

## **Latin America Trade Market Overview**

July 21, 2009

### **Speaker Bios**

**Carlos J. Valderrama**  
**Senior Vice President, Global Initiatives**  
**L.A. Area Chamber of Commerce**

Carlos J. Valderrama is the Senior Vice President for Global Initiatives at the Los Angeles Area Chamber of Commerce. He is responsible for developing and implementing programs to create employment and economic growth by fostering global trade and investment for Los Angeles Metropolitan Area businesses.

Since 1993, Carlos has served as the Director of Latin American Operations for two prominent law firms in Los Angeles. He was responsible for structuring joint ventures, mergers and acquisitions, exporting, importing and investment business relationships between U.S., European, Pacific Rim and Latin American firms.

Mr. Valderrama was appointed by and represented Governors George Deukmejian and Pete Wilson as the California Trade Representative in Mexico and Latin America. He was assigned with the opening and organization of the California Trade and Investment Office in Mexico City where he promoted state exports and joint ventures between California and Mexico. He also served as the Director of the Office of Export Development, managing programs promoting California products and services worldwide, in addition to overseeing the operational activities of the state's overseas trade and investment offices. He has held executive positions with General Telephone Electronics, GTE Overseas Groups in Brazil and Panama, as the Marketing Manager and General Manager respectively.

**Jim Maclellan**  
**Director of Trade Services**  
**Port of Los Angeles**

As Director of Trade Services, Jim is responsible for relations with cargo owners and their professional associations. He is also responsible for trade promotion programs to encourage increased trade through the Port of Los Angeles and the Southern California Gateway. This includes outreach efforts to assist small business in diversifying into international markets. Prior to January 2007 he was Director of Marketing, at which time he coordinated activities of the Port's domestic and international representatives to help build the Port's long-term clientele. Prior to joining the Port in 1992, he worked for more than 20 years in the international shipping business.

**Steve Jones**  
**Air Service Development**  
**Los Angeles World Airports**

Steve Jones joined the Air Service Marketing Division of Los Angeles World Airports (LAWA) in May 2008. During his short tenure, he has worked with local businesses, travel partners, local officials, and international consulates to promote and support new air service at LAX and LA/Ontario airports. In the

past year Steve has assisted in the coordination of launch activities for Alitalia Airlines, Emirates, V Australia, JetBlue, and Volaris. These efforts over time will result in millions of dollars or incremental annual revenue to LAWA, and billions of dollars of incremental economic impact to the Southern California economy. Steve has also worked closely with Webber Air Cargo, Inc. on the LAX Cargo Assessment Project to create rationalized guidelines for leasing decisions pertaining to cargo carriers and ground handlers at LAX.

Prior to joining Air Service Development, he served as the contract manager for the LAX Shuttle, which provides on-site and off-site shuttle services for over 12M passengers and employees annually. In 2003, Steve also oversaw the Air Carrier Operating Permits of all air passenger and air cargo carriers at LAX. Steve began his career at LAWA in 2001 with Airport Police and oversaw the Airport Security Program post 9/11.

Steve earned a B.A. degree in political science from the University of California at Berkeley in 1990, as well as a juris doctorate from Loyola Law School in 1999.

**David Josephson**  
**Western Regional Director**  
**Export-Import Bank of the U.S.**

David Josephson is the Western Regional Director for Ex-Im Bank, based in Orange County, California. With three offices on the West Coast, Josephson's job is to provide a direct path for exporters in the eleven western United States to apply for Ex-Im Bank finance and insurance. The Western Region offices also provide direct support and information for commercial banks, lenders, insurance brokers, foreign buyers, and other organizations who utilize Ex-Im Bank programs.

Josephson came to Ex-Im Bank from a 28-year career as an international commercial and merchant banker where he headed banking offices in Los Angeles, San Francisco, New York, London, and Brazil involved in international lending, debt/equity transactions; and, global correspondent banking, mergers, acquisitions, and commercial partnerships.

He was an officer in the United States Navy and served aboard a guided missile frigate and in riverine warfare operations in Vietnam. He has a Master's degree from Thunderbird School of Global Management and a Bachelor of Science degree from the United States Naval Academy.

**Julie Anne Hennessy**  
**Director, West L.A. Export Assistance Center**  
**U.S. Department of Commerce**

Julie Anne Hennessy joined the U.S. Commercial Service, U.S. Department of Commerce in May 1995 and became the director of the West Los Angeles office in 1999. In addition to her role as director, Ms. Hennessy assists small-to-medium sized companies with their international marketing efforts. Ms. Hennessy began her career in international trade at the Department of Commerce in Washington, D.C. where she worked for six years investigating whether foreign governments or companies were engaging in unfair trade practices. As a U.S. government official, Ms. Hennessy has traveled to Asia, Canada, Europe and South Africa. She holds a Master's Degree in International Affairs from the George Washington University in Washington, D.C. and a Bachelor's Degree in Business Administration from the University of Southern California.