



# NEWS

United States International Trade Commission • Office of External Relations • Washington, DC 20436

FOR IMMEDIATE RELEASE  
March 8, 2010

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10-021

## MEDIA ADVISORY

The 6 Commissioners of the U.S. International Trade Commission will be in Portland, OR, on **Friday, March 12, 2010**, for a public hearing concerning the challenges and opportunities faced by **small and medium-sized businesses** that export their products and/or services.

The hearing is open to the media and the public.

The hearing will be held at the Holiday Inn Portland Airport, 8439 N. E. Columbia Blvd., Portland, OR, beginning at 9:30 a.m. The Commissioners will hear from a wide range of West Coast businesses at the hearing. **A witness list for the hearing is attached.**

The information gathered at the hearing will be used by the USITC to prepare two reports for the U.S. Trade Representative, the President's cabinet-level trade advisor. The reports will look at the characteristics of small and medium-sized businesses that export goods and services, the impediments they face and strategies to overcome these constraints, and benefits of increased export opportunities.

The USTR expressly asked the USITC to gather information for these reports directly from SME exporters and SMEs with an interest in exporting in addition to its standard investigative activities.

Media interested in covering the hearing are asked to contact Peg O'Laughlin at 202-309-5836.

**EVENT:** U.S. International Trade Commission public hearing on the export experiences of small and medium-sized enterprises

**WHEN:** Friday, March 12, 2010, beginning at 9:30 a.m.

**WHERE:** Holiday Inn Portland Airport  
8439 N. E. Columbia Blvd.  
Portland, OR 97220

**CONTACT:** Peg O'Laughlin  
Public Affairs Officer, USITC  
202-309-5836

– WITNESS LIST FOLLOWS –

**Note to Users: This document is subject to change at anytime. This document was current as of 8:30 a.m. on Monday, March 8,2010.**

**TENTATIVE CALENDAR OF PUBLIC HEARING**

Those listed below are scheduled to appear as witnesses at the United States International Trade Commission’s hearing:

**Subject:** Small and Medium-Sized Enterprises: U.S. and EU Export Activities, and Barriers and Opportunities Experienced by U.S. Firms

and

Small and Medium-Sized Enterprises: Characteristics and Performance

**Inv. Nos.:** 332-509 and 332-510

**Date and Time:** March 12, 2010 - 9:30 a.m.

Sessions will be held in connection with these investigations at the Holiday Inn Portland Airport, 8439 N.E. Columbia Blvd., Portland, OR 97220.

**PANEL 1:**

**ORGANIZATION AND WITNESS:**

**TIME ALLOCATION:**

The Oregon Business Development Department (“Business Oregon”) 10 minutes  
Portland, OR

**Tim McCabe**, Director

Oregon Department of Agriculture 10 minutes  
Portland, OR

**Katy Coba**, Director

Port of Portland 10 minutes  
Portland, OR

**Greg Borossay**, Marine Marketing Development Manager

## **PANEL 1 (continued):**

### **ORGANIZATION AND WITNESS:**

### **TIME ALLOCATION:**

Schwabe, Williamson & Wyatt  
Portland, OR

10 minutes

**Walter H. Evans, III**, Representative, Pacific Northwest  
International Trade Association

Software Association of Oregon (“SAO”)  
Portland, OR

10 minutes

**Matt Nees**, President

Business Solutions Group, Corp.  
Monrovia, CA

10 minutes

**Dr. Frank Monfared**, President

## **PANEL 2:**

### **ORGANIZATION AND WITNESS:**

### **TIME ALLOCATION:**

Electrical Geodesics, Inc.  
Eugene, OR

10 minutes

**Ann Bunnberg, Ph.D., JD**, President

Aseptico, Inc.  
Woodinville, WA

10 minutes

**Grant Ramaley**, Director of Regulatory Affairs

Hydra-Power Systems, Inc.  
Portland, OR

10 minutes

**Pete Herder**, Outside Technical Sales

Coating Technologies International, LLC  
Salem, OR

10 minutes

**Michael Doyle**, President

***PANEL 2 (continued):***

**ORGANIZATION AND WITNESS:**

**TIME ALLOCATION:**

Oregon Nanoscience and Microtechnologies Institute  
Corvallis, OR

10 minutes

**Robert D. “Skip” Rung**, President and Executive Director

***PANEL 3:***

**ORGANIZATION AND WITNESS:**

**TIME ALLOCATION:**

West Coast Seafood Processors Association (“WCSPA”)  
Portland, OR

10 minutes

**Rod Moore**, Executive Director, WCSPA

**Doug Heater**, Sales Manager, Bornstein Seafoods

**Charles Kirschbaum**, Category Manager for Cold  
Water Shrimp Sales, Pacific Seafoods

Washington State Potato Commission  
Moses Lake, WA

10 minutes

**Matt Harris**, Director of Trade

**-END-**