



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

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

	<p><b>Breakout Session Room 6</b>  <b>BS-31: "One-on-One Meetings with Senior Commercial Officers"</b></p>
<p>12:15 pm to 2:00 pm</p> <p>2:00 pm to 2:15 pm (Break)</p>	<p><b>Main Ball Room:</b>  <b>Address by the Chief Guest:</b> The <b>Honorable Arnold Schwarzenegger</b>, 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><b>Main Ballroom (Lunch)</b></p>
<p>2:15 pm to 3:30 pm</p> <p>3:30 pm to 3:45 pm (Break)</p>	<p><b>Room</b>  <b>KN-5: International Trade - Security &amp; Safety (Panel)</b>  Moderator: Gene Randall  Lead Panelist: <b>Dr. Lou Rossiter</b>, The Thomas Jefferson Program in Public Policy, College of William &amp; Mary, Williamsburg, VA  Panelists on</p> <ol style="list-style-type: none"> <li>(1) <b>Security and Safety – Addressing Critical Policy Issues</b>  Panelist: Dr. Louise Rossiter Thomas Jefferson Program in Public Policy at the College of William &amp; Mary, Williamsburg, VA</li> <li>(2) <b>Security of International Goods Movement &amp; Transportation – Coping with Policy Gaps</b></li> <li>(3) <b>Mission Critical Assets Management for Emergency Response – Deployment Readiness and Transportation Security</b>  Panelist: Mr. David Stephens Chief Executive Officer, Savi Technology, Inc. (a Lockheed Martin Company)</li> <li>(4) <b>Infrastructure Protection – Challenges for the Cities and Communities</b>  Panelist: Lori VanArsdale Councilwoman, City of Hemet, CA</li> <li>(5) <b>Economic Impact on Businesses from Bioterrorism.</b>  Panelist: Stuart Feldman Director-Public Policy, Sanofi-Aventis</li> </ol>
<p>3:45 pm to 5:15 pm</p>	<p><b>Breakout Session Room 1</b>  <b>BS-11: Business Continuity In an Insecure World</b>  Session Chair: <b>Robert Kenney</b>, Senior Director-Strategic Initiative, Savi Technology, Inc. (A Lockheed-Martin Company), Williamsburg, Virginia  Session Co-Chair: <b>William R. Mitchem</b>, Division President, MI Defense &amp; Security Systems, Oveido, FL.  Speakers on:</p> <ol style="list-style-type: none"> <li>(1) <b>Supply Chain Security</b>  Speaker: i2 Technology, Dallas, TX</li> <li>(2) <b>Securing and Tracking Critical Assets</b>  Speaker: Robert Kenney Senior Director-Strategic Initiative, Savi Technology, Inc. (A Lockheed-Martin Company), Williamsburg, Virginia</li> <li>(3) <b>Assured Communication for Business Continuity</b>  Speaker: Invited from Harris Corporation, Florida</li> <li>(4) <b>Emergency Preparedness and Management</b>  Speaker: Fred Bolton Hazmat Science Applications, Santa Fe, NM &amp; Dr. Hebab Quazi, MI Center for Innovation in Knowledge Management</li> </ol> <p><b>Breakout Session Room 2</b>  <b>BS-13: Global Micro-Enterprise Development Imperative – Effective Knowledge Communication &amp; Skills Development</b>  Session Chair: <b>Mark Ballam</b>, Managing Director, Center for International Business Education &amp; Research (CIBER), San Diego State University, San Diego, California  Session Co-Chair: <b>Dr. John Thomas</b>, Dean, School of Business, La Sierra University, Riverside, California.  Speakers from</p> <ol style="list-style-type: none"> <li>(1) <b>La Sierra University, Riverside, CA</b>  Speaker: Dr. John Thomas , Dean of the Business School &amp; Director of SIFE Program in Ethiopia</li> </ol>

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