gov

August 8 – District Export Councils of Texas, Richland College Garland Campus: How Companies Have Used the Gold Key to Support Their Exporting Endeavors. Daniel.swart@trade.gov

August 29 – 30 - District Export Councils of Texas, Irving: BIS Dallas 2012: How To Develop an Export Management and Compliance Program. daniel.ogden@internationaltradeattorney.com

September 18 – District Export Councils of Texas, Richardson: Intellectual Property Rights Workshop with DOC Office of IPR and U.S. Patent & Trademark Office. matt.baker@trade.gov

September 25 - Illinois DEC, Chicago: Intellectual Property Rights Workshop with DOC Office of IPR and U.S. Patent & Trademark Office. rpaulin@itagc.org



Spotlight on:

Hawaii Pacific DEC

Under the leadership of DEC Chair Stephen Craven and Executive Secretary John Holman, the Hawaii Pacific DEC is doing just nui (Hawaiian for great!). Steve and John are two peas in a pod, both having worked for the Commercial Service prior to their involvement with the Hawaii Pacific DEC. Steve was the Honolulu Office Director from 1982 to 1986 - and then a commercial officer overseas, and John has been the Hawaii U.S. Export Assistance Director since 2008. According to John, this shared background makes for an easy working relationship. Their combined knowledge of exporting, government resources and legislative contacts creates a mutually beneficial situation. Today, Steve operates his firm Kekepana International Services, which offers consulting on foreign market research and trade policy issues. He's been the DEC Chair for 5 years and hasn't looked back. Or, as he puts it "has been trying to do anything I can -- as long as it's legal -- to push American exports" since then.

Putting aside the fact that the Hawaii Pacific DEC operates in everyone's idea of Paradise, it absolutely has its logistical challenges. In this unique place, DEC members reside on six islands in Hawaii, Guam and the Northern Marianas spread over 4,000 miles across four time zones. So meetings must be set up in a rather creative manner. Typically the meetings are held on Oahu and folks call in from the other islands. But the DEC is working toward teleconferencing solutions for the future.

Despite logistical challenges, the Hawaii Pacific DEC has gathered a strong core group of committed DEC members. As with many DEC's, it's a paradox that the export success which makes these people great members also keeps them very busy in their paying jobs. Thankfully, the DEC's members come to the table with a tremendous amount of energy, enthusiasm, and creativity. And the DEC operates in a sort of "small town atmosphere," according to Steve -- relationships built among the island DEC members and trade organizations are close. The DEC works with the State of Hawaii, many Chambers of Commerce (Hawaii features numerous island and ethnic chambers), the Department of Agriculture, and in close partnership with local universities Hawaii Pacific and University of Hawaii, among others. As Executive Secretary, John straddles the fence between his DEC role and USEAC Director. He nurtures these relationships with expert style, says Steve, to the benefit of the DEC, the Commercial Service, and the partners. This is no easy task, as there were times in the past when Hawaii state and local governments viewed the federal government with suspicion.



Hawaii Pacific DEC member Lesley Harvey (left) and Chair Steve Craven (right) present Janis Tanga of 4J's Hawaii with her certificate of completion from Export University.

Nonetheless, the Hawaii DEC navigates obstacles and challenges strategically. Several years ago, the DEC came up with a strategy to focus on developing quality export education. But the decision came with a dilemma. Given the above-mentioned logistical difficulties, money was needed to ensure that all members and the extended community of Hawaii and American Pacific island exporters could take advantage of the training. With so many rural exporters spread out, the DEC had to figure a way to go TO them rather than the other way around. Enter the idea of grant money. The DEC secured a grant and used it to hire a project director to organize the education sessions, apply for more grants, and work on trade missions. The DEC has since secured more than \$200,000 in grant money and sponsorships from public and private sectors and universities. The money is being used not just for trade education, but to send companies to overseas trade shows and send John and DEC members to export education sessions on other Hawaiian Islands. The strategy has succeeded well -- the DEC conducted 15-20 trade education seminars over the last two to three years supported by grant money, including five Export University 101 multi-day courses and a series of market-based seminars during the APEC Summit. In the Export University sessions alone last year, there were 68 participants representing 31 small businesses. Since then, there have been 35 export successes and over \$700,000 in new export sales reported.

According to Steve, part of the secret to their success and managing the spread of members is outreach. For many years, he has found it very useful to get the DEC speaking on business radio shows and talk about what the DEC is doing and announce events. Steve also oversees the DEC web site, crediting the Minnesota DEC and USEAC Director Ryan Kanne for their design and the idea of offering sponsors ad space on the site. According to John, it's not the first time they've reached out and gotten a helping hand from the Minnesota DEC on ideas for revenue generation and other best practices.

So the Hawaii Pacific DEC continues on its le'ale'a way (first non-Hawaii DEC member to figure that one out gets a shout out in the next DEC Newsletter!) and continues to attract interest from around the islands. As of this publication date, members in the Marianas Chapter have submitted a request to Washington to formally request recognition of this 60th DEC. Stay tuned!



US&FCS PROPOSED FEE CHANGES

The U.S. & Foreign Commercial Service welcomes your comments on proposed fee changes mandated by Federal Regulation.

The U.S. & Foreign Commercial Service, a unit of the International Trade Administration, published on June 13, 2012 in the *Federal Register* a notice announcing its intent to adjust user fees in light of an independent cost of service study finding. The finding concluded that the U.S. & Foreign Commercial Service is not fully covering its costs for providing trade promotion services under the current fee structure.

Please take time to review the *Federal Register* notice and provide your comments on the proposed new fee structure. You have 60 days after the June 13th publication date to respond with comments

[Click Here for Federal Register Notice on Proposed User Fees](#)

[Click Here to Register Your Comments](#)





Export University is a unique collaboration between DEC's and USEAC's that has set the foundation for a results-oriented program that combines government and private industry resources. Export University continues to evolve in its mission of educating exporters at all levels, and on raising awareness of U.S. Commercial Service programs. Attendees and partners have provided very positive feedback about the Export University curriculum. To date, more than 20 DEC's have customized Export University programs, offering 101, 201 and/or 301 sessions. All of the courses are designed to provide training from international business experts. The program also raises awareness of the District Export Councils, attracting new members from all areas of the international trade community. In an effort to further expand the program, the Export University board of advisors continues to make the accessibility of course materials a priority. The vision is to create an online repository of courses, agendas, presentations, and contact info for expert speakers. DEC's and USEAC's around the nation will be able to use and contribute to this national resource center. The information hub for Export University is the ExportUniversity.org website. The site has been completely redesigned in an effort to make it more user-friendly for potential attendees, as well as for DEC organizers and presenters. Anyone previously registered on the site should continue to have access. New registrants can create an account by clicking on the Log-in button at the top of the page.

If you are interested in learning more about utilizing the Export University model in your community and/ or participating on a national Export University committee, please contact Neal Asbury at onasbury@thelegacycompanies.com or Laura Hellstern at Laura.Hellstern@trade.gov. And be sure to check out the Export University sessions in your area:

July 17, 2012 -- Jacksonville, FL DEC- Export University 101 - Introduction to Exporting
<https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2Q91>

July 27, 2012 -- West Palm Beach, FL DEC- Export University 201: Understanding the FTAs with Panama and Colombia with "Washington Update" from Congressman West. www.floridaexporter.com/FTAs

August 16, 2012 - District Export Councils of Texas, Houston DEC -- Export University 301: Export Licensing and FCPA Requirements. info@houstonexportu.org

October 2 – November 20, 2012 (every Tuesday) -- Charlotte, North Carolina DEC -- Export University 101
<http://www.ncdec.us/export-university-charlotte.html>



Congress is considering legislation to extend Permanent Normal Trade Relations (PNTR) with Russia. Approval of PNTR with Russia will greatly boost U.S. exports, create tens of thousands of American jobs, and is the U.S. Chamber's top trade priority before Congress this year. As the 9th largest economy in the world, Russia presents a huge opportunity to increase U.S. exports and create American jobs.

- ✓ Learn about the benefits of approving PNTR with Russia, read the Russia PNTR primer [here](#).
- ✓ If you're a small business, please [send a letter to your member of Congress](#).
- ✓ If you're a chamber or association, add your organization's name to the [U.S. Chamber sign-on](#) letter before it is delivered on June 19.
- ✓ [See what companies in your state export to Russia](#).

If you do business with Russia, [share your story](#) with the U.S. Chamber's TradeRoots program!

Contact Stefanie Holland at SHolland@USChamber.com.



DEC EVENT RESULTS

DEC Members Join Mexico Mission with Econ Development Leaders

Week of June 18 - The Arizona DEC, the Metropolitan Tucson Convention & Visitors Bureau, and the Arizona USEAC led a 24-person delegation to Hermosillo and Guaymas, Sonora, Mexico. Mission coordination was aptly handled by the Arizona DEC's Mexico-based contractor, Alma Rogel, who was secured to support the needs of exporters eager to build market share in Sonora. The Arizona USEAC's Anna Flaaten and Eric Nielsen recruited the participants, of which three were DEC members – Dave Dozor (DMD Ventures), Felipe Garcia (Metropolitan Tucson Convention & Visitors Bureau Mexican Marketing Office), and Kevin O'Shea (Arizona Commerce Authority). The U.S. Consulate General in Hermosillo also worked with the group to execute this very useful mission. Among the 24 were companies from the metals, automation, materials handling, software, legal services, air services, and optical instruments industries, who visited electronics manufacturing and assembly plants in Hermosillo, Ford's Fusion assembly plant and Maquilas Tetakawi in Guaymas, home to a large percentage of Sonora's growing aerospace sector. As an introduction to these viable areas of Mexico, the mission truly met its dual goals of helping industrial manufacturers and service providers identify export opportunities in two of Sonora's manufacturing hubs and exposing southern Arizona economic development leaders to the scope of Sonora's business vitality in key sectors.



DEC Retreat Mixes Strategic Planning with Pleasure

Solvang, CA June 22 -- The District Export Council of Southern California got together in June for a weekend retreat to talk about their strategic plan for 2013 and ways to help exporters with trade education. About 30 members and their families attended, and discussions ran the gamut from how well Partnerships and Outreach Chair Randal Long is doing with webinars to how the DEC is working on numerous events to educate exporters about the U.S.-Korea Trade Agreement. They also reviewed the work they have been doing to help the Los Angeles Chamber of Commerce in their mission to help exporters, including events that promoted the Colombia Free Trade Agreement. It was unanimously agreed that events like that would remain part of the strategic plan. Once the group completed the hard work of finalizing the DEC strategic plan, it was time to play! Friday night featured a "Hoe Down" at the Solvang Historical Society, with actual stage coaches and stage coach relay stations made into restaurants because the location was part of the old stage coach run. The next day there was a wine tasting and members and their families had the option of woodland ATV rides or shopping in Solvang. This is the second year the group has done this, and it really bonded the members together. Southern CA DEC Chair Guy Fox highly recommends this combination of work and play to all the other DEC's.

Arkansas DEC Organizes Governor's Awards Luncheon



Left photo: Governor's Awards Luncheon, View of the standing room-only crowd from the entrance. Right photo: Program Chair Len Frey with Award Winner Danny Kennedy, Riceland Foods Corporation.



Little Rock, AK May 23, 2012 - The Arkansas District Export Council, in cooperation with Arkansas Governor Mike Beebe, hosted the third annual "Awards for Excellence in Global Trade" luncheon at the Governor's Mansion. Working with the Governor's office was this year's Program Chair Dr. Len Frey, DEC member and Dean of the Arkansas State University College of Business. UPS Director of Marketing David Hudson provided the keynote address, thanks to the efforts of the DEC's Tony Garrison. The hard work of the Sponsorship Committee resulted in a standing room only crowd for the speakers. Awards were presented to four outstanding Arkansas exporters, selected for recognition by a Committee that was made up entirely of DEC members. This program has grown to become the largest international trade networking event in the state. It's resulted in lots of increased coverage for the Arkansas DEC and its members and has really helped the chapter in its mission of promoting international trade in the state.



MORE RESULTS...

San Diego & Imperial DEC Supports Border Trade Events

June 4-5 - MAC Assistant Secretary Michael Camuñez led a binational trade delegation to the San Diego/Tijuana region to kick off a week of border trade promotion and policy events throughout the border. San Diego & Imperial District Export Council Chair Tom Topuzes and a dozen DEC members provided delegate transport support and hosted a VIP reception at the San Chamber of Commerce, a co-organizer of the event. Over thirty U.S. government agency representatives participated, as did private sector firms (many of them Chamber members) seeking to export to Mexico. The week's agenda included a breakfast briefing at the Tijuana Consul General's residence, a Tijuana assembly plant visit, a briefing on the cross-border air terminal, and a public stakeholder meeting to review progress on the 21st Century Border Program. The cornerstone of the week was the public signing of a Memorandum of Agreement between the U.S. & Foreign Commercial Service and the Tijuana Economic Development Corporation to ensure continued US&FCS support in Tijuana despite the closure of the Tijuana commercial office. Support for this event was also provided by the U.S. Consulate in Tijuana and the SBA STEP program managed by DEC member Victor Castillo of the San Diego Center for International Trade Development.



At the Border Trade VIP Reception, pictured left to right are ITA MAC Assistant Secretary Michael Camunez, U.S. Ambassador to Mexico Anthony Wayne, SBA San Diego Director Ruben Garcia, and San Diego & Imperial DEC Chair Thomas Topuzes.

Month of Special Recognitions at the Texas Camino Real June DEC meeting



It was the end of an era when the Texas Camino Real DEC Treasurer, **Tina Burgess with Frost Bank (in purple, to the right of DEC Executive Secretary Karen Parker)**, stepped down after five years handling the DEC's accounts. Tina became Treasurer in 2007. At the June DEC meeting, Tina was recognized for her work and for the support she facilitated from her company, Frost Bank, in hosting meetings and supporting the DEC.

Arcie Jordan of Jackson Walker LLP (to the right of DEC Executive Secretary Karen Parker) was also singled out for recognition, as they hosted many DEC meetings and have been a key resource in the community for international legal expertise. Many of joint company outreach efforts spearheaded by her have resulted in export successes for the businesses. Arcie Jordan was also instrumental in the development of the by-laws for the DEC.



Brenda Hall of Bridge360 (to the left of Executive Secretary Karen Parker) is a long-time member of the DEC and has been a Vice Chair and Chair for Texas Camino Real and Secretary and Vice Chair of the National DEC Steering Committee. Under her leadership, Bridge360 developed the DEC website for Texas and also for the National DEC Steering committee. Brenda has been a resource speaker for the DEC, has sponsored many DEC activities, and is a valuable resource for exporters in the local community.

PEOPLE PROFILES

DEC Chair: Margaret Gatti



It was the early 1990's, and International Trade Lawyer Margaret Gatti volunteered and was appointed to the MidAtlantic District Export Council (DEC). At the time, Margaret had her own law firm with a practice that was limited to international trade law. She spent her days working with clients who needed help navigating the complex maze of federal export laws and regulations. But she had also been working with USEACs, and after hearing that the mission of DEC's was to complement the work that USEACs did, she felt it was a perfect fit. She became so committed to the organization that after several years she agreed to take on the chairmanship. She's been DEC chair ever since. Today Margaret works for Morgan Lewis Bockius, LLP, providing legal advice and counsel to companies engaged in international trade. Margaret is one of those rare individuals who actually understands the complexities of Department of Commerce Export Administration Regulations, the State Department International Traffic in Arms Regulations, and the Office of Foreign Asset Control Regulations. Margaret imparts this knowledge in her career as a trade lawyer and on a regular basis through the MidAtlantic DEC, working with the Philadelphia and Trenton USEACs to conduct many export education sessions every year. According to Margaret, "our DEC is extremely active and our members are very engaged. We meet four times a year to discuss our priorities and no matter what program or lobbying effort we decide to undertake, someone always volunteers to take the lead." Margaret says the DEC tries always to make programs timely and interesting, and she very much enjoys working with the Commerce Department, the DEC and the exporters. She said that the upcoming Discover 2012 in Atlantic City (see "Upcoming Events") is exactly the kind of program that offers a tremendous advantage to exporters. "This program was first held in Virginia under the TradeWinds name and has convened in several different countries since then. The cornerstone of the program may be the one-on-one appointments with US&FCS commercial officers. It is extremely helpful to a company to be able to sit down and discuss company-specific issues with a commercial officer who works in their country of interest. The program also offers a large number of topical sessions as well, so it's a full-course meal for exporters." As busy as Margaret is, she still finds time to spend with husband of 36 years and her two grown children, one of whom is a medical doctor and the other, a biomedical engineer. "And I could not be this busy without such a supportive family," she adds.

Executive Secretary: Julie Carducci



For eight years, Julie Carducci has been the Illinois District Export Council Executive Secretary. As Director of the Chicago U.S. Export Assistance Center for the last 10 years, Julie brings to the U.S. Commercial Service and the DEC a wealth of experience and expertise in international trade. Julie started her government career in ITA's office of Textiles and Apparel in Washington, DC. After working there for four years, she went to Taipei and then to Beijing as a commercial officer. After 6 years overseas, Julie came back to the States and re-settled in Chicago. Julie relishes her role as DEC Executive Secretary and says that the thing she likes best is seeing the interaction among the Illinois USEAC trade specialists and, as she calls them, the "Super Duper DEC Members." It's fulfilling, she adds, to be able to get USEAC clients on-the-spot, niche information that gets their goods moving overseas. Julie's best advice to other DEC's is to keep up the love-fest! By way of explanation, she says "We all know how lucky we are to have such local expertise at our fingertips. DEC members are the busiest people we know and yet they always find a way to showcase exporting and successes to key stakeholders. So thanking the DEC and each member's contribution is high on my list of important things to keep doing!" If you visit Chicago, be sure to meet Julie for Spanish tapas, her favorite food, and ask her about her terrific husband and two great kids. And if you have enough time, maybe she can tell you about what appears to be an early tendency toward wanderlust – her mom had to keep a net over her crib so she wouldn't climb out and visit neighbor's houses. No easy task, as she was a mother of nine!

EXPORT NEWS

EXIM Bank to Establish Full-Time Presence in Minneapolis and Other Locations

Detroit, Mich. – Last month Ex-Im Bank Chairman Fred P. Hochberg announced that Ex-Im Bank will establish a new full-time presence in four U.S. cities by this summer. Bank staff, who are currently being recruited for the new positions, will be based in Atlanta, Detroit, Minneapolis, and Seattle. This will provide local small business exporters with enhanced access to Ex-Im Bank products and services.

For more information, visit www.exim.gov.

DEC Members are invited to join an open meeting of the Industry Trade Advisory Committee on Small and Minority Business (ITAC 11)

Date: Friday, August 11, 2012

Location: the University Club atop Symphony Towers
San Diego, CA

Time: 2:00 p.m. PT

This open meeting will include two dynamic, interactive sessions:

- I. SBA STEP Grant “case studies.” California companies will discuss how they worked with the State of California to take advantage of STEP Grant funding.**
- II. Congressional Representatives (invited) from the State of California will provide updates and entertain questions regarding trade issues impacting small and minority businesses.**

For more information and to RSVP, contact ITAC 11 Designated Federal Officer Laura Hellstern at laura.hellstern@trade.gov

Want to see your DEC in the newsletter?

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

DECNewsletter@trade.gov

UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

Since the last newsletter, the National DEC Steering Committee has continued to progress towards its dual goals of building the DEC's into a nationally unified organization and developing the DEC's as a major player on trade issues. A significant step in this direction will be the 2012 National DEC Forum (more information can be found elsewhere in this newsletter). In addition to planning the DEC Forum, other recent activities by the National DEC include the following:

- The launching of monthly National DEC webinars (free of charge), which are held on the second Wednesday of every month at 3 PM Eastern. These webinars will keep you informed about National DEC activities and trade issues and will also build community among the DEC's nationwide. The May webinar was a discussion of the DEC 100 program and DEC mentoring in general, while the June webinar was an overview of the 2012 DEC Forum. The July webinar will a presentation on foreign trade barriers by the DoC Market and Access Compliance unit while the August webinar is tentatively scheduled to be on the National DEC Regional Legislative Network. The turnout for the first two webinars has been excellent and I would encourage you to sign up for as many of these webinars as your schedule permits.

- An important part of building the DEC into a nationally unified organization is building relationships between our DECs. During May I participated in Sacramento in a meeting of the California DECs at the invitation of the Northern California DEC Chair, Paul Olivia. In addition to inviting the National DEC Chair to give an update, the NorCal DEC also invited representatives from the other three California DECs (Inland Empire, Southern California, and San Diego and Imperial) to attend to discuss how the four California DECs can collaborate on issues of a common interest to California. This meeting was an excellent start to this effort. The Texas DECs have been meeting on an annual basis for several years and have found such meetings to be very useful. I strongly encourage other DECs as well to get together on a regional basis and collaborate on issues of a common interest to their DECs. While all DECs share a common interest in trade issues of a national nature, there are also many regional trade issues that DECs can work together on a regional basis to address.
- Another important relationship of our DECs is with our USEAC offices. The U.S. Commercial Service Southwest and Midwest Networks held a Regional Network meeting in early June in New Orleans. The Louisiana DEC, which hosted the meeting, invited DEC members from the Southwest and Midwest Networks to attend the meeting. The DEC members in attendance were myself as National DEC Chair and also the North Texas DEC Chair, Floyd McKneely. This meeting provided an excellent opportunity to get to know several of the USEAC directors and CS trade specialists as well as to provide a perspective on Commercial Service issues from the viewpoint of the DECs. A particular point I made as National DEC Chair was the importance of having a unified export counseling effort under one agency, namely the USF&CS. A lot of discussion has been had recently about the future direction of the export counseling effort in the federal government. It is vital for exporters to have one source and one source only in the federal government as to where they go for export counseling and is further important that such source have the requisite expertise and experience in this counseling. The perspective of the National DEC, and I think I can safely say of the DECs in general, is that the U.S. Foreign and Commercial Service is that source and that point was strongly driven home.
- Another recent activity by the National DEC has been to develop strategic partnerships with other trade-related organizations as part of our effort to develop the DECs as a major player on trade issues. This effort in regard to one of these partners, the U.S. Chamber of Commerce, has begun to bear fruit. In addition to the Chamber now being a National DEC corporate sponsor, the Chamber invited the National DEC to help put together a panel of DEC members to participate in a briefing on SME issues that the Chamber organized during the most recent round of the Trans Pacific Partnership talks that were held in Dallas in May. The purpose of this panel was to brief negotiators from the 9 TPP countries on trade issues that are of a particular interest to SMEs. Two North Texas DEC members, Radi Al-Rashed of International Chem-Crete Corp. and Diane Divin of Mary Kay, Inc., along with myself, provided the TPP negotiators with insights from the real world of small business and trade that these negotiators never generally obtain. In addition to the Chamber being pleased with outcome of this panel, the U.S. Trade Representative office also believed the panel was very useful in raising these issues. An important side benefit to this effort is that an important first step has been taken by the National DEC in developing a relationship with the USTR office.

In sum, as I mentioned in Las Vegas last November at the DEC Convention, a critical component of success both in the business world and in the DECs is developing good relationships. The National DEC is making progress in this regard in developing the relationships the DECs need both internally and externally in order to make the biggest impact we can in fulfilling our mission to increase U.S. exports and strengthen the U.S. international trade competitive position.

Daniel Ogden

Chair, National DEC