

# Monthly Newsletter



Southern Ohio District Export Council  
Cincinnati, Columbus, Dayton

July/Aug/Sept 2008

Save The Date! - SODEC

## 2008 National District Export Council Conference



### “Travel & Trade - Redefining Exports”

Wednesday October 15 to Saturday 18, 2008

**October 15-18, 2008** - The 2008 National District Export Council Conference “Travel & Trade: Redefining Export” will be held October 15–18, 2008 in Palm Springs, California. This year’s event promises to be enlightening and worthwhile, bringing back last year’s expert moderator, Gene Randall, and many speakers and panelists, all well-versed in the tools of trade and the markets most important to U.S. exporters. Visit <http://www.deconference.com/> for information and registration.

Please contact Penny Toschlog at [Penny.Toschlog@mail.doc.gov](mailto:Penny.Toschlog@mail.doc.gov) with any information that you would like to have submitted in the next newsletter by no later than the 25<sup>th</sup> of each month.

Save The Date! – SODEC (Cont.)

## Selling to Central & South America



**October 29, 2008** - The 3<sup>rd</sup> Annual SODEC/Xavier University International Trade Conference, “Selling to Central & South America” will take place on October 29, 2008 at Xavier University’s Cintas Center. Planning is taking place for another great event. Mark your calendar to attend! For more information or to register, click [here](#).

**Save The Date! – Cincinnati Sub-Chapter**

**October 25 - 30, 2008** - Certified Trade Mission to Egypt and the UAE, initiated by the Department of Energy - energy efficiency and renewable energy sectors. For more information on the trade mission, click [here](#).

**November 9 - 15, 2008** - Expanding your international reach? This trade mission will help you decide if India is the right market for your business. Go with those who know India: FedEx and the U.S. Commercial Service. For more trade mission details, view the [India Trade Mission](#) flyer, or click [here](#) to register.

**Save The Date! - Columbus Sub-Chapter**

**October 21-22, 2008** - Plans have been made to organize rural outreach events, with Congressional offices as co-sponsors. Both Congressional offices (OH-06 and OH-18) will co-sponsor a basic exporting workshop. For more information contact Jo Daugherty at (614) 365-9510.



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### Cincinnati Sub-Chapter Activities & Events

**On Tuesday, June 24, 2008**, Commercial Service (CS) Cincinnati sponsored, "NAFTA: It's Impact on the Economy and Trade," at the Queen City Club in Cincinnati, Ohio. Hosted by the Cincinnati USA Regional Chamber, approximately 30 people were in attendance and featured Deputy Senior Commercial Officer (SCO) of CS Canada, Janice Corbett.

Introductions for the Roundtable discussion were given by Steve Shiffman, President & CEO Michelman Inc. Bob Lees, Strategic Advisor for University of Cincinnati, served as moderator. Canada and Mexico market briefings were given by Deputy SCO Corbett, who spoke about the deep economic partnership between the United States, Canada and Mexico. She also emphasized Ohio's exports to NAFTA countries, which are Ohio's top two export markets, with Canada Ohio's number one market. Deputy SCO Corbett provided promising future business prospects for Cincinnati companies, especially in Canada.

The program agenda also included a panel discussion. Deputy SCO Corbett served on the panel along with Gary Ellerhorst, President & CEO of Crown Plastics & Export Achievement Certificate (EAC) recipient; and Terry Segerberg, President & CEO of Mesa Industries, Inc. The panel discussion was followed by a question and answer session, where attendees were given the opportunity to ask the panel participants questions regarding NAFTA and its impact on U.S. trade.

CS Cincinnati Director Marcia Brandstadt, CS Cincinnati International Trade Specialist Kara Sweeney, and CS Cincinnati Rural Export Coordinator, Jennifer Schwachter planned the program & received positive client feedback on the value of the presentations. CS Cincinnati looks forward to assisting clients identified from the event.

**On Friday, August 22, 2008**, U.S. Commercial Service (CS) Cincinnati co-sponsored the "Doing Business with Panama" event at the law offices of Frost Brown Todd LLC in Cincinnati, Ohio. Over 40 people attended the event, hosted by CS Global Diversity Initiative (GDI) partner, the Hispanic Chamber Cincinnati USA and Frost Brown & Todd. Southern Ohio District Export Council (SODEC) Chair, Joe Dehner of Frost Brown & Todd LLC gave introductory remarks and moderated the corporate panel. CS Panama Senior Commercial Officer, Nicholas Kuchova gave a market



CS Panama, Senior Commercial Officer, Nicholas Kuchova speaks to attendees at "Doing Business with Panama" via video-conference.

### Cincinnati Sub-Chapter Activities & Events (cont.)

overview of Panama via videoconference. CS Cincinnati Director Marcia Brandstadt gave opening remarks, and introduced International Trade Specialist Kara Sweeney, Rural Export Coordinator Jennifer Schwachter, Export Assistance Specialist Penny Toschlog, and Intern Dayna Wood who were available to discuss CS resources to local companies in attendance.

The program began with Hispanic Chamber President Alfonso Cornejo welcoming everyone and introducing the videoconference presenters, SCO Kuchova and Dr. Gloria de la Espriella, National Director of Investment Promotion of the Panama Minister Office of Trade and Industry. Mr. Kuchova and Dr. Espriella discussed business opportunities for U.S. companies and the economic outlook of Panama. The agenda also included a corporate panel discussion with former Chiquita Fresh Group President, Bob Kistinger.

The presenters provided information and resources available on doing business with Panama, the business legal environment, building long-lasting relationships with Panama trade partners, the logistics in Panama, and their forecast on the outlook of the Panama economy. The seminar concluded with a question and answer session, where companies were given the opportunity to address concerns and questions regarding the Panama business environment with the presenters as well as CS Cincinnati staff.

CS Cincinnati was recognized as an excellent resource for local companies who need assistance with expanding into the international market. CS Cincinnati looks forward to a sustained partnership with GDI partner Hispanic Chamber Cincinnati USA and working with new clients identified from the event.



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## Cincinnati Sub-Chapter Activities & Events (cont.)

On Friday, September 12, 2008, CS Cincinnati hosted Selling to the European Union in rural Ohio. As part of the Rural Export Resource (RER) 2008 International Conference Series initiative, U.S. Commercial Service (CS) Cincinnati hosted the event at the Oasis Conference Center in Clermont County, Ohio. Over 60 people attended the event, with special remarks provided by Congresswoman, Jean Schmidt (OH-2), who stressed the importance of trade and singled-out the Commercial Service as a great resource for companies looking to export or expand overseas.

The program featured live videoconferences with CS Berlin Deputy Senior Commercial Officer (SCO), William Czajkowski; CS Prague SCO, Gregory O'Connor; CS Brussels SCO, Paul Kullman; and CS EU SCO, Jonathan Bensky. In addition to the videoconference presentations, CS Cincinnati Director Marcia Brandstadt gave opening remarks and moderated the event. Deputy Director, Paul Bucher, and Regional Director, Judy Reinke of CS Office of International Operations-Europe participated in the program via audio line.

The event was sponsored by the Ohio Department of Development-Global Markets Division, Clermont County Office of Economic Development, and the European-American Chamber of Commerce.

The event began with opening remarks by CS Cincinnati Director Ms. Brandstadt; Global Trade Manager of Ohio Department of Development, Alex Kohls; Director of Clermont County Office of Economic Development, Andy Kutcha; and Board Member of the European-American Chamber of Commerce, Steven Taylor of Triumph Engineering.

In addition to the videoconference presentations, the program's agenda included presentations by SODEC member and Thompson Hine's Cincinnati partner, Paul Allaer; DACHSER USA Intelligent Logistics' President & CEO, Frank Guenzerodt; Bank of America's Senior Vice President of International Corporate Banking, Randy Chavez, International Treasury Sales' Brittany Pletz, and Divisional Manager of Commercial Banking Europe, Ciaran Brady; President of Clermont Board of Commissioners' Bob Proud; Michelman, Inc.'s President & CEO, Steve Shifman; and videoconference presentation by Thompson Hine's Brussels partner, Ludo Deklerck.



SODEC member, Paul Allaer, presented on legal considerations in the EU.

## Cincinnati Sub-Chapter Activities & Events (cont.)

The expert perspectives on entering the European market to increase international sales included Eastern and Western Europe market perspectives; finding opportunities in Europe; regulatory, legal, financial, and logistical considerations in the EU; and "European Evolution: From local exporter to international presence."

New-to-export and new-to-market companies were given many of the resources and recommendations available to aid them in increasing their export sales in the European Union member states. The event concluded with keynote luncheon remarks and a question and answer session, permitting attendees to address specific concerns and obtain guidance with presenters and the rest of the CS staff.

CS Cincinnati Rural Export Coordinator (REC) Jennifer Schwachter, and Director Marcia Brandstadt were available to speak with rural company representatives & received positive client feedback on the value of the presentations throughout the event.

## Columbus Sub-Chapter Activities & Events

On June 18, 2008, Roberta Ford, CS Columbus director, met with Chris Gagin, District Director for Congressman Charlie Wilson (OH-06), in his office in Bridgeport, Ohio to discuss services and programs available from the Commercial Service. She also met with Mike Calevski, Field Representative for Congressman Zach Space (OH-18) in Zanesville, Ohio.

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### Columbus Sub-Chapter Activities & Events (cont.)

During the visits, initial plans were made to organize rural outreach events, with the Congressional offices as co-sponsors. Congressman Wilson will kick off two (2) events to showcase federal government export assistance. Both Congressional offices (OH-06 and OH-18) recruited constituents with small businesses to attend these basic export workshops in St. Clairsville, OH (Belmont County) on September 30 and in Marietta, OH (Washington County) on October 1, 2008.

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During the visits, initial plans were made to organize rural outreach events, with the Congressional offices as co-sponsors. Congressman Wilson will kick off two (2) events to showcase federal government export assistance. Both Congressional offices (OH-06 and OH-18) will be recruiting constituents with small businesses to attend these basic export workshops in St. Clairsville, OH (Belmont County) on September 30 and in Marietta, OH (Washington County) on October 1, 2008.

**On August 25-26, 2008**, Commercial Specialist Zorica Mihajlovic of the U.S. Embassy in Belgrade, Serbia met with central Ohio companies to discuss export opportunities in Serbia and assist the State of Ohio in recruiting for a trade mission to Hungary and Serbia in November 2008. CS Columbus director Roberta Ford, in cooperation with the Ohio Department of Development-Global Markets Division, coordinated one-on-one appointments with several CS Columbus clients.



Dayton SODEC member, Daniel French, President & CEO, French Oil Mill Machinery Company.



Jamie Estrada, Deputy Assistant Secretary for Manufacturing, U.S. Department of Commerce speaks at U.S. Manufacturing in the 21<sup>st</sup> Century in Dayton, OH on Aug 28, 2008.

### Dayton Sub-Chapter Activities & Events

On Thursday, August 28th, the Commercial Service's (CS) Manufacturing team hosted an all-day seminar at the Crowne Plaza Dayton in Dayton, Ohio entitled, "U.S. Manufacturing in the 21st Century: A Playbook for Competing Globally". The event was coordinated by CS Cincinnati Trade Specialist Deborah Dirr through the Dayton associate office with support of CS Cincinnati staff. The program fell under the umbrella of initiatives for the CS Manufacturing team's 2008 plan and sponsors included: local accounting firm Battelle & Battelle LLP, KeyBank, Chase, University of Dayton and local law firm Frost Brown Todd LLC. Over 100 people attended the program to hear over 17 panelists and moderators throughout the day.

Featured speakers included Deputy Assistant Secretary for Manufacturing for the U.S. Department of Commerce, Jamie Estrada; Minister Counselor for Commercial Affairs in Germany, George Ruffner; Commerce Liaison to National Association of Manufacturers (NAM), Rebecca Balogh; former Ohio Governor Bob Taft and Shaun E. Donnelly, Senior Director for International Business Policy for NAM. Other panelists included Dinah McDougall, Commercial Officer and Director of the South Texas Export Assistance Center and member of the CS Border team and CS Manufacturing team; Kok-Chi Tsim, Managing Director and Senior Relationship Executive at JPMorgan Chase Bank, N.A.; Meredith Rutherford, Senior Import Policy Analyst for the U.S. Department of Commerce's Import Administration;

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DAS Estrada and Certificate of Achievement Award Recipients (From L to R) Odwara Automation; DAS Estrada; Fischer Engineering; and Jump Apparel.

## Dayton Sub-Chapter Activities & Events (Cont.)

Jennifer Boger, Deputy Director, Office of Intellectual Property Rights, Office of Market Access & Compliance, U.S. Department of Commerce, and Mike Hankin, Account Director for UPS International Trade Services.

CS Santiago Commercial Specialist Carlos Capurro opened the program with an audio/powerpoint briefing on opportunities in Chile. Other topics presented by panels throughout the remainder of the day included: "Resources for Small & Medium-sized Manufacturers (SMM) Exporters"; "The Expanding EU: Opportunities and Standards for SMM's (Small & Medium Manufacturers)"; "Opportunities South of the Border" and "China's Future and Impact on U.S. Manufacturing". During the program, four companies (three local and one from New York, New York) were presented with Commerce Export Achievement Certificates by DAS Estrada: Fischer Engineering; Jump Apparel (of New York); Dayton Systems Group; Odawara Automation.

Both DAS Estrada and NAM representative Shaun Donnelly discussed the benefits of Free Trade Agreements for SMMs and local media covered the event and featured an article in the Dayton Daily News the following day. Companies from as far away as Pennsylvania and Indiana attended as well.

A reception for sponsors, speakers and moderators, sponsored by the Southern Ohio District Export Council (SODEC), was held prior to the event on the evening of August 27th and attendees included one member of NODEC (Northern Ohio District Export Council) from Cleveland as a result of CS Cleveland's promotion of the event. SODEC members also attended the program the following day and SODEC member Richard Gref emcee'd the entire event.

## Congressional Links

### KY Senators

Senator Jim Bunning (R) click [here](#)

Senator Mitch McConnell (R) click [here](#)

### KY Congressman

Congressman Geoff Davis (R-4) click [here](#)

### OH Senators

Senator Sherrod Brown (D) click [here](#)

Senator George Voinovich (R) click [here](#)

### OH Congressman

Congressman John Boehner (R-8) click [here](#)

Congressman Steve Chabot (R-1) click [here](#)

Congressman Dave Hobson (R-7) click [here](#)

Congresswoman Deborah Pryce (R-15) click [here](#)

Congresswoman Jean Schmidt (R-2) click [here](#)

Congressman Mike Turner (R-3) click [here](#)

Congressman Patrick Tiberi (R-12) click [here](#)

Congressman Charlie Wilson (D-6) click [here](#)

For more information on assisting with legislative issues, please contact SODEC member Thomas Norwalk at :

[TomNorwalk@aol.com](mailto:TomNorwalk@aol.com)