

Branding the Monterey Bay Region

An Update with Congressman Sam Farr

Monterey, April 25, 2014



Technical Organizer
MBCORC



The Monterey Bay A Leader in the Blue Economy

For many years and, in particular since its designation in 1992 as a National Marine Sanctuary, the Monterey Bay has led California's 'blue economy'. The region has over 30 different Marine Science organizations operating as research labs, educational & research forums, testing and laboratory facilities, marine technology related development projects and other research and development disciplines.

U.S. Congressman Sam Farr, 20th district, will join a broad group of marine scientists and trade promotion service providers who will discuss some of the major marine science issues, sectors and global business opportunities that exist or are now emerging, which are placing Monterey Bay as one of the major, global 'players' in the 'blue economy'

A special afternoon session will feature interactive Q & A and discussion between the conference attendees and the top public and private sector trade promotion service professionals in California who provide trade financing for exports as well as marketing, legal, logistic, advocacy and global trade educational services.

Special thanks to the [Monterey Bay Crescent Ocean Research Consortium \(MBCORC\)](#) for their technical advice and the new [Brand Monterey Bay \(BMB\) program](#)

SUPPORTING ORGANIZATIONS



Monterey College of Law

100 Colonel Durham St, Seaside, CA, 93955 (Fort Ord) -8:30 -3:00 pm

REGISTRATION (LUNCH INCLUDED) -

ONLINE: \$65 non-members
\$50 MBITA, MBCORC, BMB members

AT DOOR: \$10 surcharge - CASH OR CHECKS ONLY

EXHIBIT SPACE: \$250 incl. one conference pass and lunch

LIMITED SEATING - RESERVATIONS REQUIRED

Tel. 831-335-4780

Agenda, REGISTRATION, EXHIBIT and
SPONSORSHIP OPPORTUNITIES at

www.mbita.org/events/brandingthemontereybayregion2014.html

SPEAKERS

PANEL I - Aquaculture and its Potential in the Global Marketplace

Michael Graham, Professor and Co-Editor/Managing Editor, Journal of Phycology, [Moss Landing Marine Laboratories](#)

Jill Zande, Associate Director, Co-Principal Investigator, and Competition Coordinator, [Marine Advanced Technology Education Center \(MATE\)](#), [Monterey Peninsula College](#)

Arthur Seavey, Partner, [Monterey Abalone Company](#)

Tom Ebert, President, [American Abalone Farms](#)

PANEL II - Advanced Marine Science Instrumentation and its Place in the Blue Economy

Kenneth Johnson, Senior Scientist, [Monterey Bay Aquarium Research Institute](#)

James Bellingham, Chief Technologist, [Monterey Bay Aquarium Research Institute](#)

Leslie Rosenfeld, CENCOOS Program Director, [Monterey Bay Aquarium Research Institute](#)

Kenneth Laws, Professor, Baskin School of Engineering, Computer Science Department, [University of California Santa Cruz](#)

Overseas & "Over-The-Side" Risks – The Unique Needs of Marine Science Researchers

Leslie Levy August, Senior VP, [Corporation for Intl Business](#)

The Blue Economy Challenges a Mexican Coastal Paradise - Pedro Castaneda, President, Provia International

The Importance of 'Services' in Marine Science Samuel Johnson, Research Geologist, [U.S. Geological Survey Pacific Coastal and Marine Science Center](#)

TRADE PROMOTION SERVICE PANEL Deep SenGupta, President, Trade & Customs Advisory Services (TCAS), FedEx Trade Networks Services

Sergio Retamal, President & CEO, [Global4PL Supply Chain Mgmt.](#)

Roger Royse, Founder, [Royse Law Firm, PC](#)

Lucie Newcomb, President & CEO, [The NewComm GlobalGroup](#)

Martin Lawler, Attorney, [Lawler & Lawler Law Offices](#)

Harry-Todd Astrof, Principal, [Astrof P.C.](#)

Robert Rogowsky, Prof. in Intl. Policy Studies, [Monterey Institute of International Studies](#)

Michael Viguerie, Partner, [The Newport Board Group](#)

Michael Farstad, VP, Intl. Banking Group, [Industrial & Commercial Bank of China](#)

Jeff Deiss, Regional Export Finance Mgr, [US Small Business Administration, Office of Intl Trade](#)

Shannon Fraser, Sr. Intl. Trade Specialist, [U.S. Commercial Service – Silicon Valley](#)

John Keevan-Lynch, President, [Provident Traders, Inc.](#)

Suji Kim, Founder, [Bridge Intl Global Marketing](#)