MEETING MINUTES
INTERNATIONAL DEVELOPMENT COMMITTEE

DATE: Tuesday, February 23, 2016
CALLED BY: Dan Han, Leigh Volkland
LOCATION: Irvine Chamber of Commerce
2485 McCabe Way Ste. 150, Irvine, CA 92614

I. OPENING
   • 12:07 p.m., meeting called to Order by Co-Chair, Leigh Volkland.

II. SELF-INTRODUCTIONS
    Dan Han, Leigh Volkland, Jim Mayfield, Paul Smith, Shani Mozlehi, P.J. Malaz, Tim Neilander, Marv Sepe, Diana Le, Karen Scuncio, Bill Cunningham, Pepper Russell.

III. TASK FORCE REPORTS
    • Exporting 101 Task Force: Jim Mayfield presented updates. Work continues on the excel template of reputable local organizations and resources to advise companies about international trade and export issues. The list has functional category tags and will include a contact name and number. Jim requests that everyone add to the spreadsheet at this link: Export Education 101 Master
      A separate column for international events has been added. A suggestion was made to add International Chambers to the list. Also suggested was to open up the list to Chamber members for their input.

    FDI Task Force: Linda DiMario presented updates. The group continues to work on the list of local foreign subsidies to approach with the 10 question survey as to why they chose Irvine as their place of business. A contract has been signed with Mark O’Connell and OCO for their Velociti product which, with our search information and site data, provides OCO Global with the information they need to deliver 50 leads per month and a refined list of 200 companies to pursue for relocation or expansion in Irvine. There are four (4) phases:
      Phase I: Horizon scanning
      Phase II: Identification of potential companies
      Phase III: Analysis – using the Phase II list to score the companies for FDI potential
      Phase IV: Analysis results – Choose the best 200 companies, then drill down to 20 companies to pursue.
      There will be a report by the next month’s meeting on this progress. Plans for a trade mission may be set for either Asia or a 3-country trek in Europe.

    • International Outreach Task Force: P.J. Malaz presented updates. The Task Force members continue to meet with other Chambers and Committees. A mixer is currently scheduled for July 14, 2016 to bring the groups together. More information will be forwarded as it is available.
• **Large Company Assistance**: Marv Sepe presented updates.
A new direction is being explored by this Task Force to finalize the approach to what large companies need, why would they come to us, and how we teach them to access and utilize the resources and information we have to share. More information will be forwarded as the process is developed.

• **Multicultural Training Task Force**: Linda DiMario presented updates.
Rima is out of town this week. Thank you to Jim Mayfield and others who have assisted her in gathering information for the “Do’s and Don’ts” series, a training tool designed to educate and recommend to the Western business community how to successfully conduct their business with businesses outside of the United States. The second webinar will air February 25, 2016 and covers Chile, China, and South Korea.

• **Small & Medium Business Assistance Task Force**: Karen Scuncio presented updates.
The Task Force is waiting for the Exporting 101 list to be fleshed out. The script for local business calls to target appropriate international contacts and market Irvine Chamber resources to them is complete. Additionally, businesses identified as importers or exporters in the October, 2015 Business Outreach Rally survey will be contacted. Work continues to flesh out the Exporting 101 resources pages and calls will begin after the February 23rd IDC meeting.

• **World Trade Week Task Force**: Linda DiMario presented updates.
16 tables are now confirmed. Six individual tickets have been purchased. Consul Generals from Indonesia, Qatar and Dubai have confirmed attendance. The target number for attendees at the May 17th event is 400. UPS has agreed to the Champion Sponsor position again this year, with Edwards Life Sciences and the L.A. Port as Advocate Sponsors. There is one Advocate Sponsorship ($2,500) open and one Supporter Sponsorship ($1,250) open.

Our Keynote speaker has been confirmed, Kelly Vlahakis-Hanks, President and CEO of Earth Friendly Products.

We will focus on building up the Exporter of the Year award. A request was made that members help us identify sponsors from legal, immigration, manufacturing, freight forwarders or service companies.

Bill Cunningham has reached out to several banks and concurs with other sponsor outreach that banks are not priority targets given how global transactions are occurring.

Marv Sepe will handle the lead into the Export Panel during the event. The panel will include Geana Phan, Zo Skin Health; Jim MacLellan, Port of Los Angeles, and, a representative from Edwards Lifesciences, not yet determined.
Linda DiMario and Diana Le will attend a lunch co-sponsored by the Chamber and the Hong Kong Trade Association this week. Flyers will be distributed and contacts made. Diana will attend the DEC meeting with Marv on March 8th and will speak to the group about the event and possible sponsorship and table sales.

IV. CHAIR COMMENTS
• Leigh Volkland reminds the Committee that recruitment should be ongoing and to be conscious of colleagues and business partners who may be able to contribute to our efforts.

• It was suggested that we intensify our efforts to market the benefits and information to businesses such as freight forwarders and others who service the international businesses.

VI. ANNOUNCEMENTS
• The STEP program has been confirmed as remaining for the next year, there is grant money available from the State of California for International Marketing purposes (up to $2,500).
• Women In Trade OC is hosting a workshop on ACE.
• February 25 – Webinar – Global Multi-Cultural Business Relationships: the Do’s and Don’ts” Chile, China, and South Korea @ 12:00 p.m.

V. ADJOURNMENT
• 1:015 p.m. meeting adjourned by co-Chair Dan Han.

Minutes recorded by Pepper Russell.

Next Meeting:
March 22, 2016
12:00 p.m. – 1:00 p.m.
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