



The National Association of District Export Councils

# ANNUAL EXPORT CONFERENCE

**WASHINGTON, DC**

**May 9, 2023**

The Mayflower Hotel  
Washington, DC

**May 10, 2023**

Meetings on The Hill  
Senate Visitors Center

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## A LETTER FROM OUR CHAIR

**JONATHAN SZUCS**

### Welcome to the Spring Conference!

We are excited that you have chosen to spend time with us and will be lending your voice to the discussions. There is much going on that is of concern to US exporters, namely the Inflation Reduction Act, the recently approved EU Carbon Import Tax, to the war in Ukraine and China's inroads into Africa and South America. Over the next two days, you will hear from government officials and companies who will share their insights into the hot topics that impact your business endeavors. You will gain a wealth of practical takeaways and make valuable contacts.

Part of the NADEC's duties is to act as a liaison and amplifier between SMEs and stakeholders. These stakeholders include state and federal legislatures and government agencies. Through supporting government initiatives such as STEP grants, the re-charter of the SBA or the re-charter of EXIM Bank, the NADEC continuously works to assist SMEs.

- The NADEC continues to push for market access for small businesses in areas where access is limited or non-existent.
- We support the creation of new Free Trade Agreements along with the leveraging of current Free Trade Agreements to assist small businesses in eliminating barriers to exporting. The NADEC is committed to making sure that all future Free Trade Agreements contain a chapter specific to small businesses.

We encourage you to utilize the NADEC's vast library of subject matter experts who stand ready to assist you navigate the global trade landscape. SMEs should take advantage of the NADEC's webinars and networking opportunities in order to garner information to help them export effectively. Reach out to the NADEC Board members, check out our website and monthly newsletter.

Our annual spring conference gives SMEs an exceptional opportunity to network, learn and advocate with assistance from the NADEC.

I look forward to connecting with many of you over the next few days.

Jonathan Szucs  
NADEC Chair  
[js@asiwheels.com](mailto:js@asiwheels.com)



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# The Changing Global Trading Relationships & Opportunities: How Can You Maintain Profitability?

**DAY ONE Tuesday, May 9, 2023 8:00 am – 5:30 pm**

**8:00 am – 8:30 am**

## Welcome

**Jonathan Szucs**, NADEC Chair

**Kendee Yamaguchi**, Deputy Assistant Secretary for the U.S. Field, U. S. Department of Commerce

**John Worthington**, CEO/ President, IBT Online – **Platinum Sponsor**

**8:30 am – 9:30 am**

## Opening Plenary

### The Global Trading System: Understanding Its Realignment

Recent developments together with emerging trends have dramatically altered the global trading system as we know it. These developments have been a combination of factors. The result is a shift in the risk factors that exporters must now consider, the closure of certain markets, and the emergence of new opportunities and new trading partners. This plenary program is designed to set the stage for the programs that follow.

Conducted as a conversation, the discussants include:

#### **David F. Day**

NADEC Trade Policy Committee

Chairman, Global Risk Mitigation Foundation & Hawaii DEC

#### **Everett Eissenstat**

Chair, Edelman Global Advisory for the U.S. and Canada

Formerly, Chief International Trade Counsel

United States Senate and White House Deputy Director, National Economic Council

#### **Andrea Thompson**

Vice President for International Programs, Northrop Grumman

Former Under Secretary of State for Arms Control and International Security Affairs

## Tabletop Discussions with Trade Resources

*Throughout the day, attendees will have the opportunity to meet with trade resource partners to discuss specific export programs. Tables will be set-up in the pre-function area.*

- Industry and Analysis- Office of Manufacturing
- Industry and Analysis- Office of Supply Chain
- Industry and Analysis- National Travel & Tourism Office
- Industry and Analysis- Office of Industry Engagement
- U.S. Commercial Service- Office of Africa
- U.S. Commercial Service- Office of Europe
- U.S. Commercial Service- Office of Asia
- U.S. Commercial Service- Office of China
- U.S. Commercial Service – U.S. Field
- U.S. Commercial Service – Office of Strategy and Engagement
- U.S. Small Business Administration
- Export Import Bank of the United States

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MAY 9, 2023 • CONFERENCE | MAY 10, 2023 • VISITS TO THE HILL

DAY ONE	Room A	Room B
9:30 am – 10:30 am	<p><b>SME Trade Agenda Updates</b></p> <p><b>Dr. Christina Sevilla</b>, USTR Deputy Assistant US Trade Representative, Small Business, Market Access, Industrial Competitiveness</p> <p><b>Joseph Hanley</b>, National Director for the U.S. Field, U.S. Commercial Service</p> <p><b>Christine P. Brown</b>, SBA Director of Trade</p> <p><b>Moderator: Richard Grana</b>, SME Impex &amp; Kentucky DEC</p>	<p><b>Strategies and Tactics for new Emerging Export Markets</b></p> <p><b>Danica R. Starks</b>, Senior U.S. Commercial Liaison to the World Bank &amp; Head of DOC Multilateral Development Bank</p> <p><b>Zaheer Faruqi</b>, CEO, Aventure Aviation &amp; Georgia DEC</p> <p><b>Peter Clement</b>, SVP of International Factoring, Rosenthal &amp; Rosenthal, Inc.</p> <p><b>Moderator: Tom Dustman</b>, International Sales Director, SUNNEN &amp; Missouri DEC</p>
10:30 am – 10:45 am	BREAK	
10:45 am – 11:45 am	<p><b>U.S. – Africa Trade Policy Update</b></p> <p><b>William Fanjoy</b>, Senior Advisor for Private Sector Engagement, Prosper Africa</p> <p><b>Heather Lanigan</b>, Regional Director for Sub-Saharan Africa, U.S. Trade &amp; Development Agency</p> <p><b>Toyin Umersiri</b>, Founder &amp; CEO, Nazaru LLC &amp; IL DEC</p> <p><b>Dr. Thierry Wandji</b>, CEO, Cybastion Tech</p> <p><b>Scott Eisner</b>, President, U.S.- Africa Business Center at U.S. Chamber of Commerce</p> <p><b>Moderator: W.E. Da'Cruz</b>, Cofounder &amp; COO, The VGC Group, E MI DEC</p>	<p><b>Indigenous Communities and Global Trade: Exploring best practices for engagement, capacity-building and opportunity</b></p> <p><b>Myron Lizer</b>, former VP of the Navajo Nation</p> <p><b>Derrick Watchman</b>, Board Chairman- National Center for American Indian Enterprise Development</p> <p><b>Kyia Jackson</b>, Export Business Development Specialist, Arizona Export Center, Minority Business Development Agency, U.S. Department of Commerce</p> <p><b>Moderator: Fred Latuperissa</b>, President, ExIm 20/20 Group and Inland Empire CA DEC</p>
12:00 pm – 1:45 pm	<p><b>Special Remarks - Deputy Secretary of Commerce Don Graves</b></p> <p><b>Conversation on Trade with SBA</b></p> <p><b>Featuring</b></p> <p><b>SBA Administrator Isabella Guzman (Invited)</b></p>	

DAY ONE	Room A	Room B
1:50 pm – 2:50 pm	<b>Agriculture &amp; National Security</b> <b>Michael Brooks</b> , Senior Agriculture Advisor to Senator Mike Rounds, South Dakota <b>Timothy Hughes</b> , Senior Trade Advisor, Office of the Commissioner, Kentucky Department of Agriculture <b>Kelly Wheeler</b> , Export Manager, Aviagen, Inc., Alabama <b>Moderator: Bradley McKinney</b> , Vice President of Strategic Initiatives, Krach Institute for Tech Diplomacy at Purdue	<b>Post COVID Logistics &amp; How to Leverage Resources to be More Competitive</b> <b>Tom Cook</b> , Managing Director Blue Tiger International & NY DEC (Consultant) <b>Joe Mantello</b> , Director of Logistics, Qosina Corporation (principal Importer/Exporter) <b>Jason Cook</b> , Managing Director, Ardent Global Logistics (Forwarder) Kelly Raia, COO, National Institute for World Trade (Training/Education) <b>Moderator: Jim Haynes</b> , Director-Business Development, Rohlig USA, LLC & Northern Ohio DEC
2:50 pm – 3:50 pm	<b>Strategic Exporting/Investment to Enhance Global Competitiveness &amp; Security</b> <b>Lt. Gen. Wallace C. Gregson</b> , USMC (Ret), former Assistant Secretary of Defense (Asia) <b>Col. Arthur M. Romanillos, Jr.</b> , Philippine Army, Army Attaché to the USA <b>Anthony J. Scotti</b> , Chief Operations Officer, Gyrene <b>Moderator: Dr. Elizabeth G. Chan</b> , Global Risk Mitigation Foundation	<b>DECs and Universities: A Partnership to Help Firms Boost Exports</b> <b>Rebecca Bellinger</b> , University of Maryland, Maryland-DC DEC <b>Kimberly Brown</b> , CEO of Amethyst Technologies and Chair, Maryland/DC DEC <b>Joyce Steffan</b> , The Ohio State University, Northern Ohio DEC Kim Smith, CEO, Plidco, Northern Ohio DEC <b>Kim Smith</b> , CEO, Plidco, Northern Ohio DEC <b>Moderator: Mark J. Ballam</b> , San Diego State University, CIBER, San Diego & Imperial DEC
3:50 pm – 4:10 pm	<b>BREAK</b>	
4:10 pm – 4:30 pm	<b>Special Remarks</b> <b>Presentation of Executive Secretary of the Year and DEC of the Year</b> <b>Jonathan Szucs</b> , NADEC Chair <b>Mark Ballam</b> , San Diego State University CIBER – <b>Gold Sponsor</b> <b>Kendee Yamaguchi</b> , Deputy Assistant Secretary for the U.S. Field	
4:30 pm – 5:30 pm	<b>Global Markets Snapshots: Opportunities and Challenges</b> <ul style="list-style-type: none"> <li>• <b>Dale Tasharski</b>, Deputy Director General - Moderator</li> <li>• <b>Scott Tatlock</b>, Deputy Assistant Secretary for China</li> <li>• <b>Cameron Werker</b>, Executive Director, Office of Europe and Eurasia</li> <li>• <b>Diane Jones</b>, Executive Director, Office of Western Hemisphere</li> <li>• <b>Pamela Phan</b>, Deputy Assistant Secretary for Asia (invited)</li> <li>• <b>Camille Richardson</b>, Deputy Assistant Secretary for Africa (invited)</li> </ul> <b>CLOSING REMARKS - Jonathan Szucs, NADEC Chair</b>	
5:30 pm – 7:00 pm	<b>NETWORKING RECEPTION</b>	





DAY TWO

Wednesday, MAY 10, 2023 | Visit to The Hill  
Senate Visitors Center, SVC 212-10

7:45 am – 11:45 am

Welcome to The Hill Breakfast - Jonathan Szucs, NADEC Chair

8:15 am

Special Remarks by the US Global Leadership Coalition



Presentation to the Congressional Trade Advocates of the Year

The objective of the NADEC Capitol Hill Day is to increase awareness and understanding among members of Congress regarding the importance of exports to the U.S. economy, including the significance of securing new and improved market access. Key committee staff from the following committees will speak to our group:

- Panel Discussion with **House and Senate Small Business Committee** Staffs
- Panel Discussion with **House Ways & Means** (Trade Sub-Committee) and **House Agriculture Committee** Staffs
- Panel Discussion with **Senate Finance Committee** (International Trade Sub-Committee)
- Conclusion

Members of Congress will periodically ‘stop by’ during the morning to make presentations focused on critical trade issues.

DEC members are encouraged to meet with their State’s Congressional Representatives and/or staff members to better inform them on the importance of trade and trade legislation to our businesses and to our nation. NADEC talking points will be provided.

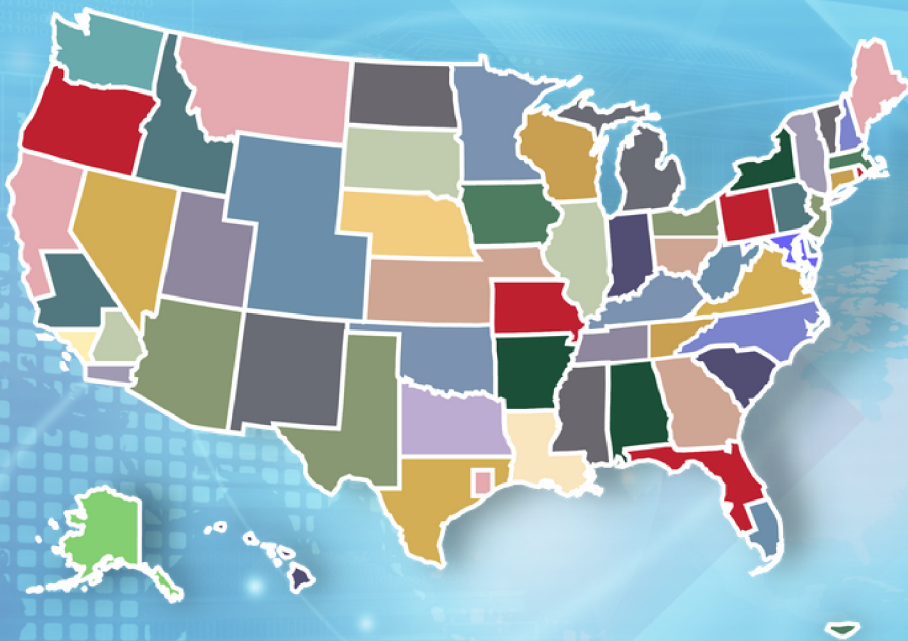
NADEC Mission Statement

The National Association of District Export Councils increases awareness and understanding of the importance of exports to the US economy through education, legislative outreach, and engagement with DEC’s and other relevant stakeholders.



## BY THE NUMBERS:

- 8 Regions
- 61 Local District Export Councils
- 1,500 Members



## Visit Us Online

We invite you to visit our newly redesigned website **USAExporter.org** to learn more about the valuable resources we offer to exporters.

### Some of these include:

- National and Local Events Calendar
- DEC Locator
- List of Relevant Government Agencies
- Helpful Articles and Website Links
- NADEC Board and Committees Details
- Access To Your Legislators

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