



NADEC TOOLKIT





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NADEC International Digital Marketing Toolkit

Regional Legislative Coordinators, Chairs, Vice Chairs and Advocacy Persons

As the Administration seeks to begin separate bilateral trade negotiations not only with the former 11 TPP partner countries but also with other countries as well, the National Association of District Export Councils stands ready to do its part by working with the new Administration.

Exports of American goods and services constitute a critical foundation of the U.S. economy. Numerous studies have shown that exports are a key component of economic growth. However, in order for this growth to continue U.S. governmental policies that encourage exports are essential. These policies include commercial diplomacy that promotes U.S. goods and services in foreign markets, aggressive combating of foreign trade barriers to U.S. exports, and enactment and enforcement of trade agreements that advance the state of American exports.

This International Digital Marketing Toolkit includes drafts of correspondence to congressionals, sample letters-to-the-editor and a local media OpEd template, along with suggestions on how to communicate with your local Representatives and Senators. Also enclosed are printing instructions for printing business cards with the DEC logo for use during congressional visits, with media, and with business.

The one-pager “About the National Association of District Export Councils” is to be printed and handed out at each congressional visit, along with the DEC business card.

In this Toolkit, you will find contact sheets for your congressionals. Also included is a Web site instruction sheet to help you find current export and manufacturing facts about your home state.



NEWS RELEASE

March 5, 2018

National Association of District Export Councils **Steel and Aluminum Tariffs**

Exports of American goods and services constitute a critical foundation of the U.S. economy. Numerous studies have shown that exports are a key component of economic growth. However, in order for this growth to continue, however, U.S. governmental policies that encourage exports are essential. These policies include commercial diplomacy that promotes U.S. goods and services in foreign markets, aggressive combatting of foreign trade barriers to U.S. exports, and enactment and enforcement of trade agreements that advance the state of American exports.

The National Association of District Export Councils, which represents 1,300 core companies in the 60 District Export Councils throughout the United States, is the voice of the American small and medium-sized enterprises (SME) exporter. It advances the interests of American exporters by advocating for governmental policies that increase their global competitiveness, leading to job creation, economic development and rising wages in the U.S. In the current climate of economic uncertainty, U.S. exports can and should lead the way to increased prosperity for the American worker and American manufacturers as a whole.

While the trade and business conduct of certain countries has not always been “fair” to the United States, the imposition of tariffs, especially on steel and aluminum, (critical resources found in the supply chains of many domestic companies, could negatively impact US businesses. The imposition of a tariff does not actually punish the wrongdoer, but operates as a tax, increasing the cost of the imported goods to the user and ultimately to the consumer.

The imposition of tariffs as a form of protectionism tends to lead to retaliation. It can lead to a Herbert Hoover-like economic death spiral. The goal always needs to be to encourage trade and free markets—that is the basis upon which American business and entrepreneurship has thrived over the years.

The imposition of tariffs has another unintended consequence: picking winners and losers by the Federal government. The imposition of the proposed tariffs favors steel and aluminum workers over workers in the automotive, appliance and other industry segments – similar to the prior Administration picking “winners” in the green energy field. Tariff protection permits our steel and aluminum industries to sidestep innovation, investment in R & D, and enhancements to productivity and competitiveness that all businesses must have in order to succeed in the long term. Currently, 70% of all

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steel and aluminum used by American firms is produced right here at home, within the U.S. The economic justification for the imposition of tariffs to protect an industry that already has a 70% market share is not apparent.

The tariffs on steel and aluminum will have the impact of raising the cost of that steel and aluminum. The foreign imported goods will now cost more, and the domestic producers will then raise their prices to match. Both steel and aluminum are important components in any major construction project, which means the imposition of these tariffs will have a negative effect on infrastructure in our country.

NADEC, however, does support legal actions before the WTO and WIPO to promote fair trade.

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Chair, Board of Directors
National Association of District Export Councils
Lynch, Cox, Gilman & Goodman, P.S.C.
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NEWS RELEASE

April 16, 2017

National Association of District Export Councils
International Trade Administration

National Association of District Export Councils
International Trade Administration

Exports of American goods and services constitute a critical foundation of the U.S. economy. Numerous studies have shown that exports are a key component of economic growth. However, in order for this growth to continue, however, U.S. governmental policies that encourage exports are essential. These policies include commercial diplomacy that promotes U.S. goods and services in foreign markets, aggressive combatting of foreign trade barriers to U.S. exports, and enactment and enforcement of trade agreements that advance the state of American exports.

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One key player supporting U.S. SME exporters is the U.S. Department of Commerce, International Trade Administration (ITA). The ITA promotes trade and investment and ensures fair trade by enforcing U.S. trade laws and agreements. In doing so, it strengthens the competitiveness of U.S. industry.

Global Markets, one of the ITA units within the US Commercial service, plays a critical role in assisting SMEs by giving them access to country and regional experts (both overseas and domestic), ITA's trade promotion programs, and a full range of country-specific export promotion services and market access advocacy. Global Markets also plays an important role in promoting the United States as an investment destination. Global Markets has assisted more than 44,000 U.S. exporters over the past two years, with over 28,000 helped in fiscal year 2016. Nearly 90% of ITA's customers are SMEs with fewer than 500 employees. Most importantly, ITA's customers benefit from its services with 84% achieving their export objectives.

As a result, Global Markets has played a significant role in growing U.S. exports by \$71 billion over the past two years, including \$45.5 billion in fiscal year 2016. These exports in turn supported an estimated 400,000 new American jobs, including 250,000 in fiscal year 2016.

Further, Global Markets played a major role in attracting foreign direct investment (FDI) into the U.S. of \$6.7 billion over the past two years.

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All told, for each budget dollar allocated to Global Markets in fiscal year 2016, \$156 came back to the U.S. economy. The results was billions of dollars in sales and thousands of jobs created.

While U.S. SME exporters are able to compete and outperform exporters from any other country in the world, for this to happen, there must be a level playing field. The U.S. Department of Commerce, International Trade Administration, in short, helps to ensure that this playing field is indeed level, which benefits American exporters, and the U.S. economy as a whole.

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Contacting Your Senators and Representatives

The anthrax incident of a few years ago on Capitol Hill changed the way we communicate with Congress. *All postal mail going to Congress now goes through an off-site inspection process that can delay delivery for up to six weeks.*

To be sure that your congressional letters, emails, faxes and phone calls get to the right person at the right time, take these steps:

Mark the communication at the top: **"Constituent Correspondence"** Many congressionals will block outside communications, unless they come from his/her home state or congressional district.

Mail, email or fax the communication to his/her District Director in your state.

Email or fax the communication to his/her Legislative Director or Trade Legislative Assistant (Trade LA) on Capitol Hill.

Congressional contact information is available from several sites on the internet, including: www.congress.org

Here are some quick pointers to reach your congressional member:

Repetition is the key! When inviting a congressional member to a reception or event in Washington, reach out to key staffers within the office, the Chief of Staff (CoS), the Legislative Director (LD), the Trade LA (legislative assistant), and certainly the Scheduler (Sch) who schedules the appointments, in addition to the Representative or Senator.

Again, to be sure your message gets through the daily barrage of correspondence and communications, don't be shy about repeating your invitation.

Important: Learn the names of these staffers!

When contacting members' staff via email follow these guidelines for figuring out their email addresses:

For the House, it's: first name (period) last name@mail.house.gov.
An example: John.Doe@mail.house.gov.

For the Senate, it's: first name (underscore) last name@(senator's last name).senate.gov.

An example: John.Doe@smith.senate.gov.

Always follow up with a phone call to the Scheduler to double check and verify the office received your invitation to a reception or a meeting.

Finally, always send a note recapping the highlights of the meeting and with some thanks for their time and interest, or for attending your reception. You'll be amazed how far a 'thank you' note will go! It doesn't happen that often.

For more information about these tips, please contact: Tom Norwalk — tomnorwalk@aol.com

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Sample # 1 Draft Letter to a Congressional

Tips:

- mail, email or fax to his/her District Office, NOT to Washington
- feel free to modify this letter to reflect your local situation. Add a paragraph to indicate why exports are so vital to your company or organization.
- to get to your representative and senators district offices, Google their websites for phone numbers and addresses.

Constituent Correspondence

The Honorable (name)

c/o: (his/her) District Director

mail address

Dear (name)

I am writing to bring to your attention the work of the National District Export Council (NDEC), and to request a personal meeting with you at your district office at (address) (date) (time).

The National District Export Council, which is an organization that represents 1300 companies in the 60 District Export Councils throughout the United States, is the voice of the American small and medium-sized enterprise (SME) exporter.

It seeks to advance the interests of American exporters by advocating for those government policies that will result in the increase of global competitiveness for American manufacturers, thus resulting in jobs, economic development and rising wages in the U.S.

In the current climate of economic uncertainty, U.S. exports can and should lead the way to increased prosperity for the American worker and the U.S. manufacturing industry.

During our meeting, I would like to review with you the importance of our U.S. exports and how it pertains specifically in our State in the form of contributions to our local economy.

If Congress is in session, we could meet on a Friday or Saturday, or on a Monday morning. What time and date works best for you?

sincerely,

(name)

Chair

(district) Export Council

(address)

(phone)

(e-mail) For DEC Chairs

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Sample #2 Draft Letter to Congressional

Tips:

- mail, email or fax to his/her District Office, NOT to Washington
- feel free to modify this letter to reflect your local situation. Add a paragraph to indicate why exports are so vital to your company or organization.
- to get to your representative and senators district offices, Google their websites for phone numbers and addresses.

Constituent Correspondence

The Honorable (name)
c/o: (his/her) District Director
mail address

Dear (name)

I am writing to bring to your attention the work of the National Association of District Export Councils (NADEC), and to request a personal meeting with you at your district office at (place, date and time).

The National Association of District Export Councils, an organization that represents 1300 companies in the 60 District Export Councils throughout the United States, is the voice of the American small and medium-sized enterprise (SME) exporter.

The Trump Administration has signaled its desire to expand American exports. While by Executive Order President Trump formally withdrew the United States as a signatory to the Trans Pacific Partnership (TPP), the Administration seeks to begin separate bilateral trade negotiations not only with the former 11 TPP partner countries but also with other countries.

The National Association of District Export Councils stands ready to do its part by working with the new Administration as it crafts new trade agreements that will open foreign markets and level the playing field for American goods and services.

During our meeting, I would like to review with you the importance of US exports, and specifically how our State and the contributing local exporters can make our economy stronger.

If Congress is in session, we could meet on a Friday or Saturday, or on a Monday morning.
What time and date works best for you?

Sincerely,

(name)
Chair
(district) Export Council
(address)
(phone)
(e-mail)



Example # 1 of letter-to-the-editor

Editor -

Exports of American goods and services constitute a critical foundation of the U.S. economy and are a key component of economic growth. However, for its growth to continue, however, U.S. governmental policies that encourage exports are essential. These policies include commercial diplomacy that promotes U.S. goods and services in foreign markets, aggressive combating of foreign trade barriers to U.S. exports, and enactment and enforcement of trade agreements that advance the state of American exports.

The National Association of District Export Councils stands ready to do its part by working with the new Administration as it crafts new trade agreements that will open foreign markets and level the playing field for American goods and services.

(name)

Chair

(name) District Export Council

(address)

(phone)

(e-mail)



Example # 2 of letter-to-the-editor

Editor -

The National Association of District Export Councils, an organization that represents 1300 companies in the 60 District Export Councils throughout the United States, is the voice of the American small and medium-sized enterprises (SME) exporter.

It seeks to advance the interests of American exporters by advocating for government policies that will lead to increased global competitiveness for American manufacturers, new jobs, economic development and rising wages in the U.S.

In the current climate of economic uncertainty, U.S. exports can and should lead the way to increased prosperity for the American worker and American manufacturers.

The National Association of District Export Councils stands ready to do its part by working with the new Administration as it crafts new trade agreements that will open foreign markets and level the playing field for American goods and services.

(name)
Chair
(name) District Export Council
(address)
(phone)
(e-mail)



Example # 3 of letter-to-the-editor

Editor -

The Trump Administration has signaled its desire to expand American exports. While by Executive Order President Trump formally withdrew the United States as a signatory to the Trans Pacific Partnership (TPP), the Administration seeks to begin separate bilateral trade negotiations not only with the former 11 TPP partner countries but also with other countries as well.

The National Association of District Export Councils stands ready to do its part by working with the new Administration as it crafts new trade agreements that will open foreign markets and level the playing field for American goods and services.

(name)

Chair

(name) District Export Council

(address)

(phone)

(e-mail)



Example of an OpEd

by (name), Chair, (name) District Export Council

Exports of American goods and services constitute a critical foundation of the U.S. economy. Numerous studies have shown that exports are a key component of economic growth. In order for this growth to continue, however, U.S. governmental policies that encourage exports are essential. These policies include commercial diplomacy that promotes U.S. goods and services in foreign markets, combating foreign trade barriers to U.S. exports, and enactment and enforcement of trade agreements that advance the state of American exports.

The National Association of District Export Councils, which is an organization that represents 1300 companies in the 60 District Export Councils throughout the United States, is the voice of American small and medium-sized enterprises (SME) exporter. It seeks to advance the interests of global competitiveness for American manufacturers, thus resulting in jobs, economic development and rising wages in the U.S. In the current climate of economic uncertainty, U.S. exports can and should lead the way to increased prosperity for the American worker and American manufacturers.

The Trump Administration has signaled its desire to expand American exports. While by Executive Order President Trump formally withdrew the United States as a signatory to the Trans Pacific Partnership (TPP), the Administration seeks to begin separate bilateral trade negotiations not only with the former 11 TPP partner countries but also with other countries as well.

The National Association of District Export Councils stands ready to do its part by working with the new Administration as it crafts new trade agreements that will open foreign markets and level the playing field for American goods and services.

(name)

Chair

(name) District Export Council

(address)

(phone)

(e-mail)

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Instructions for printing local DEC business cards

Here are the printer's instructions for the local DEC business card to be used on all congressional visits and with news media and the business community.

*Note that the name of the local DEC should go in reverse red where "National" appears.

In the white space to the right of the logo is where the individual's name goes, with the title underneath (i.e. "Chair"/"Vice Chair")

Lower in the white space, is where the individual's business name, title and mailing address should go.

At the bottom of the card in red and dark blue, in reverse, is where the individual's area code and phone and cell phone should go.

Sample:

DEC
S O U T H E R N O H I O
D I S T R I C T E X P O R T C O U N C I L
Working for America's Exporters™

Thomas S. Norwalk
Vice Chair

President
Miami Valley Marketing Group
P.O. Box 321, WBB
Dayton, OH 45409-0321

Tel: 937-299-1825 CELL: 202-550-5883
tomnorwalk@districtexportcouncil.org
www.districtexportcouncil.org

DEC
N A T I O N A L
D I S T R I C T E X P O R T C O U N C I L
Working for America's Exporters™

**Name
Member**

Tel: 123-456-7890
name@districtexportcouncil.org
www.districtexportcouncil.org

Add your personal
email address
telephone and/or
cell numbers here

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About the National Association of District Export Councils

The National Association of District Export Councils (NADEC), together with the regional DEC executive committees, government leaders, and international trade experts work to create an annual strategic plan for all of the major DEC initiatives. In addition, this collective effort builds consensus to address important issues related to trade and exporting, while ensuring a consistent and constant effort to accomplish the mission of the DECs. Closely affiliated with the U.S. Commercial Service's U.S. Export Assistance Centers, the 60 District Export Councils nationwide are organizations comprised of leaders from their local business communities.

DEC members are appointed by the Secretary of Commerce. These international trade professionals use their knowledge and international business experience to act as consultants to small- and medium-sized businesses who want to export their products into markets outside of the United States.

More than 1,500 exporters and export service providers throughout the United States volunteer their time to promote numerous trade related activities. Among its many programs, the national DEC, through Export University Inc., sponsors a nationally-focused "Export University" that brings the best practices for exporting and global business to business audiences around the U.S.

The National DEC Steering Committee includes six standing subcommittees: Education and Outreach, Electronic Communications, Export University, Green Industry & Technology, Legislative, and Trade Policy.



U.S. & Foreign Commercial Service

- Part of the International Trade Administration of the U.S. Department of Commerce
- Offices in more than 70 Countries
- U.S. Export Assistance Centers (USEACs) in 108 cities with 275 Trade Specialists
- Foreign Affairs Agency established in 1980

The U.S. & Foreign Commercial Service is a very small agency making a very big positive impact by helping our small-to-medium-sized companies (SMEs) grow and expand their exports overseas.

Major mission of the Commercial Service:

- Energize manufacturing and service exports through effective trade promotion, domestically and overseas

U.S. Export Assistance Centers (USEACs):

- Provide a truly unique and irreplaceable service

They have built close relationships with small-and-medium-sized companies across the country, helping them expand into new markets world-wide.

NADEC Support for the USEAC programs:

- 60 District Export Councils (or DECs)
 - More than 1500 DEC volunteer non-paid private citizen members
- * Appointed by the U.S. Secretary of Commerce

By promoting exports, the USEACs and their DECs play a vital role in energizing our economic recovery and job-creating efforts; the payout is awesome!

Budget Concerns:

- Commercial Service programs generate a clear return on investment

DECs can tell the Administration and Congress that the Commercial Service plays a unique role in ensuring economic security and should be expanded in order to grow U.S. exports and ensure a level playing field for U.S. company exports. Cutting the Commercial Service would be like unilaterally withdrawing troops from the field and ceding the battle to the Chinese, the Russians, and other international competitors.



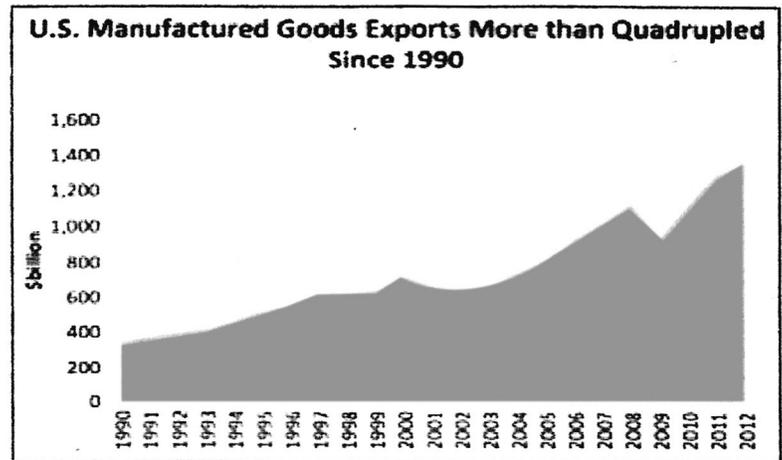
Trade Benefits America

THE FACTS

U.S. Manufacturing Exports Support Jobs and Growth in All 50 States

From makers of microchips and medicines to producers of airplanes and harvesters, manufacturers in the United States increasingly are seizing opportunities to grow their businesses through international trade. Exports of manufactured goods support economic growth and jobs in every state, and U.S. manufacturers across the country are benefitting from trade. That's because the enabled manufacturers to:

- Access *new* markets and better compete for a greater share of the \$11 trillion global market for manufactured goods.
- Further expand exports. U.S. trade agreement partner countries purchased 12.8 times more U.S. goods per capita than non-trade agreement partners did in 2012.
- Support high-wage jobs. Jobs Linked to manufactured goods exports pay on average 18 percent more than other jobs.



Source: Department of Commerce, International Trade Administration

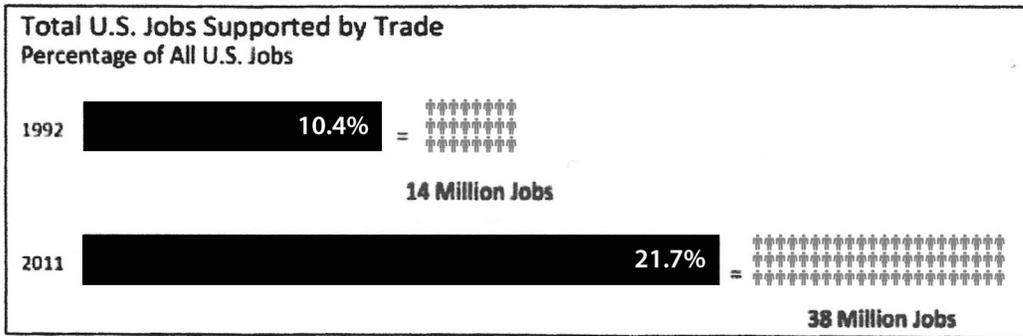


Trade Benefits America

THE FACTS

More Than One in Five U.S. Jobs Depend on Trade

Trade - both exports and imports - creates and supports jobs in America. Today, more than 38 million jobs in the United States depend on trade - accounting for more than one in five American jobs. U.S. trade-



- Top sectors for U.S. jobs tied to trade include: consumer services (7.7 million); professional, scientific & technology services (6.8 million); wholesale & retail trade (5.4 million); construction (2.5 million); finance & Insurance (1.9 million); and manufacturing (1.5 million).
- Jobs linked to the export of manufactured goods and services pay on average 15-20 percent more than other jobs.
- Overall U.S. trade with our free trade agreement (FTA) partner countries supports 17.7 million American jobs. In the past two decades, the United States has implemented a long series of trade agreements to help American companies, workers and farmers compete in international markets.



Trade Benefits America

THE FACTS

Free Trade Agreements Grow the U.S. Economy

U.S. trade agreements create new business opportunities for U.S. manufacturers, service providers and farmers. The United States' 20 free trade agreement (FTA) partner countries are growing markets for U.S. exports — in 2014, \$765 billion of U.S. goods exports to the world, or 47 percent, went to FTA partner countries.

FTA Partner Country	Entry into Force Date	2014 US Goods Exports (Will)	Export Growth Since Entry*
	September 1, 1985	\$15,083	485%
Canada	January 1, 1994	\$312,421	212%
Mexico	January 1, 1994	\$240,249	477%
Jordan	December 17, 2001	\$2,050	555%
Chile	January 1, 2004	\$16,515	507%
Singapore	January 1, 2004	530,237	82%
Australia	January 1, 2005	\$26,582	86%
Morocco	January 1, 2005	\$2,102	301%
El Salvador	March 1, 2006	\$3,304	79%
Honduras	April 1, 2006	\$5,961	84%
Nicaragua	April 1, 2006	\$1,009	63%
Guatemala	July 1, 2006	\$5,964	112%
Bahrain	August 1, 2006	\$1,060	202%
Dominican Republic	March 1, 2007	\$7,922	48%
Costa Rica	January 1, 2009	\$6,964	23%
Oman	January 1, 2009	\$2,016	42%
Peru	February 1, 2009	\$10,054	63%
South Korea	March 15, 2012	\$44,471	2%
Colombia	May 15, 2012	\$20,107	40%
Panama	October 31, 2012	\$10,467	27%

Source: U.S. Census Bureau

"Growth between the last full year preceding implementation and 2012, except Israel and Jordan, which are based on growth between year of implementation and 2014 because of late entry into force.



Contributing to U.S. Economic Security



By Leveling the Playing Field for U.S. Businesses Around the World

Who We Are

The U.S. Commercial Service is part of the Commerce Department's International Trade Administration. As a Foreign Affairs Agency with a worldwide network of trade and investment professionals we are uniquely positioned to help U.S. companies succeed overseas. Our workforce carries the credibility of the U.S. Government worldwide. Our Foreign Commercial Service Officers are embedded in Embassies and Consulates on the Ambassadors' country teams.

How We Contribute to U.S. Economic Security

We work with all relevant U.S. Government agencies at post to knock down trade barriers so that U.S. companies can compete. We help U.S. companies gain access to key contacts and market intelligence. We tackle regulatory complexity, intellectual property rights infringement, and unfair trade practices.

Our Advocacy Center coordinates all U.S. Government assistance for U.S. exporters bidding on foreign public-sector contracts. Our casework has grown 300% in the last 6 years and resulted in \$42 billion in U.S. export sales to foreign governments last year.

Our SelectUSA program coordinates all U.S. Government work to attract foreign direct investment into the U.S. In FY17 we helped over 6,000 investment clients from 90 countries, resulting in \$2.4 billion of job-creating investment.

Documenting our Results

We are driven by our clients' results. We capture the assistance we give to 30,000 U.S. companies each year in a Salesforce Customer Relationship Management (CRM) platform. We then use a Census-validated survey to confirm that the assistance we've provided produces real results. 90% of the companies told us that they are likely to recommend us. They credit us for growing their annual revenue by \$1.9 million, adding at least 1 U.S. job, and saving at least 5 U.S. jobs from elimination.

For More Information

Daniel Crocker at 202-482-9088 or daniel.crocker@trade.gov

Our Mission

- Support and create U.S. jobs by leveling the playing field for U.S. businesses overseas.
- Attract foreign investment to grow U.S. jobs.

Our Footprint

- 275 Trade Specialists in 106 U.S. cities.
- 250 Foreign Service Officers and 750 Locally Engaged Staff in 76 countries representing 90% of U.S. export markets.

Our Results

- \$199 in U.S. exports and inward investment returns for every \$1 of appropriations.
- 30,000 U.S. companies assisted in FY17 - 83% are small/medium-sized businesses.
- \$63 billion in U.S. exports generated with our assistance, supporting over 328,000 U.S. jobs.



Using Trade Agreements for U.S. Economic Security



By Tackling Barriers and Helping U.S. Companies Export to New Markets

Who We Are

The U.S. Commercial Service is part of the Commerce Department's International Trade Administration. As a Foreign Affairs Agency with a worldwide network of trade and investment professionals we are uniquely positioned to help U.S. companies succeed overseas. Our workforce carries the credibility of the U.S. Government worldwide. Our Foreign Commercial Service Officers are embedded in Embassies and Consulates on the Ambassadors' country teams.

Trade Agreements = New Export Opportunities

We host trade shows for U.S. companies and foreign buyers to highlight new opportunities. We offer seminars on export mechanics, helping companies understand how to use content of origin documentation for instance to qualify for lower tariffs. Our posts in trade agreement countries vet foreign representatives, agents, distributors, and end users and help them identify U.S. suppliers who can now sell faster and cheaper. We work with logistics and export financing providers so that companies can close the sale and deliver the goods.

In the last two years, our overseas offices in the 20 countries where we have trade agreements assisted 5,710 U.S. companies. Our domestic field offices assisted thousands more U.S. companies and foreign buyers from these countries.

Implementing and Enforcing Trade Agreements

The U.S. companies we assist tell us when they hit barriers to export in markets where we have trade agreements. In the last two years, we tackled problems for 352 companies in these markets, working through our Embassy teams to challenge foreign governments to treat American companies fairly. Frequently these cases can be resolved quietly and without escalation to USTR. We use Salesforce to record our casework and identify trends that hurt U.S. companies, like technical barriers to trade and customs corruption. Our Commerce representatives on USTR's negotiating team use this knowledge to make trade agreements work for American companies.

Our Mission

- Support and create U.S. jobs by leveling the playing field for U.S. businesses overseas.
- Attract foreign investment to grow U.S. jobs.

Our Footprint

- 275 Trade Specialists in 106 U.S. cities.
- 250 Foreign Service Officers and 750 Locally Engaged Staff in 76 countries representing 90% of U.S. export markets.

Our Results

- \$199 in U.S. exports and inward investment returns for every \$1 of appropriations.
- We assisted 30,000 U.S. companies in FY17 - 83% are small/medium-sized businesses.
- We helped these companies generate \$63 billion in U.S. exports and supported over 328,000 U.S. jobs.



Foreign Competition and Trade Promotion Assistance

U.S. Firms face stiff competition from foreign companies

Other governments provide higher levels of support

Canada's population and economy one-tenth of the U.S.

- Trade Commissioner Service size/budget similar to U.S. Commercial Service

United Kingdom economy one-fifth of the U.S.

- Out-spends and out-staffs the United States

Competitor countries subsidize services to small companies:

- Trade missions
- Foreign trade shows
- Introduction to key markets

Highlights:

- **UK's Passport to Export program** — Free one-on-one mentoring, subsidized training, and subsidized visit to an overseas market
- **Germany** — Supports exhibiting in trade fairs abroad; 60% of German firms participate in trade fairs, with two-thirds abroad

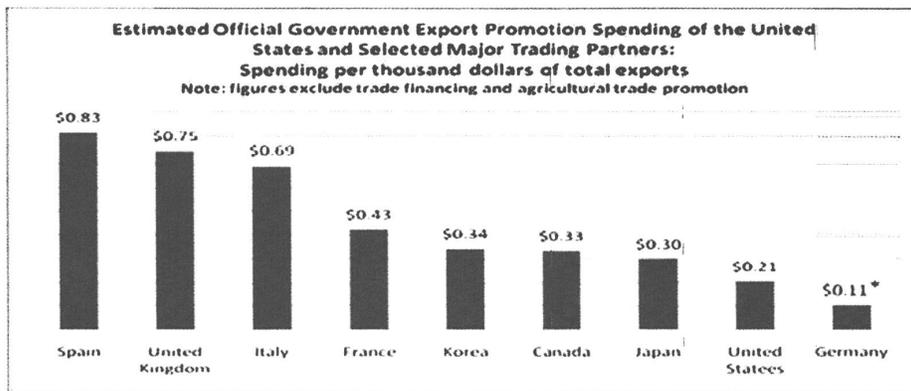
France's Trade Missions Overseas program - Up to \$3,750 to SMEs, French trade fair pavilions, products/displays, other promotions

- **The Netherlands & Australia** — Grant programs pay for new exporters' market development costs

Foreign Competition and Trade Promotion Assistance

U.S. firms face stiff competition from foreign companies whose governments provide higher levels of direct and indirect support. Governments of our major trading partners outspend and out staff the United States on trade promotion. Examples:

- Canada's population and economy are one-tenth that of the United States'. Yet, Canada's Trade Commissioner Service is similar in size and budget to the U.S. Commercial Service.
- With an economy, less than one-fifth the size of the United States, the United Kingdom outspends the United States on trade promotion in absolute terms.



* Excludes substantial indirect support funded by mandatory fees. German firms are required by law to join a domestic chamber. Mandatory membership fees are used to support the German Chambers of Commerce Abroad. Additionally, the Association of German Trade Fairs organizes trade fairs abroad on behalf of the Government. Association funding comes from a fee levied on all exhibitors at German trade fairs.

Several competitor countries subsidize services to small companies, including participation on trade missions, in foreign trade shows, and to introduce SMEs to key markets. Highlights:

- The UK's Passport to Export program for SMEs provides free one-on-one mentoring, subsidized training, and a subsidized visit to an overseas market.
- Germany provides support to firms exhibiting in trade fairs abroad. 60 percent of all German firms participate in trade fairs; two thirds of which exhibit abroad.
- France's Trade Missions Overseas program provides up to \$3,750 to SMEs and includes French pavilions at trade fairs, products and displays, and other trade promotions.
- The Netherlands and Australia have grant programs that pay (up to \$110,000 in the Netherlands) for new exporters' market development costs.

Country Comparative Analysis

Country	United Kingdom (UK Trade and Investment)	Canada (Canadian Trade Commission)
Mission	Deliver maximum value for the UK economy and for business in an increasingly globalized and competitive world, and to market the UK as a springboard for global growth.	Works to expand the participation of Canadian business in world markets and to increase the interaction of Canadian entrepreneurs with global business partners; promotes Canada as a competitive location and partner for investment, innovation, and value-added production.
Key Programs	"Enquiry Service" (like the TIC) call center, Marketing, Public Web Presence knowledge center, Inward Investment, and Market Research; sector teams.	Going Global (a grant program that encourages the innovation, science and technology pillar of the Global Commerce Support Program), Increasing Free Trade Agreements, and Invest in Canada.
Key Services	Fiscal Compass Programme (helps UK companies access foreign major projects), Gateway to Global Growth (consulting service to help company's diversity into markets) Tradeshaw Access Programme (grants for NTE or inexperienced exporters to exhibit at select trade shows), Olympic Legacy, Passport to Export (for new to export companies), Export Communications Review for SMEs, and Overseas Market Introduction Service (i.e. Gold Key).	Four core services: 1) export capacity 2) market potential 3) qualify contacts and 4) problem solving.
Funding (US\$)	\$507 million (2009-10), including \$386 million for trade promotion programs and \$121 million for investment programs.	\$196 million (2008-09)
Number of Employees	2400 (2009-10)	900 (2008-9)
Number of Offices	98 countries; 165 cities worldwide; 12 Offices in the UK	150 offices across world, 23 offices in the U.S. and 18 Canada.
Priority Industries	Financial services, creative industries, life science, information/communication technologies, and energy technologies.	Determined by priority market.
Priority Markets	China, India, U.S., and emerging markets.	13- Brazil, Latin America/Caribbean, Mexico, U.S., ASEAN, Australia/New Zealand, China, India, Japan, Korea, Europe, Russia, and Gulf Cooperation Council (GCC).



Country	China (MOFCOM, CCPIT, CIPA)	Japan (Japan External Trade Organization)
Mission	Three organizations cover the Commercial Service portfolio: MOFCOM: market access, advocacy, major projects, CCPOIT: trade mission, trade shows, promotion, and CIPA: investment	Assist SMEs both in Japan and overseas. Promote FDI into Japan. Promote cross-border business tie-ups in high tech and other key industry sectors, and contribute to Japan's trade policies.
Key Programs	Uses "soft power" to leverage foreign purchases by state owned enterprises to win deals.	Venture Incubation Program: support for high-tech companies in the U.S.; Invest Japan Business Support Centers (EBSCs): FDI promotion; and Regional Industry Tie-up (RIT) Program: Partner building.
Key Services	Exhibitions, familiarization and orientation visits, matchmaking, investment promotion, advocacy, publications and outreach, and trade policy. CIPA on average sends 60 trade missions a year overseas and 2 a year in China to promote investment in China.	Counseling, trade & investment seminars, market research, trade fairs (support participation of SMEs in major trade fairs overseas), trade missions (dispatch trade missions to help SMEs connect with foreign buyers/business partners abroad), and trade policy/LPR protection.
Funding (US\$)	CIPA's annual budget for investment promotion is 10,000,000 Yuan Remninbi (US\$1,464,483)	\$255 million (FY06)
Number of Employees	MOFCOM: 1,163 officers; CCPIT: 2,673 CIPA: 71.	1580 (FY10) (800 in Japan, 780 overseas including 600 trade specialists and 100 consultants).
Number of Offices	MOFCOM: 209 offices worldwide; CCPET: 16 countries; CIPA: Budapest, Hungary, partners with 112 economic sections in overseas embassies.	Overseas: 54 countries, 71 cities Domestic: 36 cities
Priority Industries	Construction, manufacturing, re-exports/outward processing metals; raw materials (lumber); mining and oil processing machinery, clothing; IT; computers, machinery; and electronics.	Textiles, food, design; content, and machines/equipment and parts (sectors were determined based on requests from industry and producer organizations).
Priority Markets	Vietnam, Hong Kong/Macau, U.S., Australia, and Thailand.	U.S.



Country	Italy (Institute for Foreign Commerce IICEI)	Germany (Germany Trade & Invest [GTAI])
Mission	Trade Promotion	Trade Promotion
Key Programs	Counseling; customized market research, and tariff/customs research.	Seminars and events, pavilions at trade fairs, trade delegations, market research, export credit guarantees, and investment guarantees.
Key Services	Advice on trade contracts, labor and investment law, contact lists, partner lists, business meetings, background checks, and promotional events.	Counseling, trade fairs, visa services, recruiting, legal, customs, background checks, partner searches, business trips and events, advertising, office representation, education, and promotion.
Funding (US\$)	2010: \$225 million; plans \$33 million for "Made in Italy" promotion	2010 Germany Ministry of Economics and Technology (BMWT) budget for export promotion \$134.8 million. Federal annual budget for trade missions \$1.7 million (50% for renewable energy) via consultants.
Number of Employees	690	approximately 2,700 (not including German Chambers of Commerce)
Number of Offices	117 offices in 87 countries; 17 offices in Italy	120 Foreign Chambers of Trade (AHKx) in 80 countries, German Federal Foreign Office has commercial service staff in 220 Germany embassies and consulates in 145 countries
Priority Industries	tbd	Aircraft, machinery, vehicles, plastics, optical/medical instruments, pharmaceuticals, mineral fuel, iron/steel products, furniture, and organic chemicals.
Priority Markets	tbd	France, Netherlands, US, UK, Italy, Austria, Belgium, China, Switzerland, and Poland.

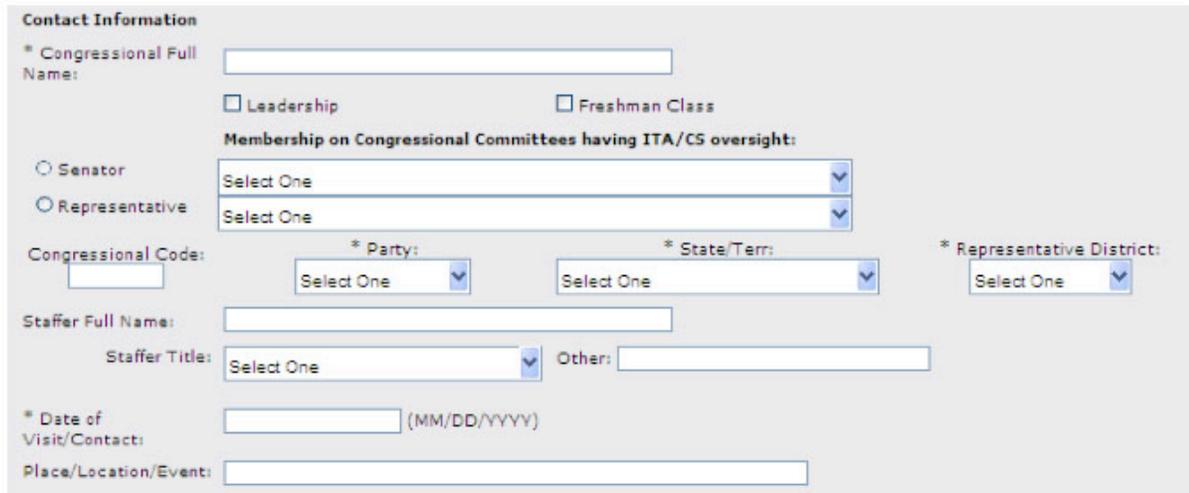
Country	France (UBIFRANCE L'Agence française pour le développement international des entreprises [PAPEETE])	Spain (Spanish Ministry of Industry, Tourism and Commerce. Foreign Trade Institute [ICEX])
Mission	Trade and investment promotion.	Spanish Ministry of Industry, Tourism and Commerce (www.mityc.es) conducts international trade and promotion. The main instrument for commercial promotion is the Foreign Trade Institute (ICEX) (www.icex.es).
Key Programs	Programme France's "one stop shopping" helps with export promotion and export financing.	Trade mission, trade fairs, visits by potential buyers to Spain, promotion events and development of marketing materials.
Key Services	Counseling, matchmaking, marketing and PR services, and student programs.	Sector marketing plans, internship programs, marketing "Made in Spain" brand, regional authorities, and chambers of Commerce.
Funding (US\$)	\$160 million	tbd (Spain's efforts in U.S. for the "Made in Spain" program's 2009 budget is EUR 20 million (20,000,000 EUR = US \$24,404,715) for 289 programs (trade mission, trade fairs, etc.) for 1,500 Spanish companies. With a similar budget for 2010).
Number of Employees	1,500 (2010)	approximately 1,500
Number of Offices	64 offices in 44 countries	80 countries
Priority Industries	Wine, food, building, IT, bio tech, trade events, heavy industry, fashion, capital goods, energy, environment, and chemicals.	Agricultural products, consumer products, industrial products, services, and cultural industries.
Priority Markets	EU, US, China, Russia, UAE, Canada, Japan, Algeria, Morocco, and Brazil.	Brazil, China, Russia, Mexico, US, India, Algeria, Morocco, Japan, South Korea, and Gulf States.



Country	Brazil (Agenda de Promo,* de Exportackies (APEX])
Mission	Promote the export of products and services, help increase the exports of Brazilian businesses, and attract foreign investment. Works to increase the number of exporting businesses, add value to the portfolio of exported products, consolidate the country's presence in traditional markets and open new markets abroad for national products and services. Provides assistance to businesses of all sizes at any stage of exporting maturity, ranging from non-exporting enterprises to advanced. Promote foreign direct investment.
Key Programs	Integrated Sectorial Projects (PSIs) — carried out through partnership between Apex-Brazil and associations representing sectors of the Brazilian economy for trade promotion programs. Operating in 70 sectors of the Brazilian economy. Multi-sector fairs: focuses on exporting companies that are not strictly associated with PSIs. Multi-sector fairs are EXPOCOMER (Panama), FILDA (Angola), FIHAV (Cuba), ANUGA (Germany) and SIAL (France). Buyer Program promotes meetings in Brazil, between Brazilian businesses and foreign clients in specific sectors and markets, and match-making. Trade Mission: promotes missions and prospective visits abroad. Provides support system for companies, workshops, visits to trade centers, retail chains, trade associations, and Chambers of Commerce. Trading Companies Program: Brings companies onto the international market, through export and trading companies, promotes business meetings between representatives and international buyers.
Key Services	Country profiles; product group profiles; opportunity studies; local market studies; Apex-Brasil Internationalization and Market Workshops; Importer Lists; Trade Intelligence Capacity Building; Trade Intelligence Consultancy; and Exporter Qualification.
Funding (US\$)	R\$250 million (250,000,000 Brazil Reais = US\$137,333,878)
Number of Employees	250
Number of Offices	Business Centers (CNs) in Miami (USA), Dubai (UAE), Warsaw (Poland), Beijing (China), Havana (Cuba) and Moscow (Russia). Opening office in Angola in 2010
Priority Industries	Operates in 79 sectors of the Brazilian economy. Support provided to more than 7,000 business companies in all regions of Brazil.
Priority Markets	

National Association of District Export Councils, Inc. Hints and Tips on Congressional Meeting Report Form

- Complete Fields in "Contact Information" Section:
<http://NADECpartners.pc-backup.net/contactreport.htm>



Contact Information

* Congressional Full Name:

Leadership Freshman Class

Membership on Congressional Committees having ITA/CS oversight:

Senator Representative

Select One

Select One

Congressional Code: * Party: * State/Terr: * Representative District:

Select One Select One Select One

Staffer Full Name:

Staffer Title: Other:

* Date of Visit/Contact: (MM/DD/YYYY)

Place/Location/Event:

- Congressperson's Full Name (Text)
- Leadership Role or Freshman Status (Click in Checkboxes)
- Senator or Representative (Click in Radio Button)
- Membership on "Congressional Committees having IA/CS oversight" (Dropdown)
- Select Party, State, & Representative District (Dropdowns)
>Automatically sets Congressional Code field
- Met with Staff Member? Enter Staff Member Name & Title (Text, Dropdown, & Text)
- Date, Place, and/or Event of Contact (Text for Both)



National Association of District Export Councils, Inc. Hints and Tips on Congressional Meeting Report Form

- Complete "Key Issues / Discussion Topics" Section:

This is where you enter the key issues discussed (up to three)

The screenshot shows a form titled "Key Issues / Discussion Topics". It has three rows for "Issue #1", "Issue #2", and "Issue #3". Each row has a "Select One" dropdown menu for the issue and a "Rank:" dropdown menu. Below these is an "Other Issue:" text input field and another "Rank:" dropdown menu.

- * Rank Where You Think They Stand on Selected Issue (3 Dropdowns For Issue #1, #2, and #3)
 - > Supports, Leaning in Favor, UNADECided or Did Not Know, Leaning Against, Opposes
- * If Needed, Enter an Additional Issue in "Other Issue" Field (Text)
- If Needed, Rank Where You Think They Stand on "Other Issue" (Dropdown) >
 - > Supports, Leaning in Favor, UNADECided or Did Not Know, Leaning Against, Opposes

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National Association of District Export Councils, Inc.
Hints and Tips on Congressional Meeting Report Form
Complete Remaining Sections and Submit Form

<http://NADECpartners.pc-backup.net/contactreport.htm>

Your Information (4 Text Fields)

- Full Name
- DEC Membership
- Phone Number
- Email Address (Summary of Report Emailed to You Here)

Remarks: Issues Not on Form, Meeting Details, or Concerns (Large Text Area)

- Local Trade Issues, Trade Barriers, Intellectual Property Issues, etc.

Follow-Up: Plans You Have Based on Questions or Perceived Needs (Large Text Area)

Click on Submit Button at Bottom of Form

— **Records Data & Transmits Emails to Appropriate NADEC Members**

National Association of District Export Councils, Inc.

Congressional Meeting Report Form — Dropdown List

Issues

- ITA/CS Funding and Appropriations
- Overseas Compatibility Pay
- Government Pension Contribution
- Tariffs – Administration Policy
- China – Administration Policy
- NAFTA - support
- Other Free Trade Agreements
- Ex-IM Bank – fully functioning
- MTB – Miscellaneous Tariff Bill
- Commercial Service – full funding
- Trans-Pacific Partnership Agreement
- Protect Intellectual Property
- Other

Updated 4/11/18



**National Association of District Export Councils, Inc.
Congressional Meeting Report Form Dropdown List
Congressional Committees Having ITA/CS Oversight**

Senator

- No Membership on oversight committees/subcommittees
- Appropriations subcommittee on Commerce-Justice-Science
- Budget Committee
- Finance Committee
- Banking Committee
- Commerce Committee

Representative

- No Membership on oversight committees/subcommittees
- Appropriations subcommittee on Commerce-Justice-Science
- Budget Committee
- Energy and Commerce subcommittee on Commerce, Manufacturing, and Trade
- Foreign Affairs subcommittee on Terrorism, Nonproliferation, and Trade
- Ways and Means subcommittee on Trade

National Association of District Export Councils, Inc.

Congressional Meeting Report Form — Dropdown List Washington and Field Staffer Titles

- Chief of Staff
- Legislative Director
- Communication Director
- Scheduler
- Trade LA
- District Director
- Other

National Association of District Export Councils, Inc.

Congressional Meeting Report Form — Data List

Regional Legislative Coordinator Email Recipients

- Region 1— Northeast — John Manzella
- Region 2— Southeast — Anne Burkett
- Region 3— Great Lakes — James Sisto
- Region 4— Mid-Atlantic — John Saylor
- Region 5— Midwest — Richard Paullin
- Region 6— Southwest — Darcie Durham
- Region 7— Pacific South — Mark Ballam
- Region 8— Pacific North — Susanne Stirling

Updated 4/11/18



...Congressional Meeting Report Form

How to Inform National Association of District Export Council on Your Discussions with Your Representatives and Senators

Visit this link on the National Association of District Export Councils (NADEC) web site : <http://ndecpartners.pc-backup.net/contactreport.htm>



U.S. Representative/Senator Contact Report

Commands >>> Resource Menu

Please provide as much information as possible regarding your contact or visit with a U.S. Senator or U.S. Representative or a member of their Congressional Staff using the form below. A copy of this report will be sent to you at the email address you provide below, as well as to the appropriate recipients based on the selected State or Territory.

Fields marked with * are required and must be provided in order to submit the Contact Report.

Contact Information

Congressional Name: * ?

Leadership ? Freshman Class ?

Membership on Congressional Committees having ITA/CS oversight

Senator ? No oversight committees/subcommittees ?

Representative ? No oversight committees/subcommittees ?

Party: * State/Terr: * Representative District: * Congressional Code:

Pick an entry... ? Pick an entry... ? Pick an entry... ?

Staffer Full Name: ?

Staffer Title: ? Other: * ?

Date of Visit/Contact: * ?

Place/Location/Event: ?

Key Issues / Discussion Topics

Issue #1: ? Rank: ?

Issue #2: ? Rank: ?

Issue #3: ? Rank: ?

Other Issue(s): ? Rank: ?

Your Information

Full Name: * ? Member of DEC: * ?

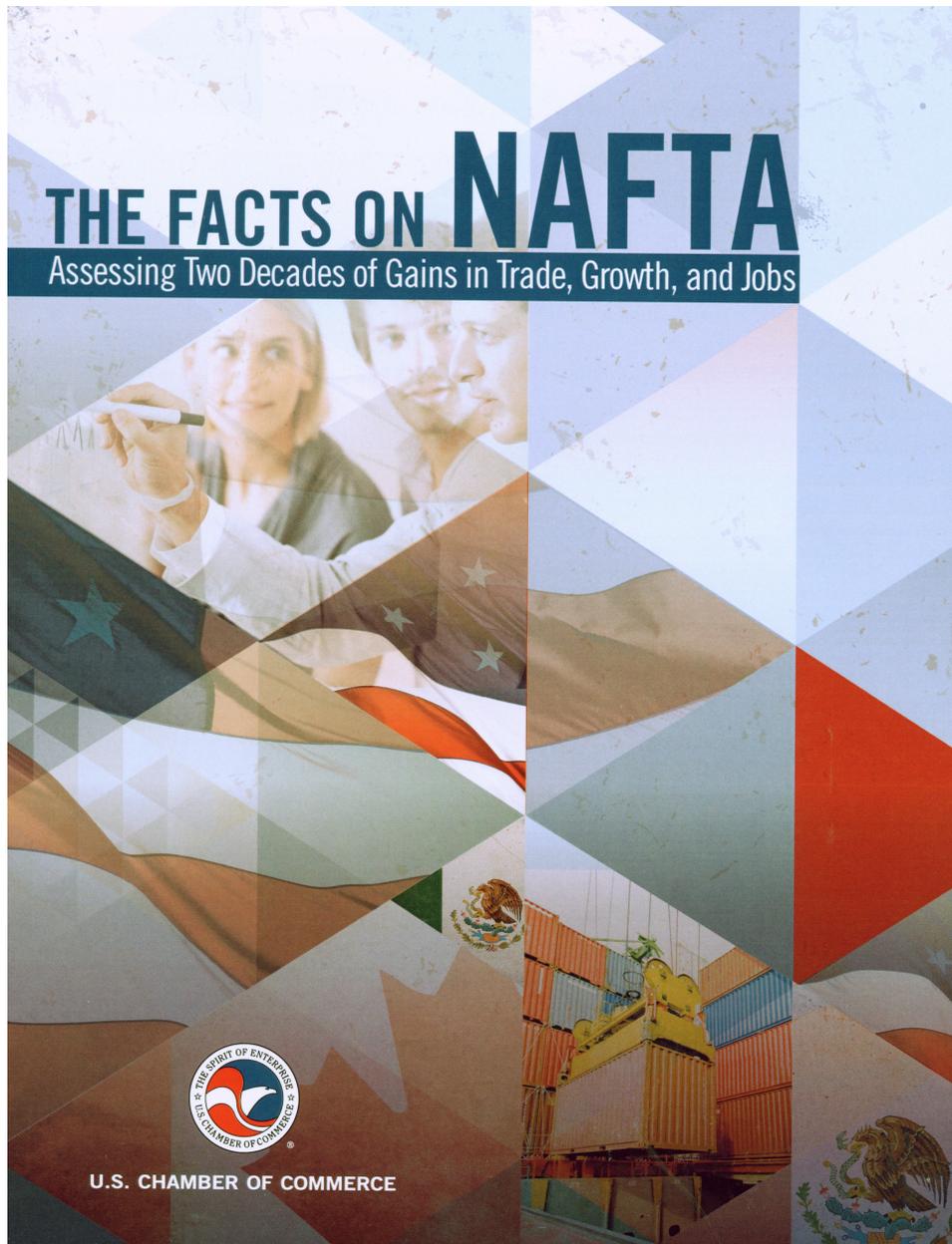
DEC Member Phone: ? DEC Member Email: * ?

Additional Details

Remarks: ?

The U.S. Chamber brochure “The Facts on NAFTA” is now available. Download the brochure for your own use with the media and your congressional delegation. Here is the link:

<https://www.uschamber.com/report/the-facts-nafta-assessing-two-decades-gains-trade-growth-and-jobs>



Below is an Order Form for the 115th Congressional Directory- Mid-Term Election Edition. This new directory is an absolutely a “must have” for your meetings with representatives and senators in Washington and your home state. It is well worth your investment of \$35.00. <http://publishing.cqrollcall.com/>

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National Association of District Export Councils Regional Legislative Network by Region and State

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MA - Massachusetts VT - Vermont
NH - New Hampshire

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AK - Arkansas OK - Oklahoma
FL - Florida PR - Puerto Rico
GA - Georgia

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KY - Kentucky TN - Tennessee
MI - Michigan WI - Wisconsin

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DC - District of Columbia SC - South Carolina
MD - Maryland VA - Virginia
NJ - New Jersey WV - West Virginia
NC - North Carolina

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IA - Iowa ND - North Dakota
KS - Kansas SD - South Dakota
MN - Minnesota

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LA - Louisiana WY - Wyoming

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HI - Hawaii/Pacific
NV - Nevada

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NDEC Pacific North Regional Legislative Coordinator
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Northern California DEC - (916) 444-6670
AK - Alaska OR - Oregon
CA - California (north) UT - Utah
ID - Idaho WA - Washington

Revised 2/2018

Updated 4/11/18

Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 1 - Northeast

New Hampshire Freshman Class Members of the United States Congress



United States Senator
Maggie Hassan (D)

United States House of Representatives

Carol Shea-Porter (D/NH/01)

New York Freshman Class Members of the United States Congress

United States House of Representatives

Thomas Suozzi (D/NY/03)

Adriano Espaillat (D/NY/13)

John Faso (R/NY/19)

Claudia Tenney (R/NY/22)



Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 2 - Southeast

Florida Freshman Class Members of the United States Congress

United States House of Representatives

Matt Gaetz (R/FL/01)

Neal Dunn (R/FL/02)

John Rutherford (R/FL/04)

Al Lawson (D/FL/05)

Stephanie Murphy (D/FL/07)

Darren Soto (D/FL/09)

Val Demings (D/FL/10)

Charlie Crist (D/FL/13)

Brian Mast (R/FL/18)

Francis Rooney (R/FL/19)

Georgia Freshman Class Members of the United States Congress

United States House of Representatives

Drew Ferguson (R/GA/03)

Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 3 - Great Lakes

Indiana Freshman Class Members of the United States Congress



United States Senator
Todd Young (R)

United States House of Representatives

Jim Banks (R/IN/03)

Trey Hollingsworth (R/IN/09)

Michigan Freshman Class Members of the United States Congress

United States House of Representatives

Jack Bergman (R/MI/01)

Paul Mitchell (R/MI/10)

Tennessee Freshman Class Members of the United States Congress

United States House of Representatives

David Kustoff (R/TN/08)

Wisconsin Freshman Class Members of the United States Congress

United States House of Representatives

Mike Gallagher (R/WI/08)

Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 4 - Mid-Atlantic

Delaware Freshman Class Members of the United States Congress

United States House of Representatives

Lisa Blunt Rochester (D/DE/ at large)

Maryland Freshman Class Members of the United States Congress



United States Senator
Chris Van Hollen (D)

United States House of Representatives

Anthony Brown (D/MD/04)

Jamie Raskin (D/MD/08)

New Jersey Freshman Class Members of the United States Congress

United States House of Representatives

Josh Gottheimer (D/NJ/05)

North Carolina Freshman Class Members of the United States Congress

United States House of Representatives

Ted Budd (R/NC/13)

Pennsylvania Freshman Class Members of the United States Congress

United States House of Representatives

Brian Fitzpatrick (R/PA/08)

Lloyd Smucker (R/PA/16)

Virginia Freshman Class Members of the United States Congress

United States House of Representatives

Scott Taylor (R/VA/02)

Donald McEachin (D/VA/04)

Tom Garrett (R/VA/05)

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Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 5 - Midwest

Illinois Freshman Class Members of the United States Congress



United States Senator
Tammy Duckworth (D)

United States House of Representatives

Raja Krishnamoorthi (D/IL/08)

Brad Schneider (D/IL/10)

Kansas Freshman Class Members of the United States Congress

United States House of Representatives

Roger Marshall (R/KS/01)

Minnesota Freshman Class Members of the United States Congress

United States House of Representatives

Jason Lewis (R/MN/02)

Nebraska Freshman Class Members of the United States Congress

United States House of Representatives

Don Bacon (R/NE/02)

Updated 4/11/18

Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service

Region 6 - Southwest

Arizona Freshman Class Members of the United States Congress

United States House of Representatives

Tom O'Halleran D AZ 01

Andy Biggs R AZ 05

Louisiana Freshman Class Members of the United States Congress



United States Senator

John Neely Kennedy (R)

United States House of Representatives

Clay Higgins (R/LA/03)

Mike Johnson (R/LA/04)

Texas Freshman Class Members of the United States Congress

United States House of Representatives

Vincente González (D/TX/15)

Jodey Arrington (R/TX/19)

Wyoming Freshman Class Members of the United States Congress

United States House of Representatives

Liz Cheney (R/WY/at-large)

Updated 4/11/18

Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 7 - Pacific South

California Freshman Class Members of the United States Congress



United States Senator
Kamala Harris (R)

United States House of Representatives

Ro Khanna (D/CA/17) *(this might belong in Region 8)*

Jimmy Panetta (D/CA/20)

Salud Carbajal (D/CA/24)

Nanette Barragan (D/CA/44)

Lou Correa (D/CA/46)

Nevada Freshman Class Members of the United States Congress



United States Senator
Catherine Cortez Masto (D)

United States House of Representatives

Jacky Rosen (D/NV/03)

Ruben Kihuen (D/NV/04)



Freshmen Class Members of the 115th US Congress

These new members of the House and Senate know very little about the benefits of trade promotion in general and in particular, about the work of the International Trade Administration and the US Commercial Service.

Region 8 - Pacific North

California Freshman Class Members of the United States Congress



United States Senator
Kamala Harris (R)

United States House of Representatives

Ro Khanna (D/CA/17) (This might belong in Region 7)

Washington Freshman Class Members of the United States Congress

United States House of Representatives

Pramilla Jayapal (D/WA/7)

Updated 4/11/18



PowerPoint Presentation
Table of Contents (separate file attached)

National Association of District Export Councils

Talking Points

- U.S. & Foreign Commercial Service
- Major Mission of the Commercial Service
- U.S. Export Assistance Centers (USEACs)
- States covered by Eight Regional Hub Directors & Eight Regional Legislative Coordinators (USA map)
- NADEC Support for the USEAC programs
- Budget concerns

Foreign Competition and Trade Promotion Assistance

- U.S. firms face stiff competition from foreign companies
- Competitor countries subsidize services to small companies
- Highlights

Exploring the NADEC Website

- Toolkits for FTAs, Budgets, and Current Initiatives
- Legislative Contact Information
- - Locate and Click on “Legislative” icon
- - Use Provided Links to Download Congressional Contact Lists

Contacting Your Senators and Representatives

- Avoiding Delays From Off-Site Inspection Process
- Congressional Meeting Info

Pointers on Reaching Congressional Members

- Repetition is key
- Learn Email Address Patterns of Staff Members
- Follow-up with Phone Call to Scheduler-verify invite receipt
- Use Optimistic and non-threatening Language

Reporting Congressional Visits or Contacts

- U.S. Representatives, U.S. Senators or Staff Members
- Access Web-Based Congressional Meeting Report Form at: <http://NADECpartners.pc-backup.net/contactreport.htm>
- “Drop-down” fields allow quick form completion

Hints and Tips on Congressional Contact Report Form

- Complete Fields in “Contact Information” Section
- Complete “Key Issues/Discussion Topics” Section
- Complete Remaining Sections and Submit Form
- Click on Submit Button at Bottom of Form

Dropdown List

- Issues
- Congressional Committees having ITA/CA Oversight
 - Senator
 - Representative
 - Washington and Field Staffer Titles
 - NADEC Distribution
 - Regional Legislative Coordinators – one through eight