



DEC National Forum & International Trade Symposium

NDEC Webinar

Sept. 2, 2014

2014 DEC National Forum

Oct. 2, 2014

Ronald Reagan Intl. Trade Center

**1300 Pennsylvania Avenue N.W.
Polaris Room
Washington, D.C. 20004**

07:00 AM Registration & Breakfast

08:00 AM Opening Remarks

12:30 PM Lunch

5:45 PM Closing Remarks

6:00 – 8:00 PM Reception

Roadmap for Success

The theme for this year's National Forum brings an agenda filled with topics of interest for DEC development areas based upon the Jan. 2014 all DEC survey.

- Taking place in WA D.C. - convenient for visits to Capital Hill
 - Access to Commerce officials
 - Agenda designed for DEC development in three critical functional areas:
 - *Creating Mission Statements and Goal Setting*
 - *Planning Website and Social Media Utilization*
 - *Driving DEC Success – Utilizing Committees*
 - Excellent price for high value
 - Hot Breakfast buffet, lunch and evening reception
 - Guests (non-DEC members) welcome to reception. Separate registration is required.
 - Two programs for the price of 1 - attend the International Trade Symposium on Oct. 3
- Register – <http://www.districtexportcouncil.org/2014-national-dec-forum>
- \$145 registration for Forum includes the reception.
 - Registration for the Forum does not include the Oct. 3 Intl. Trade Symposium. You must register for the Symposium separately.

2014 DEC National Forum Agenda



2014 DEC National Forum
 October 2, 2014
 Ronald Reagan International Trade Center
 1300 Pennsylvania Avenue N.W
 Polaris Room
 Washington D.C. 20004

Roadmap for Success

AGENDA

7:00 AM	Registration/Breakfast Buffet/Networking
8:00 AM	Welcome and opening Comments Roy Paulson, Chair, National DEC <ul style="list-style-type: none"> > Introductions of 2014-2015 National DEC Officers and Steering Members > Conference Agenda Overview Welcoming remarks Director General, Arun Kumar (invited)
8:30 AM	State of the DEC's & the National DEC Activity Overview Roy Paulson
8:45 AM	Committee Reports <ul style="list-style-type: none"> > Strategy Review > Website > Outreach & Education > Legislative Affairs > Trade Policy > Export University Liaison > Q & A
10:00 AM	Break
10:15 AM	DEC Survey & Best Practices Panel <ul style="list-style-type: none"> > Mission Statements and Goal Setting > Website and Social Media Utilization > Driving Results - Active Committees
12:30 PM	Lunch & Networking
1:00 PM	Keynote Remarks (Under Secretary for International Trade Selig or Director General, U.S. Foreign & Commercial Service - Invited) Short Q&A
1:30 PM	DEC of the Year Nominee Presentations DEC of the Year Award

2:15 PM	Break
2:30 PM	DEC Best Practice Workshops 2:30 PM - Track 1 <i>Creating Mission Statements and Goal Setting (Polaris Room)</i> Facilitator: Mike Allocca <i>Planning Website and Social Media Utilization (Meridian B)</i> Facilitator: Sandra Renner <i>Driving DEC Success - Utilizing Committees (Meridian C)</i> Facilitator: Aaron Scott Miller 3:15 PM - Track 2 <i>Creating Mission Statements and Goal Setting (Polaris Room)</i> Facilitator: Mike Allocca <i>Planning Website and Social Media Utilization (Meridian B)</i> Facilitator: Sandra Renner <i>Driving DEC Success - Utilizing Committees (Meridian C)</i> Facilitator: Aaron Scott Miller 4:30 PM - Track 3 <i>Creating Mission Statements and Goal Setting (Polaris Room)</i> Facilitator: Mike Allocca <i>Planning Website and Social Media Utilization (Meridian B)</i> Facilitator: Sandra Renner <i>Driving DEC Success - Utilizing Committees (Meridian C)</i> Facilitator: Aaron Scott Miller
4:45 PM	Workshop Recap Mike Allocca, Sandra Renner, Aaron Scott Miller
5:00 PM	CIBER Overview - Mark Ballam
5:30 PM	International Trade Symposium Overview
5:45 PM	Closing Remarks/adjourment
6:00 PM	Networking Reception (No host bar). Time TBC - Remarks by ITA/CS Official (TBC- Secretary of Commerce Pritzker Invited) Remarks by DEC of the Year Award Winner Special Awards (TBC)
8:00 PM	Reception Close

2014 International Trade Symposium

Oct. 3, 2014

**U.S. Chamber of Commerce
1615 H Street, NW
Washington D.C. 20062**

08:30 AM Registration/coffee

09:00 AM Opening remarks

12:45 PM Lunch

2:15 PM Adjourn

International Trade Symposium

The theme for this year's International Trade Symposium is 'Growth'.

- Taking place in WA D.C. – Sponsored by the U.S. Chamber of Commerce
- Immediately following the DEC Forum
- Agenda designed with topic important to exporting businesses. Only program of it's kind offered in WA D.C.
 - Trade Promotion Initiatives
 - TTIP, TPP
 - Trade and Services Agreement
 - TPA updates
 - Voice of US Businesses – President's Export Council Survey of DEC Members
 - Market Access & Compliance (MAC) Panel
- Excellent price for high value
 - Lunch Included
 - NO cost – Program is free to attend – registration is required
 - Two programs for the price of 1 - attend the DEC National Forum on Oct. 2
 - Early afternoon conclusion to accommodate travel needs
 - Register – <http://www.districtexportcouncil.org/2014-national-dec-forum> Click the Register button below the Forum registration link.

2014 International Trade Symposium



Second Annual International Trade Symposium National District Export Council October 3, 2014

U.S. Chamber of Commerce
1615 H Street, NW
Washington D.C. 20062

AGENDA

8:30 AM	Registration, Coffee, Networking
9:00 AM	Welcome and Opening Comments Roy Paulson, Chair, National DEC <ul style="list-style-type: none">> Recognition of U.S. Chamber for hosting and providing lunch/refreshments> Recognition of DEC Officers and Members> Recognition of sponsors> DEC Organization Overview – Who we are> Agenda Overview
9:15 AM	Trade Promotion Current Initiatives Panel <ul style="list-style-type: none">> Trade Promotion Authority (TPA)> Trans-Pacific Partnership (TPP)> Trans-Atlantic Trade and Investment Partnership (TTIP)> Trade & Services Agreement> Miscellaneous Tariff Act> Q&A
10:30 AM	The Voice of US Exporters—PECSEA DEC Member Survey
11:00 AM	Break
11:15 AM	Beyond our Borders—Market Access Panel <ul style="list-style-type: none">> Overview> Standards> Intellectual Property Protection> Regulatory Barriers> Q&A
12:00 PM	Export-Import Bank of the United States (Export-Import Bank Chairman—Invited) Q&A
12:45 PM	Lunch & Networking – Sponsored by U.S. Chamber of Commerce
1:30 PM	Keynote Remarks (Secretary of Commerce—Invited) <ul style="list-style-type: none">• Look South Initiative• NEI Next – Current State, Next Steps• Short Q&A
2:10 PM	Program Recap and Closing Comments
2:15 PM	Adjourn

Accommodations

Two choices have been arranged for your convenience.

Hilton Garden Inn

- 815 14th Street NW, Washington DC 20005 202-783-7800
 - \$279 per night
 - Rate good through Sept. 12
 - 2 blocks from US Chamber
 - 4 blocks from Reagan Center
 - Register using Group Code NDE for discount rate
 - Call reservations at 800-471-6153

Fairfield Inn & Suites

- 500 H Street, Washington DC 20001 202-289-5959
 - \$199 per night Check in dates Tues. Sept 30 or Wed. Oct 1 with check out Fri. Oct. 3
 - Rate good through Sept. 12
 - Free hot breakfast
 - Free Internet
 - 15 minute cab or two stops on the 'Red' line metro.
 - Metro entrance across the street
 - Register with NDENDEC code for discounted rate
- Call reservations at 1-877-399-6024, ask to make a reservation for group code NDENDEC
- You can go to website www.marriott.com/wasfc put in the dates the guest would like to stay 9/30 – 10/3, click the (+) sign for Special Rates & Awards, click on group and enter this code (NDENDEC)