



2008 National District Export Council Conference, Palm Springs, California - October 15 – 18, 2008

## Travel & Trade: Redefining Exports

### CONFERENCE AGENDA

*Business attire is appropriate for all conference events*

Wednesday, October 15, 2008	
12:00 pm to 5:00 pm	<p><b>Registration, Information, Concierge Service (Hotel Lobby)</b>  <i>Contact Concierge for Programs on "GOLF"; Tram to Mountain; and Shopping</i></p>
	<p><b>(Exhibitors Setup in Ballroom Foyer between 12:00 noon to 5:00 pm)</b></p>
2:30 pm to 4:30 pm	<p><b>Breakout Session – Room: Chino A</b>  <i>National DEC - Education Outreach Subcommittee Meeting</i>            Chair: Carol A Dickson</p> <p><b>Breakout Session - Room: Pueblo A</b>  <i>National DEC - Electronic Communication Subcommittee Meeting</i>            Chair: Bob Lee</p> <p><b>Breakout Session-Room: Chino B</b>  <i>National DEC - Trade Policy Subcommittee Meeting</i>            Trade Policy Subcommittee Chair: <b>Spencer Ross</b>, Chairman, National DEC Trade Policy Subcommittee &amp; President – National Institute for World Trade, Cold Spring Harbor, New York</p> <p><u>Speakers</u>            (1) <b>"Cultural &amp; Language Proficiency-- Grass-Roots/State Initiatives in K-12 Grades"</b> – by <b>Vivian Stewart</b>- Vice President, The Asia Society.            (2) <b>"Mentoring by Large Companies"</b> by <b>James Morrison</b>, President of the Small Business Exporters' Association, Washington DC            (3) <b>"Intellectual Property Rights"</b>- by <b>Jonathan Heimer</b>, Commercial Service Officer, Long Island US Export Assistance Center, US Department of Commerce, New York, NY <b>and Jennifer Boger</b>, Deputy Director, Office of Intellectual Property Rights, US Department of Commerce, Washington DC</p> <p><u>NOTE: After the opening comments by Spencer Ross, the Chair of the <i>National DEC Legislative Affairs Subcommittee</i> Tom Norwalk will make a brief announcement</u></p> <p><b>Breakout Session - Room: Andreas</b>  <i>National DEC – Meeting on Best Practices</i>  <b>Chair: Jerry Levine</b>, Chair Emeritus, National DEC Steering Committee  <b>"Background on DEC Missions and Practices"</b>  <b>Anne L. Grey</b>, National Director, US Commercial Service –ODO  <b>"Welcome – USEAC – DEC Insights"</b></p>

**Shirley Heald**, Chair, North Texas DEC  
**"Successful Revenue Generation to Support Export Successes"**  
**Joe Schoonmaker**, Secretary Treasurer, New York, DEC  
**"Coordinating Export Assistance Groups in a Metropolitan Area"**  
**Leslie Drake**, West Virginia USEAC Director  
**"Working With DECs, from our Perspective"**  
**Brenda Hall, Chair**, Texas Camino Real DEC  
**"DEC member liaison with Members of Congress"**

**B-19: Panel Session – Room: Pueblo B**  
**"Exporting to Sub-Saharan Region – Opportunities & Challenges for the US Small & Medium Size Enterprises (SMEs)"**  
 Session Chair: **Mortada M. Mohamed**, Regional Director, Economic Development & Tourism in Europe/Middle East/Africa, Office of the Texas Governor, Mr. Rick Perry, Austin, TX and Member, District Export Council in Texas  
 Session Co-Chair: **Kusum Kavia**, CEO, Combustion Associates, Inc., Corona, CA and Member, California Inland Empire District Export Council (CIEDEC).  
 Moderator: **Steven Hayes**, Corporate Council for Africa, Washington DC  
 Panelists:  
 (1) **Gloria Peterson-Ayigah** – Program Manager, Millennium Challenge Corporation, Washington DC  
 (2) **Hon Cyrille S. Oguin** – Ambassador of Benin to the US, Washington DC  
 (3) **John Thomas** – Dean and Bashir Hasso Associate Professor of Entrepreneurship, School of Business at the La Sierra University, Riverside, CA  
 (4) **Dan Renberg** – Principal, Arent Fox LLP, Washington DC (Former Director, US Export-Import Bank).  
 (5) **Adalberto Quijada** – Director, US Small Business Administration, Santa Ana, CA  
 (6) **Fred Latuperissa** – Director, US Export Assistance Center, US Department of Commerce, US Commercial Service, Ontario, CA

4:30 pm to 4:45 pm  
 (Break)

4:45 pm to 5:45 pm

Exhibitor / Sponsor Time  
**Breakout Session – Room: Mojave Learning Center**  
**National DEC – Steering Committee Meeting**  
 Chairman: **Don Gallion**

5:45 pm to 6:00 pm  
 (Break)

6:00 pm to 8:30 pm

**Indonesia Cultural Night**  
**Indonesian Reception and Entertainment**  
**Location: Wyndham Hotel Poolside**  
**Welcome remarks: Honorable Subijaksono Sujono,**  
**Consul General of Indonesia in Los Angeles, California**

**Thursday, October 16, 2008**

7:00 am to 5:00 pm

**Hotel Lobby**  
**Registration, Information, and Concierge Service**  
**(Exhibits – 7:00 am to 11:00 am and 2:15 pm to 4:30 pm)**

7:00 am to 7:30 am

**Exhibitor / Sponsor time**

7:30 am to 9:30	<u>Room: Catalina / Madera / Pasadena:</u> <i>Breakfast / Welcoming Addresses / Keynote Addresses</i>
8:00 am to 8:30 am	<u>Welcome Address and Dedication to Dean Carson by Lori VanArsdale – CIEDEC</u> <u>Chairman: Fred Latuperissa - CIEDEC Executive Secretary, and Don Gallion –</u> <u>2008 National DEC Steering Committee Chair</u>
8:35 am to 9:05 am	<i>A-2: Keynote: Travel &amp; Tourism – Is US still the best destination for international tourists?</i> Keynote Speaker: <b>Caroline Beteta</b> , Chief Executive Officer, California Travel and Tourism Commission and Deputy Secretary for Tourism, California Business, Transportation and Housing Agency Introduction by: <b>Gene Randall</b>
9:15 am to 11:00 am	<i>A-3: Panel: The Great Debate Continues - Free Trade Agreements</i> Chair: <b>Thomas Norwalk</b> , Legislative Affairs Committee Chair, National DEC Steering Committee. Co-Chair: <b>Roy Paulson</b> , President & CEO, Paulson Manufacturing, Temecula, CA and Vice-Chair, California Inland Empire District Export Council. Advisors: <b>John Manzella</b> , CEO, Manzella Trade Communications, Inc. <b>Jim Morrison</b> , President, SBEA <b>Don Burton</b> , President, International Export University <b>Lori Wallach</b> , Director of Public Citizen's Global Trade Watch <b>William Lane</b> , Caterpillar Corporation  Moderator: <b>Gene Randall</b> Panelists: (1) <b>Leslie Schweitzer</b> , US Chamber of Commerce (2) <b>Doug Goudie</b> , National Association of Manufacturers (NAM) (3) <b>Robert E. Scott</b> , Economic Policy Institute (4) <b>Tiffany Moore</b> , Venable LLP (Former Assistant USTR) (5) <b>Alan Tonelson</b> , US Business & Industry Council (6) <b>Lloyd Wood</b> , American Manufacturing Trade Action Coalition (AMTAC)
11:00 am to 11:30 am	Exhibitor/Sponsor Time ----- Ballroom Foyer
11:30 am to 12:45 pm	<u>BK-1: Breakout Keynote – Room: Pueblo A</u> <i>International Trade &amp; Commerce : The Green Valley Initiative Building Green Technology Economies</i> Keynote Speaker: <b>Ali Sahabi</b> , chairman for the Green Institute for Village Empowerment Introduction by: <b>Roy Paulson</b> , President & CEO, Paulson Manufacturing, Temecula, CA and 2 <sup>nd</sup> Vice-Chair, California Inland Empire District Export Council (CIEDEC)

**BK-2: Breakout Keynote – Room: Pueblo B**

***Renewable Energy & Green Technologies – Challenges & Opportunities in Global Marketplace***

Keynote Speaker: **Richard W McAdams**, Senior Advisor – Office of Energy Efficiency & Renewable Energy, US Department of Energy, Washington DC.

Introduction by: **Cynthia Torres**, Director, Coachella Valley US Export Assistance Center, US Department of Commerce, Indio, CA

**B-1: Breakout Session – Room: Mojave Learning Center**

***Focused Market- Asia (An Interactive Dialogue with Top Trade Experts on Australia, New Zealand, China, Singapore, Taiwan, Vietnam)***

Moderator: **Candace Chen**, President & Managing Director, Whole Earth Essentials, LLC, Los Angeles, CA

Co-Moderator: **Patrick Mulcahy**, President, Team China/California, LLC., Costa Mesa, CA

Speakers:

- (1) **William Zarit** - Deputy Assistant Secretary for International Operations  
U.S. Commercial Service, US Dept of Commerce, Washington, DC
- (2) **David Murphy** – Senior Commercial Officer at the US Embassy in Australia & New Zealand
- (3) **Donald Nay** – Senior Commercial Officer at the US Embassy in Vietnam
- (4) **Dan Thompson** – Senior Commercial Officer at the US Embassy in Singapore
- (5) **Greg Wong** – Chief of the Commercial Section/SCO, American Institute in Taiwan

**B-15: Breakout Session - Room: Chino A**

***Focused Market- North Africa & the Middle East***

Session Chair: **Mr. Mortada M. Mohamed**, Regional Director, Economic Development & Tourism in Europe/Middle East/Africa, Office of the Texas Governor, Mr. Rick Perry, Austin, TX.

Session Co-Chair: **Michael Richardson**, Senior Commercial Officer at the US Embassy in Riyadh, Kingdom of Saudi Arabia

Speakers:

- (1) **Michael Richardson**, Senior Commercial Officer at the US Embassy in Riyadh, Kingdom of Saudi Arabia
- (2) **Mortada Mohamed**, Regional Director, Economic Development & Tourism in Europe/Middle East/Africa, Office of the Texas Governor, Mr. Rick Perry, Austin, TX.
- (3) **Kevin Reichelt**, Iraq Investment and Reconstruction Task Force, Office of the Middle East, US Department of Commerce, International Trade Administration, Washington DC.
- (4) **James Polan**, Vice President-Small Medium Enterprise Finance, US Overseas Private Investment Corporation, Washington DC

**B-3: Breakout Session – Chino B**

***“Trade Policy Imperatives”***

Session Chair: **Spencer Ross**, Chairman, National DEC Trade Policy Subcommittee & President – National Institute for World Trade, Cold Spring Harbor, New York

Speakers

- (1) **“Cultural & Language Proficiency-- Grass-Roots/State Initiatives in K-12 Grades” – by Vivian Stewart**- Vice President, The Asia Society
- (2) **“Mentoring by Large Companies” by James Morrison**, President of the Small Business Exporters' Association, Washington DC
- (3) **“Intellectual Property Rights”- by Jonathan Heimer**, Commercial Service Officer, Long Island US Export Assistance Center, US Department of Commerce, New York, NY and **Jennifer Boger**, Deputy Director, Office of Intellectual Property Rights, US Department of Commerce, Washington DC

**SCO-1: One-on-One Meeting with Senior Commercial Officers - Room:  
Andreas**

**Brian Brisson** - Argentina & Brazil;

**David Gossack** – China

**Margaret Hanson-Muse** – Columbia;

**Judy Reinke** – Indonesia, Philippines & Thailand;

**Patrick Santillo** – Japan, Canada & Greece;

**William Zarit** – Malasia;

**Christian Reed** – Qatar & UAE; **Reginald Miller** – United Kingdom, France, & Belgium

12:50 pm to 2:30 pm

**Room: Catalina/Madera/Pasadena:**  
***Lunch / Keynote Addresses***

1:10 pm to 1:30 pm

**A-4: Address by the Honorable Congressman Jerry Lewis**  
*Introduction by **Larry Sharp**, Past Chairman, California Inland Empire District Export Council and CEO – Arrowhead Credit Union, San Bernardino, CA*

1:35 pm to 2:00 pm

**A-1: Keynote: Trade Promotion – Challenges & Opportunities for the District Export Councils.**

Keynote Speaker: **Israel Hernandez**, Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service, Washington DC  
Introduction by: **Richard Swanson**, Network Director, Pacific South – Southern California, Hawaii & Nevada, U.S. & Foreign Commercial Service/International Trade Administration, U.S. Department of Commerce, Newport Beach, CA

2:05 pm to 2:20 pm

Presentation by **Les Starck of Southern California Edison** to **Ali Sahabi of Green Valley Initiatives in the California Inland Empire**

2:35 pm to 3:50 pm

**A-5: Panel: International Trade - Security & Safety (Panel)**  
**– Room Catalina/Madera/Pasadena**

Moderator: **Gene Randall**

Lead Panelist: **Louis Rossiter**, The Thomas Jefferson Program in Public Policy. College of William & Mary, Williamsburg, VA

(1) **Security and Safety – Addressing Critical Policy Issues**

Panelist: **Louis Rossiter**, Thomas Jefferson Program in Public Policy at the College of William & Mary, Williamsburg, VA

(2) **Safeguarding US Tourism & Gaming Industry**

Panelist: **C. David Shepherd**, C.E.O., Readiness Resource Group, LLC, Las Vegas, NV.

(3) **Mission Critical Assets Management for Emergency Response – Deployment Readiness and Transportation Security**

Panelist: **David Stephens**, Chief Executive Officer, Savi Technology, Inc. (a Lockheed Martin Company)

(4) **Infrastructure Protection – Challenges for Cities and Communities**

Panelist: **Lori VanArsdale**, Former Mayor, City of Hemet, CA

(5) **Security of International Goods Movement & Transportation – Coping with Diverse Requirements**

Panelist: **Scott A Mugno**, Managing Director for FedEx Express Corporation Safety, Health, and Fire Prevention, Collierville, Tennessee.

3:50 pm to 5:00 pm

**B-4: Breakout Session – Room: Pueblo A**  
**Business Continuity In an Insecure World**

Session Chair: **Robert Kenney**, Senior Director-Strategic Initiative, Savi Technology, Inc. (A Lockheed-Martin Company), Williamsburg, Virginia

Session Co-Chair: **William R. Mitchem**, Energy Services, Trow Engineering Consultants, Inc., Tallahassee, FL

(1) **Supply Chain Security**

Speaker: **Kelly Thomas**, Senior VP and GM Manufacturing Sector, i2 Technologies, Inc., Dallas, TX

(2) **Securing and Tracking Critical Assets**

Speaker: **Robert Kenney**, Senior Director-Strategic Initiative, Savi Technology, Inc. (A Lockheed-Martin Company), Williamsburg, Virginia

3:50 pm to 5:00 pm

**(3) Emergency Preparedness and Management**

Speaker: **Fred Bolton**, Hazmat Science Applications, Santa Fe, NM & **Hebab Quazi**, MI Center for Innovation in Knowledge Management & Communication.

**(4) US Customs and Border Security**

Speaker: **Susan K. Ross**, Head, International Trade Practice, Mitchell Silberberg & Knupp, LLP, Los Angeles, CA.

**B-5: Breakout Session – Room: Pueblo B**

***Global Micro-Enterprise Development Imperative – Effective Knowledge Communication & Skills Development***

Session Chair: **Mark Ballam**, Managing Director, Center for International Business Education & Research (CIBER), San Diego State University, San Diego, California

Session Co-Chair: **John Thomas**, Dean, School of Business, La Sierra University, Riverside, California.

**(1) La Sierra University, Riverside, CA**

Speaker: **John Thomas**, Dean of the Business School & Director of SIFE Program in Ethiopia

**(2) University of California, Los Angeles, CA**

Speaker: **Robert Spich**, UCLA Micro-Finance Research Program for the MBA Students

**(3) St. Edward's University, Austin, Texas**

Speaker: **Dianne Hill**, School of Management and Business (Former Associate Dean) on Experience in Latin America relative to Micro-Enterprise in Agro-Industry

**(4) San Diego State University, San Diego, CA**

Speaker: **Mark Ballam**, Managing Director, Center for International Business Education & Research (CIBER).

**B-6: Breakout Session – Room: Chino A**

**“Trading Across the US Southern Border – Opportunities and Challenges”.**

Session Chair: **Matt Andersen**, San Diego Director, U. S. Department of Commerce, U. S. Commercial Service, San Diego, California

Session Co-Chair: **Uwe Janssen**, CEO – Rauch International, Inc, and Member-California Inland Empire District Export Council (CIEDEC)

Moderator: **Kenn Morris**, Vice-Chair- Border DEC and President, Crossborder Group, Inc., San Diego, CA and Tijuana, BC Mexico

Panelists:

**(1) Kenn Morris**, Vice-Chair- Border DEC and President, Crossborder Group, Inc., San Diego, CA and Tijuana, BC Mexico **“Re-Examining U.S.-Mexico Border Market Trends”.**

**(2) Cecilia Levine**, Chair – US-Mexico Border DEC & President & CEO, MFI International MFG, LLC, El Paso, TX – **“Overview of US-Mexico Border DEC trade initiatives”**

**(3) Tom Topuzes**, Chair –Imperial Valley Economic Development Corporation and Principal, Thomas Topuzes & Associates, LLC, El Centro, CA – **“Overview of California-Baja-California Mega Region Initiative, funded by USDOC/EDA”.**

**(4) Ricardo Calderon**, Director, US Commercial Service –Tijuana, Tijuana, BC Mexico – **“Overview of CS services in Mexico, and best opportunities for US service/product exports”**

3:50 pm to 5:00 pm

**B-7: Breakout Session – Room: Mojave Learning Center**

***The Global Green Economy and International Trade & Commerce***

Session Chair: **Hebab Quazi**, MI Center for Strategic & Sustainable Development, Hemet,  
Session Co-Chair: **Les Hamasaki**, Executive Director, Green Institute for Village  
Empowerment, Corona, CA.

**(1) The World Bank Green Technologies Fund and Opportunities**

Speaker: **Ana Guevara**, U.S. Alternate Executive Director, The World Bank  
Group, Washington DC.

**(2) Technology Incubation & Commercialization for Greening the World in  
California's Inland Empire**

Speaker: **Doug Henton**, President and Co-Founder, Collaborative  
Economics, Inc. CA.

**(3) Green Valley Initiative: Building California's Green Technology  
Economy in the Inland Empire**

Speaker: **Ali Sahabi**, Chairman, Green Institute for Village Empowerment,  
Inc., CA.

**(4) Financing Challenges for the Green Technology Projects**

Speaker: **Dan Renberg**, Principal, Arent Fox LLP, Washington DC and former  
Director of the US Export-Import Bank, Washington DC

**(5) The Road to Zero Waste**

Speaker: **Karen Bertram**, President & CEO, International Environmental  
Solutions, Romoland, CA

**B-8: Breakout Session – Room: Chino B**

***Intellectual Property Rights: Conduct Your IP Audit***

Session Chair: **Kenneth R. Mouradian**, Director, US Department of Commerce, Export  
Assistance Center, Orlando, FL

Session Co-Chair: **Thomas Le Gro**, Member of the California Inland Empire District  
Export Council, Ontario, CA

**(1) Protecting Your IP Assets, Enforcing Your Rights, and Tools for Small  
Companies**

Speaker: **Jennifer Boger**, Deputy Director, Office of Intellectual Property  
Rights, International Trade Administration, U.S. Department of  
Commerce, Washington DC

**(2) Intellectual Property Assets and Intellectual Property Audits**

Speaker: **Susan B. Anthony**, Esq, Attorney-Advisor, U.S. Patent and  
Trademark Office, U.S. Department of Commerce, Washington, DC.

**(3) Case Study: Central and Eastern Europe**

Speaker: **Tom Thomson**, Executive Director, Coalition for Intellectual Property  
Rights, Washington DC

**SCO-2: One-on-One Meeting with Senior Commercial Officers –  
Room: Andreas**

**David Murphy** – Australia & New Zealand

**Margaret Hanson-Muse** – Colombia

**Patrick Santillo** – Japan, Canada & Greece

**William Zarit** – Malaysia and China

**Michael Richardson** – Saudi Arabia

**Daniel Thompson** – Singapore

**Greg Wong** – Taiwan

**Donald Nay** - Vietnam



6:30 pm to 9:30 pm  
(Buses leave Wyndham  
Hotel for the Resort at 6:00  
pm.)

Reception by Agua Caliente Band of Cahuilla Indians: Resort and Hotel  
(1) Trade and Commerce between the US and South Korea by the Honorable  
Ambassador LEE Tae-sik  
(2) Architectural & Green Design at the Resort

## Friday, October 17, 2008

7:00 am to 12:00 Noon

### Hotel Lobby

*Registration, Information, and Concierge Service  
(Exhibits – 7:00 am to 11:00 am and Take-Down - 2:30 pm to 5:00 pm)*

7:00 am – 7:30 am

*Exhibitor / Sponsor time Ballroom Foyer*

7:30 am to 9:00 am

Catalina/Madera/Pasadena:  
*Breakfast and Keynote Addresses*

8:00 am to 8:30 am

*A-6: Keynote: Global Economic Competitiveness – Are we winning the race?  
Keynote Speaker: **Dr. Peter S. Watson**, President & CEO, Dwight Group, A Strategic  
Consulting Firm in Irving, TX and Director of Fluor Corporation (Former Chairman,  
President, & CEO, of the US Overseas Private Investment Corporation)  
Introduction by **Gene Randall***

8:30 am to 9:00 am

*A-12: Keynote Address on “International Trade and Economic Growth in the  
California Inland Empire” by Honorable Congresswoman Mary Bono Mack  
Introduction by: **Lori VanArsdale**, CIEDEC Chairman*

9:00 am to 9:30 am

*Exhibitor/Sponsor Time –Ballroom Foyer*

9:30 am to 10:00 am

### Catalina/Madera/Pasadena

*A-7: Keynote: Challenges in Global Trade*

Keynote Speaker: **Ambassador Susan Schwab**, The White House, Washington DC.  
Introduction by **Gene Randall**

10:00 am to 10:30 am

*A-8: Keynote: Export Financing and Loan Guarantees for the Dynamic Global  
Market.*

Keynote Speaker: **Ms. Diane Farrell**, Member- Board of Directors, US Export & Import  
Bank, Washington DC.  
Introduction by **Gene Randall**

10:30 am to 11:15 am

*A-9: Keynote: Foreign Trade and the US Economic Growth*

By **Honorable Congressman Joseph Baca**.  
Introduction by **Gene Randall**

11:20 am to 12:35 pm

### B-10: Breakout Session – Room: Pueblo-B

*Avoiding Pitfalls in Exporting*

Session Chair: **Thomas Cook**, President-American River International, Melville, NY

Session Co-Chair: **Dianne Hill**, Associate Professor of Management, School of  
Management and Business, St Edward's University, Austin, Texas

Speakers:

(1) **Thomas Cook**, President-American River International, Melville, NY

(2) **Joseph Englert**, President, Export Assist, Inc., San Francisco, CA

(3) **Robert Cange**, President, Cange International, San Diego, CA

11:20 am to 12:35

**B-11: Breakout Session – Chino-A**

***Goods/Enterprise Risk Management***

Session Chair: **Darrell Olson**, President. Sawyer Cook Insurance, San Bernardino, CA.

Session Co-Chair: **James Worsham**, Director, Aviation Marketing & Business Development, Southern California Logistics Airport, Victorville, CA.

Speakers:

- (1) **Cargo & Risk Management - Ben Walbridge**, Assistant Vice President, International Marine Underwriters, San Francisco, CA.
- (2) **International Travel and Sustainability/Conservation of the International Territorial Water – Ronnie Kovach**, Outdoor Enterprise Inc., Huntington Beach, CA.

**B-12: Breakout Session – Room: Chino-B**

***Redefining Exports (“Invest in America” & “Business Beyond Borders”)***

Session Chair: **Roy Paulson**, President & CEO, Paulson Manufacturing, Temecula, CA and 2<sup>nd</sup> Vice-Chair, California Inland Empire District Export Council (CIEDEC)

Session Co-Chair: **Max Stock**, Project Management, Jacobs Engineering, Long Beach, CA

Topics:

- (1) **Invest in America Program**  
Speaker: **Jennifer Derstine**, International Investment Specialist, Invest in America, US Department of Commerce, Washington DC
- (2) **Investing in the City of Murrieta and in Southern California**  
Speaker: **Bruce Coleman**, Economic Development Director, City of Murrieta, CA
- (3) **Global Trade Starts Here**  
Speaker: **Claudio Pinto**, Senior Business Development Manager Americas, Alibaba.com, Santa Clara, CA
- (4) **Business Beyond Borders**  
Speaker: **Michael J. Malloy**, CEO, IntellaCore, Verona, PA

**B-14: Breakout Session – Room: Pueblo A**

***Addressing Sustainable Development Issues in Global Trade & Commerce – Initiatives at the US Universities***

Session Chair: **Karen Bowerman**, Dean - School of Business & Public Administration, California State University at San Bernardino, California

Session Co-Chair: **Hebab Quazi**, MI Center for Strategic & Sustainable Development, Hemet, California

Speakers from:

- (1) **University of Hawaii**, Shidler College of Business Administration – **Carol A. Dickson** on “Barriers to Exporting – A Study of Hawaii’s SMEs”
- (2) **Center for Strategic & Sustainable Development - Hebab Quazi**, President, MI Center for Strategic & Sustainable Development, Hemet, CA on “Sustaining Global Entrepreneurial Initiatives”.
- (3) **IntellaCore, Verona, PA / University of Pittsburgh, Pittsburgh, PA** by Michael Malloy, CEO. IntellaCore, Inc. (Business Without Borders), Verona, PA. On “Human Development and Global Competitiveness”
- (4) **DeVry University, Addison, IL** by **Amin Karim**, Director, Academic Outreach, University Academic Affairs, DeVry University, Addison, IL on “Sustainability through Technology Programs”.

**B-18: Breakout Session – Room: Mojave Learning Center**

***Export Regulations and Compliance***

Session Chair: **Michael Hoffman**, Director - Bureau of Industry and Security, Western Regional Office, US Department of Commerce, Newport Beach. CA.

Session Co-Chair: **William G. Bostic, Jr.**, Division Chief, Foreign Trade Division, Bureau of Census, Suitland, MD.

**(1) BIS Compliance and Enforcement**

Speaker: **Mr. Michael Hoffman**, Director – Bureau of Industry and Security, Western Regional Office, US Department of Commerce, Newport Beach.

<p>12:35 pm to 1:00 pm</p>	<p>CA.</p> <p><b>(2) New Export Regulations and Compliance</b> Speaker: <b>William G. Bostic, Jr.</b>, Division Chief, Foreign Trade Division, Bureau Of Census, Suitland, MD.</p> <p><b>(3) Industry Best Practices for Compliance of Export Regulations</b> Speaker: <b>John Priecko</b>, Vice President Global Trade Compliance, J P Morgan Chase, Dulles, VA</p> <p><b>SCO-3: <u>One-on-One Meeting with Senior Commercial Officers - Room: Andreas</u></b></p> <p><b>David Murphy</b> – Australia &amp; New Zealand  <b>Margaret Hanson-Muse</b> –Colombia  <b>Michael Richardson</b> – Saudi Arabia  <b>Daniel Thompson</b> – Singapore  <b>Greg Wong</b> – Taiwan  <b>Donald Nay</b> - Vietnam</p> <p><b><u>Exhibitor/Sponsor Time – Ballroom Foyer</u></b></p>
<p>1:00 to 2:45 pm</p> <p>1:30 pm to 2:00 pm</p>	<p><b>Room: <u>Catalina/Madera/Pasadena:</u></b>  <b><i>Lunch and Keynote Addresses</i></b></p> <p><b><i>A-13: Address by the Honorable Congressman Darrel Issa</i></b>  <i>Introduction by <u>Roy Paulson</u>, Vice-Chairman, California Inland Empire District Export Council and CEO –Paulson Manufacturing, Temecula, CA</i></p>
<p>2:00 pm to 3:30 pm</p>	<p><b>Room: <u>Catalina/Madera/Pasadena</u></b>  <b>A-11: Keynote - <i>Los Angeles Harbor – The Most Green and Environmentally Sustainable Port in the US.</i></b>  Keynote Speaker: <b>Mr. S. David Freeman</b>, President, Los Angeles Harbor Commission  Introduction by <b>Gene Randall</b></p>
<p>3:45 pm to 5:00 pm</p>	<p><b><u>B-13: Breakout Session – Room: Mojave Learning Center</u></b>  <b><i>Export Financing</i></b>  Session Chair: <b>Tim Murphy</b>, Senior Vice President, Comerica Bank, Los Angeles, CA  Session CO-Chair: <b>Tomas Burr</b>, Senior Vice President &amp; Export Finance Director, City National Bank, Los Angeles, CA.  Speakers:</p> <ol style="list-style-type: none"> <li>(1) <b>Jim Polan</b> – Vice President, OPIC Small &amp; Medium Enterprise Program, Washington DC</li> <li>(2) <b>Sandra Donzella</b>, Senior Business Development Officer, US Export &amp; Import Bank, San Diego, CA</li> <li>(3) <b>Rick Schulze</b> – Regional Manager for International Trade, US Small Business Administration, Grapevine, TX.</li> <li>(4) <b>John Dunlop</b> – CEO, InterNetLC.com LLC, San Diego, CA</li> </ol>

3:45 pm to 5:00 pm

**B-16: Breakout Session – Room: Pueblo-B**

***Goods Movement & Transportation***

Session Chair: **John Husing**, Vice President, Economics & Politics, Inc., Redlands, CA

Session Co-Chair: **John Wu**, Director, Leonard Transportation Center, California State University at San Bernardino, CA.

Speakers:

- (1) **John Husing**, Vice President, Economics & Politics, Inc., Redlands, CA.
- (2) **John Wu** – Director, Leonard Transportation Center, California State University at San Bernardino, CA
- (3) **Guy Fox**, President & CEO, Guy Fox & Assoc Inc and Consultant to Southern California Logistics Airport, Victorville, CA

**B-17: Breakout Session – Room: Chino-A**

***Best Practices- International Trades***

Session Chair: **Donald Burton**, President, Dunlap-Stone University, Phoenix, AZ.

Session Co-Chair: **Lisa Kelley**, Sr. Strategic Sales Analyst, FedEx Services, Bellevue, WA and Member, DEC in Seattle, WA

Speakers:

- (1) **Export University Program** by **Benjamin Jones, Sr.**, Regional International Sales Manager, FedEx Services and Member, Florida District Export Council
- (2) **Bureau of Census Outreach & Education Program for the US Export Communities** By **Dale Dickerson Kelly**, Assistant Division Chief, Data Collection, Foreign Trade Division, Bureau of Census, Suitland, MD
- (3) **International Export-Import Institute** by **Donald Burton**, President, Dunlap-Stone University, Phoenix, AZ.

**B-20: Breakout Session – Room: Chino-B**

***“Exporting by Providing Technological and Professional Services”***

Session Chair: **Hebab Quazi**, MI Energy & Environmental Systems, Hemet, CA

Session Co-Chair: **William Mitchem**, Trow Engineering Consultants, Inc., Tallahassee, FL

- (1) **Architectural & Engineering Services for Urban Development**
- (2) **Engineering & Design Services for Oil & Gas Industries**
- (3) **Training and Education Services for Rural Development & Poverty Alleviation.**

**SCO-4: One-on-One Meeting with Senior Commercial Officers - Room: Andreas**

**David Murphy** – Australia & New Zealand

**Margaret Hanson-Muse** – Colombia

**Michael Richardson** – Saudi Arabia

**Daniel Thompson** – Singapore

**Greg Wong** – Taiwan

**Donald Nay** - Vietnam

6:30 pm to 10:00 pm

**Closing Program: Hollywood Night Dinner and Entertainment**

**Room: Catalina/Madera/Pasadena:**

