

LaBIC Board Meeting Minutes

March 2, 2016

1:30 – 3:30 pm

Baton Rouge, Louisiana

Chairman Rusovich called the meeting to order.

Rebecca Normand called the roll. The following committee members were in attendance:

1. Don Pierson
2. Greg Rusovich
3. Sherri LeBas, represented by Phil Jones
4. Mike Strain, represented by Renee Simon
5. Dominik Knoll
6. Don Sanders
7. Gary LaGrange, represented by Matt Gresham
8. Jay Hardman
9. John Fay
10. Robert Scafidel
11. Sandy Sanders
12. Marion Fox
13. Randy Robb

The following board members were absent:

1. Chett Chiasson
2. Dan Feibus
3. John Manno
4. Michael Tranatino
5. Walter Sanchez
6. Brad Terral
7. Rick Ranson

A quorum was declared.

Chairman Greg Rusovich called the board's attention to the minutes from the last meeting. Marion Fox made a motion "to approve the minutes of the 9th board meetings as submitted." The motion was seconded by Randy Robb. Hearing no discussion, a vote was taken and the motion passed unanimously.

Chairman Rusovich thanked and welcomed the new Secretary, Don Pierson as well as Larry Collins, new Executive Director of International Commerce. Chairman spoke about the importance of growing global trade and the utilization of the resources and talents of our subcommittees. We have established a strong platform for Louisiana to grow and our mission will be to transform Louisiana into a Global business hub.

Secretary Pierson provided opening comments and began by thanking the board for their participation and stated the importance of the board. Sec. Pierson discussed the International

Trade, Foreign direct investments and job creation in Louisiana. He would like to focus on reaching out to the 8 economic regions in the state that hold knowledge and money to put to toward their respective geographical areas. Sec. Pierson says it is important to leverage relationships that we already have with companies in LA while we continue to reach out to the rest of the globe. The secretary explained that we want to continue to remain strong in our traditional industries while looking into other opportunities such as those in aviation and digital media. As we move forward we should remain conscious of all economic drivers, especially what our ports bring to the table. He encourages the ports to call on him when in need as they are critical to our economic drivers. The secretary explained that the governor has increased the contributions made available to our port priority programs.

Sec. Pierson welcomed Shawn Wilson and explained that they have been working together diligently to take a proactive approach to solving issues at hand by traveling around the state and conducting face-to-face meetings with parties in need. He discussed plants along the river and the successes that these plants have had lately. Sec. Pierson and David Carter have also been traveling around the state trying to understand what aspects of the economy are important to each of the different regions and what their priorities are. Sec. Pierson looks forward to writing more success stories. He explained that he has been around the department for a while. He is pleased with new leadership changes and says that he believes the department will work through the last of the changes that are occurring in the department. Sec. Pierson continued to say that the OIC team will do its best with resources available and will work to take advantage of abundant global opportunities. To wrap up, Sec. Pierson calls on the rest of the board starting with Jay Hardman for any comments that they may want on record.

Chairman Rusovich invited each board member to say a few comments and welcome Sec. Pierson and Larry Collins to LED and the LaBIC Board.

Sec Pierson introduced and welcomed Larry Collins, new Executive Director. He discussed their professional history and emphasized his confidence in Larry's ability.

Larry Collins thanked Sec Pierson and the board. He discussed the desire to meet with each board member personally. He then asked the Office of International team to discuss the projects and programs they are currently working on.

Sheba Person, OIC Team member discussed the 2016 STEP State Trade and Export Promotion (was a pilot program, was announced last week Congress has passed and the POTUS has indicated his intention to sign the Trade Facilitation and Trade Enforcement Act of 2015 (HR 644). With enactment of this bill, the STEP Program ends pilot status and is permanently placed into the Small Business Act and authorized through FY 2020. Targets small business new to export and export expansion-there will be an application process handled by Louisiana Small Business Development Center. The goal is to provide client services and assistance to 100 companies. This will be a collaborative effort with LSBDCs, Lafayette International Center, World Trade Center, District Export Council, US Commercial Services and SBA. SBA submission deadline March 17th. LED internal deadline March 10th. The awardee conference is October 2016 in Washington, DC.

Anthony Bodin, OIC Team Member discussed the completion of the three year EDA funding. LED has had conversations to determine how we can continue the funding and he is confident in the processes to be proposed to the EDA. He then discussed the automotive opportunities in Louisiana. We have been able to leverage our International trips to meet with the large abroad OEM's and have established very good relationships. Lastly, he discussed LED's attendance at Hannover Messe in April held in Germany. For the first time in its history, the United States is the exclusive partner country. The US. Department of Commerce has set aside nearly half of the conference space for US companies to present themselves to investors. Entergy of LA, GNO Inc., BRAC, Mishu have all expressed high interest in attending. Mr. Bodin then extended the invitation to the board members or to any companies that may be interested in attending.

Larry Collins calls on Jonathan Lupo, OIC team member. Mr. Lupo discussed his role in aiding Mrs. Person with the STEP Grant. He said that he has created a list of events to provide in the grant application. The events span various industries and continents on the international and domestic fronts. With the STEP funds, these events will allow LA companies to find markets to sell their products. He is also working on a Select USA event which he describes as an event that facilitates domestic and foreign investment in the United States. It is a federal program through the department of commerce. The event that we are looking into attending is called the Investment Summit and it takes place June 19-21. He encourages participation of other EDOs or representatives of different economic regions of the state. Lastly he describes his work with the Salesforce CRM.

Mr. Collins provide more background about Select USA and further justifies our participation in the event. He then calls on William Marshall.

Mr. Marshall begins by reminding the board that the office is due to present its annual report to the legislature in a few weeks. He asks Sec. Pierson and Mr. Collins to pass around copies of the 2014 Annual Report. He provides a document highlighting the sections of the report including: Introduction, Performance & Activities, LaBIC, International Commerce Trends & Implications for Louisiana, Budget & Finance, Team, and Appendices. He encourages the board to offer suggestions in the International Commerce Trends & Implications for Louisiana Section. He announced that he will send an e-mail requesting information for this section.

Mr. Marshall then announces plans for a Latin American Trade Mission for later September/October 2016. There will be public and private sector participants. There will be 2-3 different tracks of events according to participants' interests. We plan to partner with relevant U.S. national partners and foreign equivalents. The industry focus is to be determined. The plan will include conferences, seminars, and business development meetings.

Mr. Knoll followed up by making some announcements about Mexico and encouraging press build up around the annual report. Chairman Rusovich provides some supporting comments about the press build up.

Chairman Rusovich asked for public comments. Hearing none, in his closing remarks he thanked the board for their participation and the outstanding discussion. Sandy Sanders requested a motion "to adjourn the meeting." Randy Robb seconded the motion. The meeting was adjourned.