

For Immediate Release

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Chairman of California State Board of Equalization Keynotes 8th Annual Global California conference – GlobalCalifornia.com Convenes in Los Angeles – Los Angeles, CA - Thursday, June 23, 2011

Los Angeles, Ca – June 15, 2011 - **The Chairman of the California State Board of Equalization, Jerome E. Horton, as been selected to be the ‘keynote’ speaker for the 8th annual Global California conference that will be held this year for the second time in a row at the Los Angeles Area Chamber of Commerce (LACC) on June 23rd.** Mr. Horton will discuss the various tax incentive programs for California employers that can bring down their payroll expenses to help them be more competitive in the global marketplace.

“With the challenge of President Obama’s National Export Initiative (NEI) to double exports in the next five years to create good high paying jobs, we want to make this year’s conference bigger and better than ever so we have joined forces with the **Valley International Trade Association (VITA) (www.thevalley.net)** to reach out to the entire State for participation”, states Tony Livoti, President of the **Monterey Bay International Trade Association (MBITA) (www.mbita.org)**.

“With Small to mid-sized enterprises (SMEs) poised to garner the growth of new jobs in California and the U.S. in the coming years, and with California as a world center of (SMEs) we stand strong and ready to expand exports and create jobs with the support of an statewide established network of educators, global trade marketing professionals, international attorneys, trade finance professionals, trade promotion service providers, logistic providers, foreign government agencies and industry associations,” States Ron Wood, Executive Director of VITA and the San Fernando Valley Economic Alliance.

The theme for this year’s conference is GlobalCalifornia.com which is a new website that will represent all of California’s global trade community in a ‘one-stop’ portal employing a ‘click & chat’ infrastructure where online content is connected to on-the-ground trade promotion support and follow-through for users here and abroad. The 8th annual Global California conference will feature expert panels on all of the global trade sectors as they are displayed in GlobalCalifornia.com website. (Logistics, Legal, Marketing and Education, Trade Finance, Advocacy and Government Agencies)
You can view a history of the Global California conferences with archived presentations at **<http://www.mbita.org/gc2011/conference-history.php>**