

SPEAKER BIOS

VIVIANA ARENEDA URBINA

Viviana Areneda Urbina serves as the Trade Commissioner of Chile in Los Angeles. She was named to her post in July 2006 by Chilean President Michelle Bachelet and is responsible for the promotion of Chilean business in the 12 Western United States.

A native of Santiago, Chile, she holds a Masters degree in Environmental Management from Yale University and her undergraduate degree in economics from the University of Chile.

Prior to assuming her current position, she served as Head of the Asia and Oceania Department of the Chilean Ministry of Foreign Affairs' General Directorate for International Economics Affairs (DIRECON) and was a member of the team that negotiated trade agreements between Chile and China, Japan, Singapore, New Zealand, Brunei, Thailand, Malaysia, and India.

RODERIC O. BALLANCE

Roderic O. Ballance is Executive Director of the Global Trade Center of the Inland Empire and the Office of International Affairs & Protocol, a public-private partnership serving the international business needs of the Inland Empire.

Ballance has more than thirty years experience in international sales and marketing.

Prior to moving to Riverside in August, 1999, he served as Manager, Contracts/Operations, Saudi Arabian National Guard in Riyadh, Saudi Arabia.

Previous to this assignment, he was Managing Director of KBR (Holdings) Ltd., a Long Beach, California-based international consulting and trading firm with liaison offices throughout Asia and the Middle East. Additional international marketing assignments include Warner-Lambert Corporation, Sunbeam Corporation and Schick Safety Razor Company.

Educational credentials include undergraduate and graduate degrees in Business Administration from the University of San Francisco. Ballance also served on the Board of the International Relations Council IRC.

He is a member of the Riverside, Corona, Moreno Valley, Long Beach and Ontario Chambers of Commerce, Riverside Rotary Club, Silver Eagles, March ARB Honorary Commanders, City of Riverside Airport Commission, World Affairs Council of Inland Southern California, and served as a commissioned officer in the U.S. Marine Corps.

Professional affiliations include the National Foreign Trade Association (NAFTZ), The International Air Cargo Association (TIACA), Distribution Management Association (DMA), Los Angeles Air Cargo Association, Protocol Officers Association, Hong Kong Trade Association of Southern California (HKASC) and a life member of the Naval League of the United States (NLUS).

DOUG BROWN

Doug Brown is currently a Principal Consultant with the California State Senate. He works at the Committee on Business, Professions and Economic Development where he analyzes proposed legislation, conducts research and makes recommendations on policies affecting the state's economy and business climate.

Brown is an economic development specialist who was formerly the Assistant Director for Business Relations at the Employment Development Department.

He has also worked for other State Senate Committees on Small Business and Economic Development and spent three years with the California Technology, Trade & Commerce Agency where he designed the state's Small Business Development Center program.

Brown's federal government experience includes positions with the U.S. Senate, the Small Business Administration, and the White House Conference on Small Business.

Brown is a former Peace Corps volunteer and a Vietnam veteran and holds a graduate degree in Urban and Regional Planning from George Washington University.

JOE DAVIS

Joe Davis is the Pacific Regional Sales Manager at PIERS, a web-based source for data on waterborne trade between the U.S. and the rest of the world.

A division of Commonwealth Business Media and United Business Media and an affiliate of the *Journal of Commerce*, PIERS (Port Import Export Reporting Service) provides Import/Export Trade Data to more than 8,000 private industry, trade association, domestic and foreign government clients in more than 40 countries.

Since 2001, Davis has worked with PIERS' clients including importers, exporters and banks to grow their businesses by helping them identify suppliers and buyers from around the world using PIERS web based trade information solutions.

Prior to joining PIERS, Davis held information sales and management positions at Dialog and ADP. He holds a degree from the State University of New York at Albany.

JOSE DUENAS

Jose Duenas is chief executive officer and president of the Bay Area World Trade Center and, as such, oversees the operations of one of the most active of the network of 300 World Trade Centers in more than 100 countries around the world.

The Bay Area World Trade Center (BAWTC) is a leading International Business Development organization providing expert trade consulting to corporate and municipal clients.

Under Duenas' leadership, the Bay Area World Trade Center offers its members in the nine-county Bay Area region with comprehensive, up-to-date services for international commerce.

Those services include market research, business intelligence, matchmaking for international trade delegations, trade missions, and regional organizations, as well as representation at international trade shows and numerous educational and networking events.

Since 1994, the Bay Area World Trade Center generated over 700 exports in almost 150 foreign markets sales resulting in a \$339 million dollar value for its members and served over 1,835 foreign business visitors and 159 diplomatic delegations from over 46 countries around the globe.

JOHN DUNLOP

John Dunlop is CEO of InterNetLC.com, a Southern California-based company that provides the eTrade Finance Platform™ as a subscription web service for online eUCP Letter of Credit and trade finance transactions. The company also provides pre-shipment working capital to exporters through Export Transaction Financing™.

Dunlop is past Director of International Services for an Internet eCommerce company established through the funding alliance of MicroGeneral, Chase Manhattan Bank, VerticalNet, Softbank, and others.

This experience bought Dunlop into contact with the new eUCP international standards for Letters of Credit that allow the presentation of documents over the Internet. This concept is presently revolutionizing trade transactions by reducing the cost, time and complexity to a fraction of present values.

He is also president of AVG Letter of Credit Management, LLC, that has been providing international Letter of Credit transaction management and documentation services for over 10 years. In addition to designing online trade finance capabilities for international banks, he also developed proprietary Internet-based software systems and applications related to global trade finance incorporating digital signatures.

Dunlop's experience includes engineering, operations and marketing management positions with Teledyne Ryan Electronics, Pacific Southwest Airlines, Thornwater International, Galaxie Management and Eastern Airlines and service in the U.S. Army as a company commander in Vietnam.

He is a graduate of the University of Notre Dame with a degree in aerospace engineering.

ELLA van GOOL

Ella van Gool joined the Netherlands Business Support Office in December 2003 as Chief Representative. Annually the NBSO advises over 200 Dutch companies with their business endeavors in Silicon Valley.

Prior to joining the NBSO, van Gool worked for several Dutch and US high-tech product and services firms. Through her work at Translogic, Ella gained valuable insight and experience in leading an EDA software company into new geographical markets and forging international strategic, OEM and technological partnerships.

In the summer of 2006, under van Gool's leadership, the NBSO was instrumental in organizing an International Venture Capital conference in Israel.

Van Gool holds an undergraduate degree in International Business from the HEAO in The Netherlands and a M.B.A. from Pepperdine University, where she currently serves as Director of Marketing on the university's Management Partners Leadership Council.

JON HAVEMAN

Jon Haveman is a founding partner of Beacon Economics. Dr. Haveman is an expert in goods movement, international trade policy, and labor market issues.

He has authored a number of special reports on transportation and security issues at California's seaports, business outsourcing, and trade in technology products and has a lengthy record of publishing articles in the areas of labor and international economics.

He also has a history of work related to private asset accumulation in the United States. Dr. Haveman is routinely contacted by the press to discuss his work and has testified at numerous Federal and State government hearings on issues related to seaport activity and security, technology trade, and local economic development.

Prior to launching Beacon, he was the Director of the Economy Program at the Public Policy Institute of California.

He received his Ph.D and M.S. in Economics from The University of Michigan (1992) and his B.S. in Economics from the University of Wisconsin. He specializes in International and Labor Economics. He has been a senior economist with the President's Council of Economic Advisers, and held a faculty position in the business school at Purdue University.

MARCUS KELLER

Marcus Keller is the North American Investment Development Director with Invest Australia, located at the Australian Consulate in San Francisco. Invest Australia is part of the Australian Federal Government's trade mission to the United States.

Keller provides market entry advice to North American companies across a range of sectors including agribusiness, alternative fuels and energy. He facilitates introductions to Government officials, industry partners and clients at the highest level.

He has acted as Senior Investment Consultant to the South Australian Commercial office in New York, and worked with BHP Billiton and General Electric in the Asia Pacific, as part of Australia's leading law firm - Mallesons Stephen Jaques. He has also represented a number of private clients in Switzerland, Germany, Finland, and the United Kingdom.

Keller co-founded and successfully floated an Internet company in 2000 and is Chief Operating Officer for the Charity Network, a not-for-profit benefit for underprivileged children in greater New York.

ROBERT KRIEGER

Robert Krieger is president of Norman Krieger, Inc. and Krieger American Transportation LLC with offices in Los Angeles, Otay Mesa, Calexico, and Hong Kong.

Krieger has more than 25 years industry experience in all phases of Customs Brokerage and Freight Forwarding operations and has been a licensed Customs Broker since 1982.

A graduate of San Francisco State University, he has taught classes on international trade and transportation at both UCLA and Cal State Universities and has given seminars on importing and exporting to many diverse companies throughout the U.S.

In addition, he has served as a keynote speaker and panelist at trade-related events around the world including conferences and seminars in Sydney and Melbourne Australia, Guangzhou, China, Cape Town, Durban and Johannesburg South Africa, and Hong Kong.

TONY LIVOTI

Tony Livoti has been involved in small business development his entire adult career – starting and successfully operating a creative management company in Hollywood, a small manufacturing company in Felton, California, and working as a business broker in the sale of businesses throughout the Monterey Bay region.

In 1984, Livoti saw a need for an international trade association for the burgeoning Monterey Bay region and its array of entrepreneurial enterprises, and as a result, founded the Monterey Bay International Trade Association (MBITA).

Under his leadership, the MBITA in 1995 became a founding partner in the BAYTRADE public-private sector export promotion program that has helped generate over \$350 million in 'new-to-market' exports representing exporting companies throughout 17 counties in Northern California.

During the course of the BAYTRADE project, Livoti also served on the Board of Directors of the Regional Trade Development Alliance (RTDA), which was tasked with not only setting policy for the BAYTRADE program, but for a crafting a regional trade promotion strategy for the entire San Francisco Bay Area.

Under his guidance as its Executive Director, MBITA has grown over the years to become a wholly self-sustaining non-profit with over 200 members and clients and foreign cooperative partnerships throughout the Pacific Rim, the European Union, and the Americas.

DIANA LU

Diana Lu is Chief Executive Officer of Image Global Impact, Inc and a specialist on China, cross-cultural business and personal growth.

Lu grew up as an impoverished girl in Communist China during the Cultural Revolution of the 1960s and 1970s. Despite many obstacles Diana graduated from medical school in China, yet after exploring a career in university teaching, real estate and hotel

management, she decided to change her career path and became a strong pioneer in the fiber-optics industry.

As the youngest female executive in the field in China, she went on to become a successful global entrepreneur in America finding her niche fusing Western business techniques with Chinese wisdom.

Lu came to the United States less than a decade ago, yet despite having no formal business training, within short time she was on her way to developing markets worth hundreds of millions of dollars for some of the world's top companies whom she represented.

By age 34, she retired from her telecom business venture as one of the leading female entrepreneurs in her field and continued to explore new opportunities and engage in new ventures.

Leading Image Global Impact from offices in San Francisco, she advocates her philosophy and business knowledge to bring a new approach to understanding cross-cultural business relationships and doing more sustainable and effective business between the West/US and the East/China.

She is author of the book *Daughter of the Yellow River*.

JOHN McLaurin

John McLaurin is President of the Pacific Merchant Shipping Association (PMSA). With offices in San Francisco, Long Beach and Seattle, the PMSA is a West Coast maritime trade association, representing ocean carriers and marine terminal operators on a variety of local, state and federal issues.

The members of the PMSA account for over 90% of all containerized cargo that moves through West Coast ports. Mr. McLaurin has been with PMSA in his current role since 1995.

In addition to PMSA, he has also worked for the Marine Spill Response Corporation, American President Lines, and the American Petroleum Institute.

McLaurin has a Bachelors Degree in Political Science from the University of California at Davis and a law degree from Southwestern University School of Law.

JOCK O'CONNELL

Jock O'Connell is widely regarded as one of California's foremost authorities on world trade, global economic trends, and the internationalization of the Golden State's economy.

A former advisor to the California Commission for Economic Development, he is a private consultant specializing in the analysis of economic and political trends affecting international commerce.

He is also the author of numerous articles on economic, political and trade issues that have appeared in *The New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, *San Jose Mercury-News*, and *Sacramento Bee*.

O'Connell received his undergraduate degree in political science from the College of the Holy Cross in Worcester, Massachusetts, and later pursued a doctoral degree in international relations at the University of California at Davis. He has also studied at the Institute of European Studies at the University of Vienna and at the London School of Economics, where he was a Fulbright Scholar.

He has been a lecturer at the University of California at Davis and at California State University, Sacramento.

For several years beginning in the early 1980's, O'Connell was directly involved in developing the State of California's programs to promote exports and attract foreign direct investment. From 1983 through January 1989, he was the international business advisor to the Lieutenant Governor Leo McCarthy and to the California Commission for Economic Development.

During that same period, he was also retained as a consultant on two major projects for the California State World Trade Commission. He also was asked to assist the Chair of the Assembly International Trade Committee in the preparation of trade legislation.

In addition to counseling many of the state's political leaders on global economic trends and how they were affecting California, O'Connell authored "*An International Trade Policy for California*" in 1986 for the California Commission for Economic Development and co-authored "*California's Export Statistics*," a 1988 study for the California State World Trade Commission.

O'Connell has also advised the U.S. Department of State and government officials from several of California's principal trading partners on issues relating to the state's controversial unitary method of taxing multinational corporations.

CARL PILON

Carl Pilon joined Canada's Department of Foreign Affairs and International Trade as a Trade Commissioner in August 1998.

After several headquarters' assignments, Arabic language training and a posting to Riyadh, Saudi Arabia, Pilon was assigned to the new Consulate General, San Francisco/Silicon Valley in August 2005, with responsibility for investment and innovation.

He holds a bachelor's degree in architecture and a graduate degree in land use planning and regional development, both from Université Laval in Québec City.

SEAN RANDOLPH

Sean Randolph is president of the Bay Area Economic Forum, a CEO-level public-private partnership of business, government, university, labor and community leaders works

to foster a dynamic and competitive economic environment in the San Francisco Bay region, including San Francisco, Oakland and Silicon Valley.

Randolph previously served as director of international trade for the State of California, where he developed trade strategy and directed international business development programs to stimulate exports and introduce California companies to key overseas markets.

Before service with the state, Randolph served as Managing Director of the RSR Pacific Group, an international business consulting firm specializing in Asia and Latin America. From 1988 – 92 he was International Director General of the Pacific Basin Economic Council, a 15-nation, CEO-level international business organization composed of leading U.S., Asian and Latin American corporations.

His professional career also includes extensive experience in Washington, DC including staff positions in Congress and at the White House. He also served in the U.S. State Department on the Policy Planning Staff, as Special Adviser for Policy in the Bureau of East Asian and Pacific Affairs, and as Deputy/Ambassador-at Large for Pacific Basin Affairs, and at the U.S. Department of Energy as Deputy Assistant Secretary for International Affairs, where he managed energy security and global oil and gas issues.

A Magna Cum Laude graduate of Georgetown University's School of Foreign Service, Randolph holds a J.D. from the Georgetown University Law Center, a Ph.D. from the Fletcher School of Law and Diplomacy of Tufts and Harvard Universities, and also studied at the London School of Economics.

Randolph is a member of the District of Columbia Bar Association, the International Institute for Strategic Studies, the Council on Foreign Relations, and the Pacific Council on International Policy.

He currently serves on the Board of Directors of the U.S. National Committee for Pacific Economic Cooperation, the Pan American Society of California, the Bay Area World Trade Center, the University of San Francisco Center for the Pacific Rim, the Southwest Center of Environmental Research and Policy, and the Headlands Institute.

BARRY SEDLIK

Barry Sedlik currently serves as Acting Secretary of the California Business, Transportation & Housing Agency in Sacramento.

He was originally appointed by Governor Arnold Schwarzenegger as Undersecretary of the agency and Senior Advisor for Economic Development in April 2004.

As Acting Secretary, Sedlik has responsibility for 14 departments of State government and 41,000 employees including Caltrans, the California Infrastructure Bank, the California Film Commission, the California Travel and Tourism Commission, as well as the agency's activities associated with international trade.

Prior to his state appointment, Sedlik was chief operating officer of the Los Angeles Economic Development Corporation and president and CEO of the World Trade Center Association of Los Angeles-Long Beach.

He previously worked in a variety of positions at Southern California Edison including its Economic and Business Development Department, an operation that he started and managed for over ten years.

Sedlik has been active in California's economic development community and has served on several boards and organizations including those of the California Association for Local Economic Development, Team California, the California Fashion Association, the California Manufacturing Technology Center, and the California Council for International Trade.

He also served as an advisor to the California economic strategy panel and a member of the economic advisory panel of the California Institute in Washington, D.C.

Sedlik holds a Bachelor's Degree in Industrial Engineering and a Master's Degree in Systems Engineering, both earned at the University of Florida.

GEORGE TASTARD

George Tastard joined the U.S. Commercial Service of the U.S. Department of Commerce in 1995 and became the Director of the Sacramento U.S. Export Assistance Center in October 2002.

Prior to being named to his current post in Sacramento, Tastard was posted to domestic Commercial Service operations offices in Newport Beach, Long Beach, Ventura, and San Francisco, California and Charlotte, North Carolina.

Tastard is a native of Southern California and received his degree from California State University, Fullerton in International Business. He is fluent in both German and Spanish.

He has lived, worked and traveled in Asia, Europe, Latin America, and Africa and utilizes over 15 years of international sales and marketing experience in the private sector as well as in government to assist American firms in selecting and penetrating overseas markets.

He maintains close relationships with industry specialists overseas to identify actual export sales opportunities for U.S.-based firms.

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MICHAEL D. WHITE

Michael White is publisher and editor of the *CalTrade Report*, an on-line "webzine" covering international business developments impacting California's global economy. He is also producer of the *International Business Report*, a weekly PodCast featuring news and interviews with a global perspective.

A California native, White has held senior-level editorial positions with the *Los Angeles Daily Commercial News*, *Pacific Shipper Magazine* (San Francisco), *International Business Magazine* (White Plains, New York), the *International Trade & Business Journal* (Los Angeles), and International Thomson Transport Press (Toronto, Canada), and served as both Managing Editor of *World Trade Magazine* and Editor-In-Chief of *Pacific Coast Trade Magazine* (Irvine, California).

Before breaking into journalism in 1978, White worked in the transportation industry as an intermodal clerk with the Southern Pacific Railroad and later served for five years as the North American Marketing and Public Relations Manager for Mitsui O.S.K. Lines, one of the world's largest ocean carriers.

He is the author of the book, "*International Marketing Blunders*," published in 2001 by California-based World Trade Press. The work has become a standard text in the international business programs of several schools across the country including California Polytechnic University (CalPoly) - San Luis Obispo, Woodbury University, Ohio State University, the College of Charleston, and Azusa Pacific University.

White has testified several times before the California State Assembly and California Senate on international trade-related issues and has also been quoted in a number of publications including *the Orange County (California) Register*, *California Journal*, the *Inland Empire Business Journal*, the *Los Angeles Daily News*, the *Santa Cruz Sentinel*, the *Wall Street Journal*, *Newsweek*, the *Christian Science Monitor*, the *Inland Empire Business Journal*, and *The Journal of Commerce*. He has also been interviewed on *CNN Radio*, *National Public Radio*, and the *Voice of America - European Edition*.

White served in the U.S. Coast Guard and holds a degree in journalism from California State University - Northridge, as well as an earned Diploma in International Business from the Japan External Trade Organization's Institute of International Studies and Training (IIST) in Tokyo, Japan.