

How Can the DEC Help Your Business or Community?

In conjunction with professionals of the U.S. Commercial Service Export Assistance Center (USEAC) in Milwaukee, the members of the Wisconsin DEC can provide individual business counseling to firms that are making their initial forays into international business as well as experienced exporters who are facing new hurdles.

DEC members are available to speak on international trade topics to audiences of business executives and concerned citizens.

Members of the DEC will also meet with federal, state, and local elected officials to educate and inform them on trade policy issues impacting the Wisconsin business community.

Contact the Wisconsin DEC

c/o U.S. Commercial Service
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Visit us on the web:
www.export.gov/wisconsin
www.us-dec.com

The Importance of Trade to Wisconsin's Economy

With more than 95 percent of the world's population and 80 percent of the world's purchasing power outside of the United States, future economic growth and jobs for Wisconsin and America increasingly depend on expanding U.S. trade and investment opportunities in the global marketplace.

Wisconsin businesses exported \$22.4 billion worth of products to 201 countries in 2015. Nationally, U.S. jobs supported by exports reached an estimated 11.7 million in 2014. In 2014, goods exported from the state of Wisconsin supported nearly 125,000 jobs.

Source: <http://www.trade.gov/mas/ian/stateresports/states/wi.pdf>

Reasons to export:

- Increased revenue and profit
- Increased company valuation
- Increased productivity
- Spread risk base of business
- Offset lack of demand for seasonal products
- Exposure to new product ideas



Wisconsin District Export Council

Helping Local Businesses Export With Real World Advice



What is the DEC?

The Wisconsin District Export Council (DEC) is one of 59 DECs throughout the country charged with encouraging and supporting the export of goods and services that will strengthen individual companies, stimulate U.S. economic growth, and create jobs.

The Wisconsin DEC is a non-profit organization composed of experienced exporters and business people who regularly provide support services to exporting companies.

Each DEC member has been appointed by the U.S. Secretary of Commerce because of his or her recognized real world expertise in international trade matters and commitment to volunteerism on behalf of the local exporting community. DEC members share their time and specialized expertise with small- and medium-sized businesses that are interested in starting to export or expand into new markets.

The DEC also serves as a communications link between the Wisconsin business community and the U.S. Commerce Department - U.S. & Foreign Commercial Service.

Who is on the DEC?

The Wisconsin DEC is composed of:

Chair – Pauline Klaffenboeck, Vice President, BMO Capital Markets (retired)

Vice Chair – Stanley Pfrang, Senior Market Development Director, WEDC

Vice Chair – Eric Wilson, Shareholder, Godfrey & Kahn SC

Treasurer – Susan Dragotta, Global Business Instructor, WCTC

Executive Secretary – Damian Felton, Director, U.S. Commercial Service

Teri Anderson, Senior Manager, Promega Corporation

Michael Ball, Director Global Distribution & Logistics, The Vollrath Company, LLC

Aleda Bourassa, President, ExportABLE LLC

James Culea, VP of Sales, Northern Labs, Inc.

Jane Dauffenbach, President, Aquarius Systems

Terence Dittrich, Global Sales Director , Spancrete Machinery Corp.

Thomas Gaglione, Vice President, JP Morgan Chase

Gautam Malik, Director of International Sales, Gamber Johnson, LLC

Mary Lynn Murtaugh, President, Global Back Office, LLC

Ulice Payne, Jr., President, Addison-Clifton, LLC

John Pinkstone, Worldwide Account Manager, FedEx Services

Jennifer Pino-Gallagher, Bureau Director, WI Department of Agriculture, Trade and Consumer Protection

Wayne Ramus, Vice President - Global Funding, GE Capital Markets Corporate (retired)

Timothy Riemenschneider, Director - International Sales, Liberty Gold Fruit Co.

Jully Sieglaff, Program Manager, Johnson Controls

Michael Stayer-Suprick, VP International Business, Johnsonville Sausage, LLC

Steve Waisanen, President, Konecranes Nuclear Equipment & Service LLC

