

SMALL BUSINESS DEVELOPMENT CENTER EXPORT INITIATIVE FOR VENTURA AND SANTA BARBARA COUNTIES



REGIONAL PICTURE

Ventura County is one of nine California counties with more than \$1 billion in international trade activity, according to U.S. Department of Commerce statistics. Combined with Santa Barbara County, the region is one of the most economically important in California for international trade.

In a fast-advancing world economy, there are significant opportunities in the region for developing new markets through export.

EXPANDING EXPORTS

The Economic Development Collaborative-Ventura County's Small Business Development Center launched its Export Initiative for Ventura and Santa Barbara counties in 2011 to help area companies develop export opportunities or expand an existing international export business. The SBDC Export Initiative was inspired by the president's National Export Initiative, which aims to double exports over the next five years to support 2 million jobs in America.

Through the Los Angeles Regional SBDC, the federal Small Business Jobs Act provided \$190,000 in funding to jumpstart the regional program.

For the region's Export Initiative, SBDC advisors will provide one-on-one free consulting, facilitate trade, connect companies with needed resources and provide marketing assistance and research.

INITIATIVE PARTNERS

The SBDC Export Initiative is made possible through the support of the EDC-VC, U.S. Department of Commerce International Trade Administration's U.S. and Foreign Commercial Service, U.S. Postal Service, District Export Council and Santa Barbara City College.

The Export Initiative will provide services and information to businesses through these partnerships:

SBDC of Ventura and Santa Barbara Counties

EDC-VC's SBDC of Ventura and Santa Barbara Counties provides one-on-one counseling for small and medium-size businesses looking to expand their market share. The SBDC has a network of advisors who specialize in a wide range of areas, from accounting and market research to financial management and manufacturing. SBDC also has a team of highly experienced business advisors who specialize in export and import operations. This team helps companies navigate various international export challenges, such as international documentation, payment terms, agreements, regulatory compliance, international marketing research and strategy.

U.S. Commercial Service

U.S. Commercial Service International Trade Administration's U.S. and Foreign Commercial Service helps businesses connect with lucrative opportunities through counseling, market research, business match-making and commercial diplomacy. The service can help businesses

develop finance and insurance strategies that align with business objectives and help complete the export transaction. The U.S. Commercial Service also provides low-cost research and distributor services.

District Export Council

Regional district export councils complement the U.S. Commercial Service's export promotion efforts by counseling businesses on the export process and offering trade education and community outreach. The Southern California Regional District Export Council will provide mentoring and seminars to businesses for the SBDC Export Initiative.

U.S. Postal Service

The U.S. Postal Service is expanding its partnership with the U.S. Department of Commerce to support the newly established National Export Initiative. Through its global business team, the Postal Service will build on its alliance partnership with the Commerce Department's International Trade Administration to encourage and support small and medium-size businesses interested in establishing or expanding exports. The Postal Service will support the SBDC Export Initiative by distributing global trade information to domestic and international businesses.

Santa Barbara City College

SBCC is home to the Scheinfeld Center for Entrepreneurship and Innovation and the SBDC Satellite Center. Students and business leaders can pursue degree and certificate programs in international business, and participate in seminars and trainings on international law, import export operations, logistics, trade finance and international marketing.

MORE ABOUT EDC-VC

A regional public/private economic development organization, EDC-VC works to maintain the county's economic health and vitality, delivering programs that promote jobs and economic growth, and raise overall productivity and incomes. EDC-VC's SBDC provides free advising and training sessions to small business owners in Santa Barbara and Ventura counties.

WE'RE HERE FOR YOU

For EDC-VC and SBDC services in Ventura County: 805-384-1800 or rbowman@edcsbdc.org. Or visit www.edc-vc.com. In Santa Barbara County: 805-892-3643 or info@edcsbdc.org. Or visit www.sbcountysbdc.org

EXPERT ADVISORS

SBDC's Export Initiative advisors represent some of the finest international trade experts in Southern California.



Ray Bowman, Director, M.S., is the director of the Small Business Development Center of Ventura and Santa Barbara Counties. A business veteran with more than 27 years' experience, he started three businesses, including an international trade consulting firm, and has worked as an advisor, trainer and manager for several SBDC offices. As an expert on international trade, Ray has consulted and worked with multinational corporations and banks. He also taught classes in international logistics,

finance and import/export at several colleges and universities, is an author and has been a featured speaker on international business.

Specialties: curriculum, program development



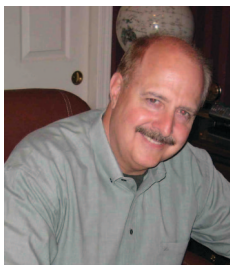
Sylvia Martini, B.A., has more than 20 years' experience in international marketing and sales. She was the international marketing coordinator for an automotive company. As an outside sales rep, she developed relationships with advertisers, planned and organized client events, and substantially increased each company's sales.

Specialties: competitive analysis, media, mobile and online marketing, public relations, web communications, web design



Mary Anne Rooney, M.A., developed an EDC-VC program focusing on international trade and leads an outreach program for manufacturers that promotes business services to strengthen this sector. Mary Anne has a teaching credential in adult studies, previously taught ESL and was named one of 2011's Top 50 Women in Business by the *Pacific Coast Business Times*.

Specialties: access to capital, business planning, employee issues, entrepreneurship, general business management, government certification, social media



Ron Meritt, B.A., is the president of Meritt International and Ölens Technology in Pismo Beach. He invented and patented a portable video system for vehicles and created a market that grew from \$0 to more than \$200 million in 18 months. Over the past 10 years, Ron has introduced many inventions to various markets. Ron has worked in many countries as a field engineer in the semiconductor and robotics industries, and has been an executive managing

global engineering organizations. His company now designs, manufactures and globally distributes multiple products in different industries.

Specialties: electronics, importing, lean manufacturing



David J. Habib, Jr., J.D., is an attorney in private practice. He represents U.S. and foreign clients in connection with a wide range of commercial, real property and international trade related matters, international commercial arbitrations and complex business litigation. David was a team leader with a consortium of international trading and project management companies engaged in both public and private sector projects in the Middle East, Europe, Africa, China and Mexico. He oversaw execution of major trading, investment and development projects, and the export of approximately \$100 million worth of goods and services from the United States. David teaches international business law at Santa Barbara City College.

Specialties: contract negotiations, import/export compliance, intellectual property, overseas operations, risk analysis



Chris Mkpado founded Textile Waste Solutions in Santa Barbara as an environmentally and socially conscious company more than 15 years ago. The award-winning company repurposes and remanufactures discarded textiles and sells them as rags for industrial use to businesses and retail stores nationwide and sells into international markets. A native of Cameroon, Chris launched his company with export to Benin in West Africa and Ghana. In 2009, he began exporting used trucks and autos.

Specialties: exports, green technology, strategic planning



Lance Korthals, B.S., is an experienced senior executive with corporate and entrepreneurial companies. As an expert advisor, Lance has managed and led engineering-based firms and has a successful track record developing and implementing market initiatives that result in increased market presence, client base and revenue. Lance has developed and led a mergers and acquisitions program.

Specialties: entrepreneurship, external growth opportunities, identifying and evaluating organic and market entry and development, product development

