



**UNITED STATES DEPARTMENT OF COMMERCE**  
**The Secretary of Commerce**  
Washington, D.C. 20230

May 14, 2014

Mr. Roy Paulson  
Chair  
National District Export Council, Inc  
46752 Rainbow Canyon Road  
Temecula, CA 92592

Dear Mr. Paulson:

As a follow up to my recent call with District Export Council (DEC) members, please find enclosed a message outlining some of the Department of Commerce's priorities in international trade and citing the important role DEC members play in partnerships with us in advancing these efforts.

I greatly value the work being done by DEC members around the country to grow U.S. exports. Working together, we have made great strides in increasing exports, creating jobs, and contributing to our economic growth.

I look forward to working with you and all the DEC members as we move forward. Thank you for all that you do in partnership with the Department of Commerce.

Sincerely,

A handwritten signature in black ink, appearing to read "Penny", written in a cursive style.

Penny Pritzker

Enclosure



**UNITED STATES DEPARTMENT OF COMMERCE**  
**The Secretary of Commerce**  
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May 14, 2014

Dear District Export Council Members:

In 1974, the Secretary of Commerce authorized and established the first District Export Councils (DEC) to support the expansion of export opportunities for U.S. companies and to serve as a vital communication link between the business community and the U.S. Government. Four decades later, 1,500 DEC members continue to carry out this same mission: to volunteer hours of their time to help mentor businesses around the country, to support U.S. companies' efforts to enter or expand operations in the international marketplace, and to sustain new and higher-paying jobs. DEC members embody the spirit of civic engagement and I am proud to count them among our key partners in our joint efforts to expand exports and promote U.S. economic growth.

The United States is now selling more goods and services to consumers outside of its borders than at any moment in history, with U.S. exports hitting an all-time record of \$2.3 trillion in 2013. We are encouraging U.S. business to "Look South" for new sales opportunities in Latin America and are excited by the potential opportunities for U.S. businesses presented by ongoing negotiations of new trade agreements, specifically the Trans-Pacific Partnership and Transatlantic Trade and Investment Partnership. In pursuing these agreements, we are working with Congress to maximize the benefits to the U.S. economy. This is why the Obama Administration has made Trade Promotion Authority a priority and a key part of our overall economic strategy and foreign policy.

With the help of our fellow trade agencies, we are building on the success of the National Export Initiative (NEI) by launching NEI/NEXT: a new customer-driven strategy with improved information resources that will ensure U.S. businesses are fully able to capitalize on expanded opportunities to sell their goods and services abroad. Your support of this effort is critical. As part of NEI/NEXT, the Department of Commerce has developed a series of trade events known as the Discover Global Markets Business Forums that will be held across the country in the coming months, many in partnership with the DECs. These events will help companies identify and pursue emerging opportunities in foreign markets, obtain the tools necessary to succeed overseas, leverage government resources to compete successfully, and make key contacts with industry experts.

I am encouraged to be leading the Department of Commerce knowing that, at a time of expanding global trade prospects, I can rely on the support of a trusted and valued group of private sector leaders such as the DEC members. I congratulate the DECs on all that they have accomplished in the 40 years since their formation and I look forward to the advances in international trade we will make together in the coming years.

Sincerely,

A handwritten signature in black ink that reads "Penny Pritzker".

Penny Pritzker