



SODEC All-Hands Meeting

Thursday, February 12 · 9:30am-11:00am · Frost Brown Todd
Cincinnati · Columbus · Dayton



Meeting Minutes

In Attendance:

Cincinnati SubChapter

Marcia Brandstadt
Joe Dehner
Alex Kohls
Anne Cappel
Jim Cunningham
Carlos Sosa
Cathy Vernon
Daniel Conde
Daniele Longo
David Hale
Harvey Cohen
Mark Evans
Michael Klembara
Paul Allaer
Rene McPhedran
Richard Gref
Stephen Mueller
Ted Ley
Kara Sweeney
Penny Toschlog
Shau Zavon
Paul Allaer
Carlos Sosa
Harvey Cohen

Columbus SubChapter

Roberta Ford
Martijn Steger
Cynthia Cole
Deb Scherer
Sharon Doherty
Tony Huckleby
Bill Opatt
Tom Mueller

Dayton SubChapter

Deborah Dirr
Tom Norwalk
Kathy Marshalek
Harry Bossey
Kari Garnes

Welcome & Introductions

SODEC Chair, Joe Dehner introduced Jim Cunningham, Commercial Officer who will be working in the U.S. Commercial Service - Cincinnati office for the next two years. Mr. Dehner also introduced new ex-officio members who have joined the ranks in Cincinnati: Anne Cappel – European-American Chamber of Commerce; Daniel Conde – Hispanic Chamber of Commerce; Steve Mueller – NKU-International Business Center; Shau Zavon-Greater Cincinnati Chinese Chamber of Commerce; Andy Kutcha-Clermont County Economic Development; Alex Kohls- Ohio Department of Development – ITD; and in Columbus: Cindy Cole- Ohio Department of Development – ITD; and Dayton: Monica Snow-Wright State University; Kari Garnes- Ohio Department of Development – ITD.

Deb Scherer, Ohio Department of Development – ITD, gave a brief update of State of Ohio new territories.

Treasury Report & Proposed Budget Review

On behalf of Treasurer, Steve Bastin, SODEC Chair, Joe Dehner gave the current total of the SODEC treasury (\$35,363), as well as the proposed FY09 budget. [FY09 Budget](#) was unanimously approved by both the Executive Committee and all attending members of the All-Hands meeting.

SODEC Funds Distribution/Proposed Projects

1. Trade Mission following SODEC/Xavier Conference – This trade mission will be SODEC organized and led. It will be a local/regional mission. Areas of consideration are: UAE, Saudi Arabia, Dubai, and Jordan. Next steps to be considered are: a) DEC Mission; b) Possible Congressional Lead; c) NODEC/Indiana DEC involvement; d) CS Cincinnati to scour database and check for interest. Contact project lead, Joe Dehner at jdehner@fbtlaw.com if interested.
 - a. Harry Bossey suggested partner with State of Ohio for Trade Mission
 - b. Carlos Sosa suggested Trade Mission be postponed until FY10 so that SODEC has time to get it organized
 - c. Kathy Marshalek suggested NTE companies for trade mission and also suggests Canada/Mexico as venue. Deb Scherer, Ohio Department of Development – ITD, stated that she has noticed that Canada/Mexico is of value to NTE's, and that there is a definite interest by the Lt. Governor of Ohio.
 - d. Mike Klembara reminded everyone that Higher Education would be a good venue for a Trade Mission
2. Joint SODEC-NODEC Event - Mark Evans, Cincinnati DEC Chair has volunteered to be lead on this project. This would be a joint, SODEC-NODEC (State of Ohio) one day event via teleconference focusing on small to medium sized exporters on how to compete in different markets. Contact Mark Evans at MEvans@clarkefire.com if interested.
 - a. Martijn Steger, Columbus DEC Chair, suggested adding solutions to liquidity and open markets and how a company can export with less money & more certainty.
 - b. Marcia Brandstadt asked for suggestions on how we will identify the companies that will be interested in these teleconferences?
3. Joint meetings with other DEC's (KY, MI, IN, PA, etc.) Tom Norwalk has volunteered to take the lead on this project. Contact Tom Norwalk at TomNorwalk@aol.com if interested.
 - a. It was suggested by Joe Dehner that it would be best to have this meeting coincide with Xavier/SODEC Conference in October. Everyone agreed.
 - b. Daniel Longo suggested focus on joint meetings with KY, OH, and PA

New-to-Export (NTE) Company Suggestions

SODEC Chair, Joe Dehner, reiterated the importance that each SODEC member identifies one or two NTE's and send recommendations to Marcia Brandstadt at Marcia.Brandstadt@mail.doc.gov or Penny Toschlog at Penny.Toschlog@mail.doc.gov.

New-to-Export Pilot Project

Presented by SODEC Executive Secretary, Marcia Brandstadt. This project could be a SODEC initiative, and also used for a member commitment. It would target companies provided by organizations who can identify their manufacturing clients that have not yet used international services. The organization would host an "Essentials of Exporting" seminar targeting these new-to-export companies. This pilot project would be open to service providers on DEC. Marcia suggested that something the DEC could consider, would be to cover the cost of one of the services offered by the U.S. Commercial Service ie: Gold Key, International Company Profile, International Partner Search, etc for the first three companies to register for the event. The cost for these services is minimal since the company would be NTE (see CS Standardized Fee Schedule). SODEC member, Ted Ley explained how UPS has identified customers who have never exported & are not receiving exports. Objective is to "create excitement and make it fun" and "ease the pain of exporting". For more information on the [New-to-Export Pilot project](#) or a listing of possible [NTE Pilot Topics](#), click on the links provided.

FY09 SODEC Member Commitments

SODEC Executive Secretary, Marcia Brandstadt asked that all members who have not submitted their commitments to look at "[Ideas for Commitments](#)" and circle two or three of the suggestions that the member would like to do. Put members name at the top of the sheet and submit to Penny Toschlog (Fax: 513-684-3227).

SODEC & Cincinnati Subchapter Planned Events 2009

1. Annual Xavier/SODEC International Trade Conference, October 22, 2009.
 - a. Xavier has invited Prince of Jordan to be keynote speaker. Will have confirmation in about one month. If Prince cannot attend, back-up speaker – Marwan Muasher, Senior Vice President – External Affairs, World Bank
 - b. Challenges: Sponsorships - due to added expenses for break-out sessions etc., and we have to rely on SODEC to cover expenses for bringing in speakers.
2. 2009 Rural Around the World Series: Selling to India (March 6) [Click here](#) for more information on the series. Still looking for sponsors.

Legislative Outreach

Dayton Chair, Tom Norwalk discussed importance of DEC members to do legislative outreach. Asked for volunteers to write op-ed pieces for the following:

Kathy Marshalek - Dayton Daily News
Harry Bossey - Dayton Business Journal
Martijn Steger – Columbus Dispatch
Sharon Doherty – Columbus Business First

Mark Evans – Find Volunteers for Cinti Enquirer
Richard Gref – Piqua, Troy, or Sidney
Daniel Longo/Renee McPhedran – OpEd Enquirer

Contact Congressionals:

Joe Dehner – Driehaus
Daniel Longo/Renee McPhedran – Northern Kentucky

Other Items

Kari Garnes recommended that we work with local economic development offices.

Harry Bossey – EU Reach Initiative – regarding chemicals that have to be disclosed – if companies are having problems, then let DC know. GSB was designed to benefit small countries, but larger countries are also using and are causing some concerns. SODEC contact for this is Bill Opatt.

Deb Scherer wanted to add that Ohio exporters deserve congratulations! Ohio has increased in exports to become number seven (7) in U.S. Top countries Ohio exports to are: #1 – Canada, #2 – Mexico, and #3 – Brazil.