



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

Conference Theme: *Travel & Trade: Redefining Exports*

Draft Conference Agenda

(Updated on 13 June 2008 / Revision 4)

Business attire is appropriate for all conference events

Wednesday, October 15, 2008	
8:00 am to 12:00 pm	Local attractions in Palm Springs Area
12:15 pm to 1:45 pm	<u>Lunch</u>
12:00 pm to 7:00 pm	Registration, Information, Concierge Service (Hotel Lobby) <i>Contact Concierge for Programs on "GOLF"; Tram to Mountain; and Shopping</i>
2:00 pm to 4:00 pm	<p><u>Breakout Session Room 1</u> <i>(National DEC - Trade Policy Subcommittee)</i> Chair: Spencer Ross</p> <p><u>Breakout Session Room 2</u> <i>(National DEC - Legislative Affairs Subcommittee)</i> Chair: Tom Norwalk</p> <p><u>Breakout Session Room 3</u> <i>(National DEC - Education Outreach Subcommittee)</i> Chair: Carolanne Dixon</p> <p><u>Breakout Session Room 4</u> <i>(National DEC - Electronic Communication Subcommittee)</i> Chair: Bob Lee</p> <p><u>Breakout Session Room 5</u> <i>(National DEC – Best Practices)</i></p>
4:00 pm to 4:15 pm (Break)	<u>Breakout Session Room 6</u> <i>(National DEC – Steering Committee)</i> Chairman: Don Gallion
4:15 pm to 5:15 pm	
5:15 pm to 7:00 pm	<u>Main Ballroom Wyndham</u> <i>(Networking/Social Program)</i>
Thursday, October 16, 2008	
7:00 am to 9:00 am	<u>Hotel Lobby</u> Wyndham

	<p>Registration, Information, and Concierge Service Breakfast – Wyndham Hotel</p>
	<p>Main Ballroom</p>
8:00 am to 8:10 am	<p>Opening Remarks/Welcome Address by Mark Stanley – DEC Conference Chairman</p>
8:10 am to 9:15 am	<p>KN-1: Keynote: Travel & Trade - Redefining Exports Keynote Speaker: Caroline Beteta, Chief Executive Officer, California Travel and Tourism Commission and Deputy Secretary for Tourism, California Business, Transportation and Housing Agency Introduction by: Gene Randall</p>
9:20 am to 10:30 am	<p>KN-2: Panel: The Great Debate Continues - Free Trade Agreements Moderator: Gene Randall</p>
10:30 am to 10:45 am (Break)	
	<p>Breakout Session Room 1 BS-1: Tourism as an Export Session Chair: Jack Jay, Director, IBS Corporation, Los Angeles, CA</p>
	<p>Breakout Session Room 2 BS-2: Focused Market- Asia -1 Session Chair: Candace Chen, President & Managing Director, Power Clean 2000, Inc., Los Angeles, CA Session Co-Chair: Patrick Mulcahy, President, Team China/California, LLC., Costa Mesa, CA</p>
	<p>Breakout Session Room 3 BS-21: Commercial Diplomacy -</p>
10:45 am to 12:15 pm	<p>Breakout Session Room 4 BS-10: Green Technologies & Energy Efficiency Techniques – Challenges faced by the U.S. Exporters in the Global Marketplace) Session Chair: John Clarke, President – Industrial Heating Equipment Association, Cincinnati, Ohio Session Co-Chair: Dr. Hebab Quazi, Division President, MI Energy & Environmental Systems, Hemet, California Speakers on</p> <ol style="list-style-type: none"> (1) Critical Analysis of the challenges – Addressing Policy Issues (2) Global Competitiveness – Winning through Analysis and Application of Strategic Decision Process. (3) Deployment Readiness Assessment and Commercialization of Green Technologies. (4) BOO & BOT of Renewable Energy Projects in the Emerging Markets.
	<p>Breakout Session Room 5 BS-19: “Trade Policy Imperatives” Session Chair: Spenser Ross, Chairman, National DEC Trade Policy Subcommittee & President – National Institute for World Trade, Cold Spring Harbor, New York Speakers on</p> <ol style="list-style-type: none"> (1) “Cultural & Language Proficiency-- Grass-Roots/State Initiatives in K-12 Grades” (2) “Mentoring by Large Companies” (3) “Intellectual Property Rights”

	<p>Breakout Session Room 6 BS-31: "One-on-One Meetings with Senior Commercial Officers"</p>
<p>12:15 pm to 2:00 pm</p> <p>2:00 pm to 2:15 pm (Break)</p>	<p>Main Ball Room: Address by the Chief Guest: The Honorable Arnold Schwarzenegger, Governor, State of California - <u>Introduction by the Honorable Congresswoman Mary Bono Mack</u> ; <u>Guest of Honor: Honorable Congressman Jerry Lewis</u></p> <p>Main Ballroom (Lunch)</p>
<p>2:15 pm to 3:30 pm</p> <p>3:30 pm to 3:45 pm (Break)</p>	<p>Room KN-5: International Trade - Security & Safety (Panel) Moderator: Gene Randall Lead Panelist: Dr. Lou Rossiter, The Thomas Jefferson Program in Public Policy, College of William & Mary, Williamsburg, VA Panelists on</p> <p>(1) Security and Safety – Addressing Critical Policy Issues Panelist: Dr. Louise Rossiter Thomas Jefferson Program in Public Policy at the College of William & Mary, Williamsburg, VA</p> <p>(2) Security of International Goods Movement & Transportation – Coping with Policy Gaps</p> <p>(3) Mission Critical Assets Management for Emergency Response – Deployment Readiness and Transportation Security Panelist: Mr. David Stephens Chief Executive Officer, Savi Technology, Inc. (a Lockheed Martin Company)</p> <p>(4) Infrastructure Protection – Challenges for the Cities and Communities Panelist: Lori VanArsdale Councilwoman, City of Hemet, CA</p> <p>(5) Economic Impact on Businesses from Bioterrorism. Panelist: Stuart Feldman Director-Public Policy, Sanofi-Aventis</p>
<p>3:45 pm to 5:15 pm</p>	<p>Breakout Session Room 1 BS-11: 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, Division President, MI Defense & Security Systems, Oveido, FL. Speakers on:</p> <p>(1) Supply Chain Security Speaker: i2 Technology, Dallas, TX</p> <p>(2) Securing and Tracking Critical Assets Speaker: Robert Kenney Senior Director-Strategic Initiative, Savi Technology, Inc. (A Lockheed-Martin Company), Williamsburg, Virginia</p> <p>(3) Assured Communication for Business Continuity Speaker: Invited from Harris Corporation, Florida</p> <p>(4) Emergency Preparedness and Management Speaker: Fred Bolton Hazmat Science Applications, Santa Fe, NM & Dr. Hebab Quazi, MI Center for Innovation in Knowledge Management</p> <p>Breakout Session Room 2 BS-13: 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: Dr. John Thomas, Dean, School of Business, La Sierra University, Riverside, California. Speakers from</p> <p>(1) La Sierra University, Riverside, CA Speaker: Dr. John Thomas , Dean of the Business School & Director of SIFE Program in Ethiopia</p>

(2) University of California, Los Angeles, CA

Speaker: Dr. Robert Spich , UCLA Micro-Finance Research Program for MBA Students

(3) Massachusetts Institute of Technology, Cambridge, Massachusetts

Speaker: Dr. Richard Locke Faculty Director, MIT/Grameen Bank Program for Micro-Lending in Guatemala

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

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

(5) Aspen Institute, Washington DC

Speaker: Ms. Elaine Edgcomb , Director, Micro-Enterprise Fund for Innovation, Effectiveness, Learning, and Dissemination.

Breakout Session Room 3

BS-12: International Institutions Financed Projects - Export Opportunity

Session Chair: **Dr. Hebab A. Quazi**, MARTECH International, Inc., Hemet, California

Session Co-Chair: **Max Stock**, Worley Parsons Inc, Long Beach, California

Speakers from

(1) World Bank

(2) Asian Development Bank

(3) Inter-American Bank

(4) African Development Bank

Breakout Session Room 4

BS-3: Focused Market Asia-2

Session Chair: **Candace Chen**, President & Managing Director, Power Clean 2000, Inc., Los Angeles, CA

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

Breakout Session Room 5

BS-23: Greening and Environmental Sustainability in Trade & Commerce

Session Chair: **Dr. Hebab Quazi**, MI Center for Strategic & Sustainable Development, Hemet, CA

Session Co-Chair:

Speakers on:

(1) Setting Priorities and Defining Sustainability versus Shades of Green

(2) Greening the Ports and Transportation Facilities

(3) Greening in the Tourism Industry

(4) Taking it to the Next Level – Fully Sustainable Facilities

Breakout Session Room 6

BS-20: Intellectual Property Rights: Conduct Your IP Audit

Session Chair: **Kenneth R. Mouradian**, US Department of Commerce, Orlando, FL

Speakers:

(1) **Susan B. Anthony**, Esq., Advisor, U.S. Patent and Trademark Office, Washington, DC

(2) **Susan Wilson**, Director, Office of Intellectual Property, International Trade Administration, U.S. Department of Commerce

(3) **Derek Schaffner**, Managing Director, Diligence Intelligence and Risk Management, Washington DC

(4) **Tom Thomson**, Executive Director, Coalition for Intellectual Rights, Washington DC

Breakout Session Room 7

BS-32: "One-on-One Meetings with Senior Commercial Officers"

Friday, October 17, 2008

7:00 am – 8:30 am	<i>Breakfast Wyndham Hotel</i>
8:45 am to 10:00 am	Main Ballroom
10:00 am to 10:15 am (Break)	<i>KN-6: Challenges in Global Trade</i> Keynote Speaker: Ambassador Susan Schwab , The White House, Washington DC. Introduction by Gene Randall
10:15 am to 11:45 am	<p>Breakout Session Room 1 <i>BS-5: Foreign Investments in the US (Panel)</i> Moderator: Gene Randall Lead Panelist: Aaron Brickman, Director, Invest in America, US Department of Commerce, ITA, Washington DC.</p> <p>Breakout Session Room 2 <i>BS-6: Export Financing by Private Sector</i> Session Chair: Tim Murphy, Senior Vice President, Comerica Bank, Los Angeles, CA Session Co-Chair: Tomas Burr, Senior Vice President & Export Finance Director, City National Bank, Los Angeles, CA. Speakers: (1) Tim Murphy, Senior Vice President, Comerica Bank (2) Tomas Burr – Senior Vice President, City National Bank (3) John Dunlop – CEO, InterNetLC.com LLC</p> <p>Breakout Session Room 3 <i>BS-16: Focused Market- Latin America</i></p> <p>Breakout Session Room 4 <i>BS: 15: Avoiding Pitfalls in Exporting</i> Session Chair: Thomas Cook, President-American River International, Melville, NY Session Co-Chair: Candace Chen, President – Power Clean 2000, Inc., Los Angeles, CA</p> <p>Breakout Session Room 5 <i>BS-8: Goods/Enterprise Risk Management</i> Speakers on / by : (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.</p> <p>Breakout Session Room 6 <i>BS-22: Non-Traditional Exports (Expert & Professional Services)</i></p> <p>Breakout Session Room 7 <i>BS-33: "One-on-One Meetings with Senior Commercial Officers"</i></p>
12:00 noon to 1:30 pm	Main Ballroom: <i>Address by the US Secretary of Commerce:</i> The Honorable Carlos M. Gutierrez Main Ballroom_(Lunch)
1:30 pm to 1:45 pm (Break)	
1:45 pm to 3:00 pm	Room <i>KN-7: Los Angeles Harbor – The Most Green and Environmentally Sustainable Port in the US.</i> Keynote Speaker: Mr. S. David Freeman , Los Angeles Harbor Commissioner

3:00 pm to 3:15
(Break)

Introduction by Gene Randall

Breakout Session Room 1

BS-7: Export Financing by Government Agencies & Public Institutions

Session Chair: **Sandra Donzella**, US Export-Import Bank, San Diego, CA

3:15 pm to 4:45 pm

Breakout Session Room 2

BS 14: Addressing Sustainable Development Issues in Global Trade & Commerce – Initiatives at the US Universities

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

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

Speakers from:

- (1) **Harvard University, Cambridge, Massachusetts**
- (2) **College of William & Marry, Williamsburg, Virginia**
- (3) **La Sierra University, Riverside, California / MI Center for Innovation in Knowledge Management & Communication**
- (4) **St. Edward's University, Austin, Texas**

Breakout Session Room 3

BS-17: Focused Market- Africa/Middle East

Breakout Session Room 4

BS-9: Goods Movement & Transportation

Session Chair: **John Husing**, Regional Economist, Southern California and Consultant to the Regional Transportation Improvement Plan for SCAG.

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

Speakers :

- (1) **John Husing**, Consultant to the Regional Transportation Improvement Plan for SCAG.
- (2) **Leslie Blakely**, Executive Director, Coalition for America's Gateways & Trade Corridors
- (3) **Paul Page**, Editor in Chief, Traffic World
- (4) **John Wu**, Director, Leonard University Transportation Center, California State University at San Bernardino, CA.

Breakout Session Room 5

BS-4: Networking on Best Practices

Breakout Session Room 6

BS-18: Getting Ready for Exporting? – Licensing, ITAR, and Security Requirements

Breakout Session Room 7

BS-34: "One-on-One Meetings with Senior Commercial Officers"

4:45 pm to 6:30 pm
(Break)

6:30 pm to 8:00 pm

Main Ballroom
Dinner and Closing Program

Saturday, October 18, 2008

8:00 am to 9:30 am

Breakfast - Wyndham Hotel

10:00 am to 5:00 pm

Main Ballroom (*Industrial Tours*)