

10TH ANNUAL WORLD TRADE WEEK EVENT



TUESDAY MAY 3 2022 | 10:30am-1:30pm | PORT OF HUENEME

10:30 - 11:00am
Sign in and Networking

11:00 - 11:20am
Call Meeting to Order
Kristin Decas, Port CEO & Director

Welcoming Remarks

- **Mary Anne Rooney, President**
- **Jess J. Herrera, Vice President**
Oxnard Harbor District

How's Trade at Hueneme?
Kristin Decas, Port CEO & Director

11:20 - 11:45am
Trade Updates from Global Partners
Presentations:

- **Diego Meneses Zamora**
Consejero Comercial - Consulado General de Guatemala en Los Angeles
- **Will Powles**
First Secretary, Trade Policy
British Consulate-General, Los Angeles
- **Manuel Herrera-Rábago, Deputy Consul**
Consulado de México en Oxnard
- **José Cabascango**
Trade Commissioner for Ecuador
- **Betty Young, Business Development Officer,** Hong Kong Trade Development Council

11:45 - Break
Boxed lunch provided

12:00 - 12:30pm
Keynote Address
Alyson Santoro
Associate Professor, UCSB Ecology, Evolution and Marine Biology

12:30 - 12:45pm
Introduction

Maryanne Burke, Director of the US Commercial Service U.S. Export Assistance Center office at the Port of Hueneme

12:45 - 1:15pm
Roundtable

- **Andrea Neal, PhD, CEO,** Board Member, Bring Back the Blue
- **Armen Kvryan, PhD, Materials Engineer - Corrosion Subject Matter Expert, NAVSEA Warfare Centers, Port Hueneme**
- **Giles Pettifor, Environmental Manager, Port of Hueneme**
- **Peter Struffenegger, Director of Operations, North America Urchinomics**
- **Moderator: Dona Lacayo**
Chief Commercial & Public Affairs Officer
Port of Hueneme

1:15 - 1:30pm
Economic Updates

- **Bruce Stenslie, President & CEO**
Economic Development Collaborative
- **Ray Bowman, Director, Small Business Development Center**
Economic Development Collaborative

1:30 - 1:45pm
Achievement Awards

Presented by President Rooney, Vice President Herrera and Commissioners Celina Zacarias and Jess J. Ramirez

- **Auto Export Achievement**
General Motors USA
- **Container Export Achievement**
McCain Foods USA

Port tours available to interested parties after end of official program



GLOBAL TRADE PARTNER PRESENTERS

MEXICO

Manuel Herrera-Rábago, Deputy Consul
Consulado de México en Oxnard

He studied the Bachelor of International Studies at the University of Monterrey (UEM); the Master's Degree in Diplomatic Studies from the Matías Romero Institute of Diplomatic Studies of the Ministry of Foreign Affairs (S.R.E.); the Master's Degree in Development at The London School of Economics, United Kingdom (British Council Chevening scholarship); and the master's degree in Logistics and International Business at the Universidad Anáhuac.

He worked in the international area in companies such as United Technologies Carrier and Axa-Yazaki, particularly in the area of foreign trade and international finances, respectively.

He has been a university professor of economic history at various universities in Monterrey.

Abroad, he has been Alternate Representative of Mexico to the Organization of American States (OAS), in Washington, D.C., (2001 to 2004); Deputy Consul of Mexico in Santa Ana, California (2004 to 2009); Consul for Documentation at the Consulate of Mexico in Los Angeles (2009 to 2012); Attaché for Economic Affairs at the Mexican Mission to the European Union (EU) and Embassy of Mexico to Belgium and Luxembourg (2014-2017); Consul for Economic Affairs at the Consulate of Mexico in San José, California (2017-2021). From August 2021 to date, he serves as Deputy Consul in Oxnard.

HONG KONG

Betty Young, Business Development Officer
Hong Kong Trade Development Council

The Hong Kong Trade Development Council (HKTDC) is a quasi-government agency responsible for promoting Hong Kong's role as an information hub, a sourcing and business center in the Asia Pacific and the gateway to China through a network of more than 40 offices worldwide and a wide array of programs and activities including trade conferences, business matching services, research reports as well as an online sourcing platform. The HKTDC Los Angeles office oversees the Council's marketing activities in the Western United States, from Alaska to Hawaii. The Los Angeles team also brought the mega event - Think Asia Think Hong Kong – to Los Angeles again in 2019.

Betty is very active in promoting awareness of international business opportunities among the Southern California business community such as co-organizing a series of in-person Manufacturers' events with local city government since 2015. Betty was awarded as the International Trade Catalyst of the Year by the Los Angeles Chapter of Women in International Trade in November 2019.

GUATEMALA

Diego Meneses Zamora, Commercial Counselor of Guatemala

Diego Meneses is the Commercial Counselor for the Republic of Guatemala at the Consulate General of Guatemala in Los Angeles, California. Before his diplomatic post, he worked as an investment promotion advisor at the Ministry of Economy of Guatemala where he was in charge of the attraction of foreign investment in the apparel and textile, infrastructure and medical devices sectors. He has also worked with international organizations such as the Organization of American States and the Inter-American Development Bank in the elaboration of socio-economic projects in vulnerable areas of Latin America. Currently as commercial counselor, he oversees trade, investment and tourism relationships between the West Coast of the United States and Guatemala. In trade matters, his main duties entail the promotion of the exportable offer of Guatemalan products to the United States, connecting west coast companies with Guatemalan exporters, and bringing business opportunities to the attention of Guatemalan companies.

ECUADOR

José Cabascango, Trade Commissioner of Ecuador
Trade Office of Ecuador in Los Angeles

Ministry of Production, Foreign Trade, Investments and Fisheries

Several Master Degrees carried out in Ecuadorian and foreign universities in international relations, business administration, SME management, territorial planning and regional development. Managerial experience in public and private institutions related to social matters, planning, promotion of commercial competitiveness and exports.

Participation in projects with the Inter-American Development Bank (IDB), and the Spanish Agency for International Development Cooperation (AECID), on topics related to productive development and integral development plans with a commercial emphasis.

In the private sector, since a very young age, he has worked as an independent entrepreneur, managing commercial relationships with U.S. and European countries.

During 2012 and July 2018, he served as Trade Commissioner of the Trade Office of Ecuador in Spain known as Pro Ecuador which is part of the Ministry of Production, Foreign Trade, Investments and Fisheries, achieving in this period to diversify the presence of Ecuadorian products, substantially increasing the level of imports, as well as, improving the level of investments of Spanish companies towards Ecuador. As of August 1st, of 2018, he accepted the position of Ecuador's Trade Commissioner in Chicago and then since August 1st, 2020 as Trade Commissioner of Ecuador in Los Angeles Office.

UNITED KINGDOM

Will Powles, First Secretary, Trade Policy

United Kingdom Consulate, Los Angeles

Will Powles joined the British Consulate in Los Angeles as First Secretary for Trade Policy in 2020. He leads the UK's economic diplomacy with the US Southwest, fostering closer relationships to support increased trade flows between the two countries. Before coming to California, he was Chief of Staff to the UK's first Chief Trade Negotiator in London, helping shape the UK's independent trade policy for the first time in over 40 years. His career in government has also involved postings in military capability planning, international aviation negotiations, and international behavioural economics.

KEYNOTE ADDRESS

Alyson Santoro, Associate Professor

UCSB EEMB – University of California, Santa Barbara - Ecology, Evolution and Marine Biology

Santoro received her B.A. from Dartmouth College in Ecology and Evolutionary Biology, and her M.S. and Ph.D. from Stanford University in Environmental Engineering. Following a postdoctoral fellowship at Woods Hole Oceanographic Institution, she was a faculty member at the University of Maryland Center for Environmental Science before joining the faculty at UCSB. She is the recipient of a Sloan Foundation Early Career Fellowship and is a Simons Foundation Early Career Investigator in Marine Microbial Ecology.

Santoro Lab

Their lab studies single-celled organisms called bacteria and archaea involved in nutrient cycling, especially of the element nitrogen. Microbes that convert nitrogen among its various forms live in the ocean, coastal sediments, and soils. They experiment with these organisms in the lab, look for their DNA in the environment, and measure rates of the different chemical reactions they perform. They try to understand how and when they evolved, how they collaborate with other organisms, and how they keep our ocean clean.

INTRODUCTION

Maryanne Burke

Director of the US Commercial Service US Export Assistance Center office located at the Port of Hueneme

Maryanne Burke joined the International Trade Administration's US Export Assistance Center in Ventura as Director in January 2022 from Boston, MA where she was Senior International Trade Specialist for the US Export Assistance Center since 2010. In this role, she worked with companies across the board from the telecommunications industry to franchising to underwater robotics. Maryanne also serves concurrently as the Marine Technologies Team Leader for the International Trade Administration where she leads agency specialists and events focusing on the Blue Economy.

Prior to her work in Boston, Maryanne worked at ITA's Import Administration, the Embassy of Ireland in DC, and with GeoPost in Paris. Maryanne holds a BA in Political Science from the Catholic University of America and graduated with an MBA from American University in Washington DC.

ROUNDTABLE DISCUSSION

ROUNDTABLE SPEAKERS

Andrea Neal, PhD, CEO, Board Member

Bring Back the Blue

Explorer, Scientist, and Entrepreneur, Dr. Neal has been at the forefront of Blue economy business and technology development for the last 15 years. Dr. Neal, has had a broad career that includes the management of building companies from the ground up, navigating political, technical and social environmental issues, development of new technologies, and 9,000 NM of trans-ocean exploration. Dr. Neal has been a senior executive and founder of four companies: Blue Ocean Sciences, LLC; Sngulrty, LLC; Primary Water Resources, LLC; and Bring Back the Blue.

Armen Kvrlyan, PhD, Materials Engineer - Corrosion Subject Matter Expert

NAVSEA Warfare Centers, Port Hueneme

Originally from Los Angeles, California, Armen received his Bachelors of Science degree in Chemical Engineering from Cal Poly Pomona and his Masters and Ph.D. in Materials Science and Engineering from Boise State University in Idaho. His PhD focused heavily on corrosion of bearing components in advanced naval turbine systems. Armen has previously worked at both SpaceX and NASA Kennedy Space Center as a materials engineer working on corrosion solutions and testing. Currently, he is the Additive Manufacturing lead and corrosion subject matter expert at Naval Surface Warfare Center Port Hueneme within the office of technology. He hopes to bridge the gap between system engineers and the technical expertise to better utilize materials manipulations to support of the warfighter.

Giles Pettifor, Environmental Manager

Port of Hueneme

Giles Pettifor is the Environmental Manager for the Port of Hueneme, where he is responsible for overseeing the Port's programs related to water quality, air quality, energy use, climate change and sea level rise, soil and sediment quality, and marine resources. The Port is a regional leader in the adoption of and planning for zero emission technology including electrically powered equipment and on site energy storage. Mr. Pettifor is a scientist and environmental policy expert, specializing in air and surface water quality, coastal resource management and coastal climate change adaptation. He has gained over 20 years of professional experience working on environmental projects around the Country. Prior to joining the Port of Hueneme, Mr. Pettifor worked on projects nationwide related to coastal water quality and policy, water resources, stormwater compliance management, MS4 operations and maintenance, public outreach and education, low impact development, and fisheries.

Peter Struffenegger, Director of Operations, North America

Urchinomics

Peter Struffenegger has been Director of Operations, North America with Urchinomics USA Inc. since 2019. He is currently involved in identification of potential sites for urchin ranching, development of those sites and techniques on how to best ranch the purple sea urchin. Urchinomics has a location on-site at the Port of Hueneme.

Currently, he is also consultant for Tsar Nicoulai Caviar and and previously, consultant for Blue Green Farms, working on development of a new RAS facility for caviar and sturgeon meat production.

From 2016-2019, he was head of the R&D leading to the development of the necessary production procedures to raise the Giant Keyhole Limpet for pharmaceutical purposes, including hatchery and nursery protocol and technique development, spawning induction, development of a modularized RAS production system with individual compartments for each animal, formulated diet development, inventory tracking, protein extractions and all other aspects of a captive aquaculture supplier of pharmaceutical products.

Peter has held board positions and committee membership positions for California Aquaculture Association, Sacramento County Farm Bureau, California Farm Bureau Federation, University of California, Davis Animal Science Development Board, California Sea Grant Advisory Committee/Living Marine Resources Committee and American Farm Bureau.

Peter earned a BS from Humboldt State University and a BA in Aquatic Biology from University of California, Santa Barbara.

ECONOMIC UPDATES

Bruce Stenslie, President & CEO

Economic Development Collaborative

Bruce has 30 years of experience in workforce and economic development and has served since 2007 as President and CEO of the Economic Development Collaborative.

Prior to EDC, Stenslie served as Deputy Director for the California Workforce Association, Executive Director for Workforce Policy for the City of Los Angeles and Assistant Director of the Ventura County Human Services Agency.

Stenslie was elected by his peers in 2013 as Chair of the California Association for Local Economic Development and in 2018 as Co-Chair of the California Stewardship Network.

Stenslie is a frequently invited speaker on workforce and economic development policy and practice.

Dr. Ray Bowman, Director, Small Business Development Center

Economic Development Collaborative

Ray Bowman has been involved in the operational aspects of international trade and logistics for over 30 years. Currently, Mr. Bowman is the Director for the Ventura and Santa Barbara Small Business Development Center, which provides business consulting services to over 500 businesses per year at no cost. Mr. Bowman has held key management positions with some of the world's largest freight and logistics companies and has been involved in consulting and teaching for over 14 years. Mr. Bowman also serves as Program Chair for the District Export Council of Southern California by Appointment of the US Secretary of Commerce.