



### 2009 Women & Minorities Conference

The Mississippi World Trade Center in partnership with Northrop Grumman Ship Systems hosted "Making Waves in a Sea of Change: 2009 International Trade & Small Business Conference for Women & Minorities" on October 14-15, at the IP Resort Conference Center in Biloxi, MS. The event kicked-off with a networking reception in the *Carnival de Brasil* restaurant where attendees were treated with a Salsa dance demo and lesson. A Silent Art Auction benefitting the 2009 Young Artists Showcase was displayed at the opening reception.



Keynote Speaker, Brigadier General Catherine S. Lutz opened the morning session

The Power Breakfast Keynote speaker was Brigadier General Catherine S. Lutz, first female general in the MS Air National Guard and the highest ranking officer in the Air National Guard Nursing Corps. She addressed "Leadership With Global Perspective." Other presenters were: Vickie Watters, International Trade Specialist for the Mississippi Development Authority—"Linking Trade to MS's Economy;" The Honorable Connie

Moran, Mayor of Ocean Springs—"The Role of International Culture & Protocol in Doing Business at Home and Abroad;" Tom Strauss, Southern Network Director of U.S. Department of Commerce—"Globalizing Your Website;" and Pat Thomasson, CEO of Thomasson Company in Philadelphia, MS—"Opportunities for SME's in Latin Markets."

Janita Stewart, District Director of U.S. Small Business Administration provided opening remarks for the afternoon luncheon. The panel presentation, "Young Globals in a Fast-Paced World," included, Kristi Bennett, Director of Marketing & Business Development for Gulfport-Biloxi International Airport; Jessica Gordon, International Trade Specialist for the U.S. Department of Commerce; and Regina Regan, Information Specialist with the MS World Trade Center. The 2009 conference concluded with "Protocol Payout," an International Protocol Trivia Contest and grand door prize drawings.

#### IN THIS ISSUE

Pg 2	MSWTC Hosts 2009 Young Artists Showcase
Pg 2	Export Training Videos Available Online
Pg 2	Executive-led Trade Missions Open to Applicants
Pg 2	Follow MSWTC on Twitter & Facebook
Pg 3	Doug & Susan Williams Honored with Tozzoli International Business Leadership Award
Pg 3	Hendrix Named Board President
Pg 3	Letter from the Director
Pg 4	Photo Gallery

To submit suggestions or story ideas, please call Gina at 601-353-0909.

#### Want to Get More Involved???

Sign up for a Committee today to help guide the MSWTC's program of work.

- Resource Development
- Intermodal Transportation
- International Business Development
- International Tourism & Cultural Awareness

For more information and a detailed description of each Committee, email [aatkins@mswtc.org](mailto:aatkins@mswtc.org).

#### Let Us Do Your Research !

- Locate Importers/Exporters buying & selling your product
- Locate the best markets to buy/sell
- Identify International Companies in a selected market & give their complete profiles
- Identify your competitors in a specific country



For report pricing: 601-353-0909 or [rregan@mswtc.org](mailto:rregan@mswtc.org)

CALL 601-353-0909 FOR EVENT DETAILS OR GO ONLINE AT [WWW.MSWTC.ORG](http://WWW.MSWTC.ORG).

## MSWTC Hosts 2009 Young Artists Showcase

The 2nd Annual Young Artists Showcase was a resounding success. This year's theme was "Think Global: Create a Better Future." The showcase provided MS High school students the opportunity to interpret an international theme through a variety of artistic mediums including painting, drawing, pastels, photography, mixed media and computer graphics. Fifty-three students took part in the competition. After careful consideration, a team of two judges selected three winning designs and eight Honorable Mentions. The judges evaluated entries on the basis of theme interpretation, composition and originality. Finalists were: 1st Place & \$200 award-Jessica Jolly, Brandon High School; 2nd Place & \$100 award-Allison Hines, Madison Central High School; 3rd Place & \$50 award-Stephanie Pope, Clinton High School. The primary goal of this project was to educate MS youth about the importance of doing business abroad, to learn about other cultures and to involve their talent in the process.



## Export Training Videos Available OnLine!!!

The US Census Bureau, in conjunction with the International Trade Administration, has released a collection of videos in an effort to enhance the export training process through video technology.

Training topics include:

- The Basics of Exporting
- The Foreign Trade Regulations (FTR)
- Commodity Classification
- A Complete Overview of AES Direct
- NAFTA (Basics, Certificate of Origin, Rules of Origin, etc.)
- Taxes and Tariffs

The videos are available online at:

<http://www.census.gov/foreign-trade/aes/exporttraining/videos/>

If you have any questions regarding the information provided, specific contact information is provided at the end of each video for inquiries and clarification on that topic.



## Executive-led Trade Missions Open to Applicants

### Singapore

February 1-4, 2010

Apply by December 11, 2009



This Aerospace Executive Service trade mission is designed to deliver an effective business development package for small and medium-sized companies, combining business matchmaking, trade show presence and networking activities.

It will run concurrently with the *Singapore Air Show 2010*, providing participants with opportunities to enhance their contacts with both local and international exhibitors. Learn more and register, visit: <http://www.buyusa.gov/eme/sa/html>



### Senegal & South Africa

March 7-12, 2010

Apply by January 15, 2010



Senegal & South Africa offer a gateway for U.S. companies to enter the African continent. A growing consumer base and national efforts to upgrade and develop infrastructure have created opportunities for U.S. exporters in both countries. This mission will promote U.S. equipment and services in key sectors such as electric power systems, automotive spare parts, construction & mining equipment, & agribusiness, among others. To learn more and register, contact Karen Dubin at 202-482-3786 or [Karen.Dubin@mail.doc.gov](mailto:Karen.Dubin@mail.doc.gov).

**Follow us on Twitter <http://twitter.com/MSWTC>  
and become a *Fan* of the MSWTC on Facebook**

**Doug & Susan Williams  
Honored with Tozzoli  
International Business Award**



The Mississippi World Trade Center was pleased to recognize Doug & Susan Williams, Owners of *Kalalou*, as the 2009 *Tozzoli International Business Leadership Award* winners for their dedication to making Mississippi a better place to work and the world a better place to live.



*Kalalou* started as a small entrepreneurial firm and grew

exponentially to international significance; yet chose to remain Mississippi-based. Their story is quite amazing and a brief presentation highlighting the company's history was shown.

**Hendrix Named  
Board President**

John Hendrix, Director of Economic Development for the MS Band of Choctaw Indians, was installed as the 2010 MSWTC Board President at the Annual Meeting & International Business Awards Luncheon in November. Outgoing Board President, Alan Moore, passed the President's ceremonial gavel to John Hendrix. Serving with John will be John Dean, LandMart/Dean Realty-Leland, as Vice President; and Dr. Deirdre McGowan, MS Water Resources Association -Bay St. Louis, as Secretary/Treasurer.



MESSAGE FROM THE



Barbara Travis

As the holidays begin, the time for giving thanks and merrymaking is knocking at the door. I would like to take this opportunity to open that door and personally thank each MSWTC member and service partner for your role in supporting this organization and facilitating its success in 2009. I am proud of what we have accomplished together and excited about what lies ahead.

Success, particularly organizational success, is often defined by numbers and financial reports alone. Though I have no argument against use of those elements as measures, they are but slices of the pie we call *success*. It takes an equal mix of qualitative slices to make it both whole and satisfying.

In terms of membership, the MSWTC strongly held its own in a year where many non-profits and business associations lost their grip. That tells us that our members are here for a reason and continue their association and financial support because our services fill a need, help answer questions and unravel some of their business problems. Likewise, we have managed to be resilient and manage our financial resources in such a way as to be prepared for the economic challenges of the year ahead. Led by President Alan Moore, MSWTC's exemplary Board of Directors provided wise counsel and oversight and has done a yeoman's job of taking the cards dealt by the current economy and turning them into the best hand possible. I'm proud of them and us!

Our organization's score on the qualitative scale soared in 2009 and set the stage for many good things to come. Earning certification status from the World Trade Center Association in New York, adoption of a detailed and broad-based communication plan, and addition of a proprietary global intelligence database were major steps in enhancing the Mississippi World Trade Center's brand.

As my staff and I spend the next few weeks reviewing existing programs and services and making plans for 2010, we urge our members to weigh in with thoughts, ideas and suggestions. Our goal is to ensure that the work we do makes your MSWTC membership not only relevant but increasingly necessary in today's global economy.

Sincerely,

Barbara Travis

# Photo Gallery



Attendees listen intently to speakers at the Women & Minorities Conference



Young Globals Panel: Jessica Gordon, Regina Regan & Kristi Bennett



Brandon HS teachers, Kimsey McCormick & Michelle Leach pictured with 1st place winner, Jessica Jolly & Honorable Mention winner, Josh May with Regina Regan



5 Honorable Mention winners and 3rd Place winner Stephanie Pope (pictured 3rd from Left) from Clinton HS



Honorable Mention winner Taylor Noble & 2nd Place winner Allison Hines from Madison Central HS pictured with their entries



Liz Cleveland reviews the Top Finalists showcased at the Annual Meeting



MSWTC Board Member Valerie Adams networking before the luncheon



MSWTC President Alan Moore presents Susan & Doug Williams with the Tozzoli International Business Leadership Award



Whit Hughes, Deputy Director, of MS Development Authority



International Business Award Winners: Sandy Huber, Susan Williams, Doug Williams, Whit Hughes (MDA), Dr. Ally Mack & Terri Gautier



Newly installed MSWTC Board of Directors for 2009-2010