

THE FOURTH ANNUAL: THE AMERICAS BUSINESS FORUM  
CREATING JOBS THROUGH EXPORTS

SEPTEMBER 12-13, 2012

UCLA – Covell Commons • 330 De Neve Dr. • Los Angeles, 90095

**Wednesday, September 12**

**7:30 a.m. REGISTRATION & CONTINENTAL BREAKFAST**

**8:30 WELCOME REMARKS**

**Gary Toebben**, President & CEO

Los Angeles Area Chamber of Commerce

**Dr. Robert Spich**, UCLA Anderson School of Management

**8:45 CREATING JOBS THROUGH EXPORTS**

**Mayor Antonio Villaraigosa**, City of Los Angeles (Invited)

**9:00 ROUND TABLE DISCUSSION**

**Regional Economic & Political Assessment**

**Asian Presence in the Americas**

**9:30-9:45 BREAK**

**9:45-10:30 COUNTRY BRIEFINGS & BEST PRACTICES – CONCURRENT SESSIONS**

SOUTH BAY ROOM – **BRAZIL**

Brian Brisson, Minister Counselor for Commercial Affairs,

U.S. Embassy, Brasilia, Brazil

WEST COAST ROOM -- **COLOMBIA – PANAMA**

Cameron Werker, Counselor for Commercial Affairs,

U.S. Embassy, Bogota, Colombia

Daniel Crocker, Commercial Attaché,

U.S. Embassy, Panama City, Panama

NORTHRIDGE ROOM -- **CENTRAL AMERICA & THE CARIBBEAN**

Isabella Cascarano, Regional Counselor for Commercial Affairs for  
the Caribbean,

U.S. Embassy, Santo Domingo, Dominican Republic

Ireas Cook, Regional Counselor for Commercial Affairs for Central  
America,

U.S. Embassy, San Salvador, El Salvador

FG ROOM --

**10:45-11:45 COUNTRY BRIEFINGS & BEST PRACTICES – CONCURRENT SESSIONS**

**SOUTH BAY ROOM – CANADA**

Richard Steffens, Minister Counselor for Commercial Affairs,  
U.S. Embassy, Ottawa, Canada

**WEST COAST ROOM -- CHILE – PERU**

Ellen Lenny-Passagno, Counselor for Commercial Affairs,  
U.S. Embassy, Santiago, Chile

Sheryl Pinckney-Maas, Commercial Attaché,  
U.S. Embassy, Lima, Peru

**NORTH RIDGE ROOM – MEXICO**

Dorothy Lutter, Minister Counselor for Commercial Affairs,  
U.S. Embassy, Mexico City, Mexico

**FG ROOM -- ARGENTINA – URUGUAY**

James Koloditch, Regional Counselor for Commercial Affairs for  
Argentina and Uruguay,  
U.S. Embassy, Buenos Aires, Argentina

**12:00-1:15 LUNCHEON  
ROUNDTABLE DISCUSSION –**

**Do's and do not's in the Americas**  
**Export Finance**  
**Legal Considerations**  
**Logistics**

**1:30 -2:15 COUNTRY BRIEFINGS & BEST PRACTICES – CONCURRENT SESSIONS**

**SOUTH BAY ROOM – BRAZIL**

Brian Brisson, Minister Counselor for Commercial Affairs,  
U.S. Embassy, Brasilia, Brazil

**WEST COAST ROOM -- COLOMBIA – PANAMA**

Cameron Werker, Counselor for Commercial Affairs,  
U.S. Embassy, Bogota, Colombia

Daniel Crocker, Commercial Attaché,  
U.S. Embassy, Panama City, Panama

NORTHRIDGE ROOM -- **CENTRAL AMERICA & THE CARIBBEAN**  
Isabella Cascarano, Regional Counselor for Commercial Affairs for  
the Caribbean,  
U.S. Embassy, Santo Domingo, Dominican Republic

Ireas Cook, Regional Counselor for Commercial Affairs for Central  
America,  
U.S. Embassy, San Salvador, El Salvador

FG ROOM --

**2:30 - 3:15 COUNTRY BRIEFINGS & BEST PRACTICES – CONCURRENT  
SESSIONS**

SOUTH BAY ROOM – **CANADA**  
Richard Steffens, Minister Counselor for Commercial Affairs,  
U.S. Embassy, Ottawa, Canada

WEST COAST ROOM -- **CHILE – PERU**  
Ellen Lenny-Passagno, Counselor for Commercial Affairs,  
U.S. Embassy, Santiago, Chile

Sheryl Pinckney-Maas, Commercial Attaché,  
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NORTH RIDGE ROOM – **MEXICO**  
Dorothy Lutter, Minister Counselor for Commercial Affairs,  
U.S. Embassy, Mexico City, Mexico

FG ROOM -- **ARGENTINA – URUGUAY**  
James Koloditch, Regional Counselor for Commercial Affairs for  
Argentina and Uruguay,  
U.S. Embassy, Buenos Aires, Argentina

**3:15-5:30 ONE-ON-ONE MEETINGS**

**Thursday, September 13**

**8:00 – 5:30 ONE-ON-ONE MEETINGS**