

## **NORTHERN CALIFORNIA WORLD TRADE CENTER APRIL DELEGATION RECAP**

**Africa:** A group of nineteen delegates from Africa arrived in Sacramento and met with legislative policy staff members at the State Capitol. The meeting introduced the participants to the role of federal, state, and municipal government agencies and non-government organizations in developing and implementing national and grassroots public health programs. Policy staff members also explained how public health is funded in California and how the state legislature responds to public health issues and emergencies. Immediately following this meeting, the delegation received a private tour of the legislative chambers and historical rooms of the State Capitol led by Mr. Brandon Jackson of the Senate Office of International Relations.

After a few hours for lunch and free time, the delegates arrived at the Department of Public Health for their last meeting of the day. Ms. Monica Wagoner, Deputy Director of Legislative and Governmental Affairs, and Dr. Gilberto Chavez, Deputy Director of the Center for Infectious Diseases met with the delegation to discuss information networks between the Department of Health Services and ethnic communities and strategies for promoting community participation in health issues. The meeting also gave the delegates an overview of the State's responsibility in developing and implementing health programs and the process that the Public Health's Legislative Office goes through to facilitate, coordinate, and advocate for public health legislation.

The delegates returned to their hotel after an insightful day of meetings with influential representatives and left Sacramento the next morning, continuing their program in San Francisco.

**Western Hemisphere – South America:** The Western Hemisphere program consisted of delegates from various regions in South America including Chile, Peru, Paraguay, Venezuela, and Uruguay. The delegates met to examine energy-use strategies and challenges in meeting present and future energy needs and review U.S. policies and incentives encouraging energy efficiency. Topics also covered included conservation of limited energy supplies and improvements in lowering costs, diminishing environmental damage, and increasing energy security and independence.

The delegates arrived Thursday afternoon on April 15<sup>th</sup>, anticipating a full week of meetings and activities to attend in and around the Sacramento region. Early the next morning, the delegation met with Dr. Emir Jose Macari, Dean of the College of Engineering and Computer Science at Sacramento State University, to learn about the university's Smart Grid Center. Later that afternoon, the delegates visited the Sacramento Municipality District (SMUD) to gain further knowledge of smart grid use in the U.S. Smart Grid Manager Vicky Zavattero and Project Manager of Research and Development Jim Parks delivered a presentation which examined SMUD's energy efficiency strategies and smart grid implementation. The presentation was immediately followed by an overview of the California Institute for Energy and the Environment's public and private relations. The overview was lead by CIEE Director of Electric Grid Research, Dr. Merwin Brown, who also answered all of the delegate's questions regarding grid technology following the presentation.

On Saturday, the delegates had a respite from their busy schedule and made a leisure visit to Davis for its annual Picnic Day celebration. In addition to touring the UC Davis campus, the group visited several of the celebration's campus attractions, not to mention the warm spring weather and blooming greenery. Fortunately, the group didn't stumble upon any of the overzealous behavior recently reported as a product of enthusiastic Picnic Day celebrators.

After witnessing Davis' relaxed side, the delegates returned on Monday to experience its more professional aspect. In a meeting with the Davis Energy Group, the delegates were introduced to several innovative home efficiency technologies being developed. Principal Mark Berman, and Project Managers Marc Hoeschele and Jerry Best, introduced the delegates to the little renovations that can be made to existing homes that greatly increase energy efficiency. In particular, Mr. Berman introduced the delegates to DEG's NightBreeze, a smart climate control system that exploits the nighttime's natural cooling to its greatest potential. Mr. Hoeschele continued with a discussion of another DEG product, Formulate. He explained that this relatively inexpensive technology thoroughly seals a home's foundation, thereby gradually reducing a home's winter heating costs. Overall, the delegate's meeting with the DEG highlighted the importance of funding innovative technologies, but also the benefits that can be reaped from even the simplest adjustments to home construction techniques.

The delegation completed their visit to Sacramento with a visit to the Capitol to meet with Senator Pavley, who is the Chair of the Senate Natural Resources and Water Committee and also sits on the Senate Environmental Quality Committee. The delegates departed Sacramento the following day, having gained a wealth of knowledge of energy efficiency in both public and private sectors.

**Iraq:** With the prospect of a packed two-day schedule of meetings, eight delegates from Iraq arrived in Sacramento in mid April. Consisting of private business owners, company directors, and municipal representatives, the Iraqi delegates came to California's capital in order to explore the topic of private manufacturing.

Starting early Monday morning, the group toured a series of building materials production facilities, including A&A Concrete Supply, Hanson Pipe and Precast, and CEMEX Cement Rail Terminal. Learning about the intricacies of factory production, construction marketing, and the importance of manufacturing associations, the delegation finished their first full day with the California Manufacturers & Technology Association (CMTA).

Tuesday proved just as eventful as the delegation continued their exploration of manufacturing. Taking a trip out to Lincoln, the group toured the Gladding, Mcbean terra cotta plant and learned about the challenges and successes of a company that has been in business since 1875. Returning to Sacramento, the delegation finished the day with additional facility tours at Granite Construction, CEMEX, and HC Muddox to learn about other building materials such as asphalt.

Before departing the Golden State, the delegation from Iraq also explored the consumer end of manufacturing with visits to the Arden Fair Mall as well as IKEA.

**Morocco:** Five journalists from several Moroccan newspapers and the Maghreb Arab Press agency visited Sacramento to learn about print journalism in California. With only a single day in Sacramento, the delegation met at the Capitol with Robert Salladay, senior editor of *California*

*Watch*, and Anthony York, editor of *Capitol Weekly* and political blogger for the *Los Angeles Times*. After a discussion about the freedom of press and the status of California media, the delegates then met with members of the Capitol media staff. Nathan Barankin, communications director for Senator Darrell Steinberg, and Richard Zeiger, chief of staff for assemblyperson Tom Torlakson, did a presentation on the process of working with the Capitol and the political press corps.

After a break and quick recuperation, the delegates were received at *The Sacramento Bee*. As one of the oldest newspapers in the area long involved with California politics, the *Bee's* representative Dan Smith discussed the practice of investigative journalism in the field of politics.

**Brazil:** The Brazilian delegation arrived in Sacramento to gain an understanding of the American biofuel industry and U.S. approaches to balancing energy and environmental priorities. Delegates met with the Vice President of Pacific Ethanol, Mr. Paul Koehler, the morning after their arrival to gain an industry perspective on the current state and evolution of the American ethanol industry, examine the company's operations, and understand how new energy regulations and current economic conditions have impacted Pacific Ethanol.

That afternoon, the delegates received a VIP tour of the Legislative Chambers and historic rooms of the State Capitol lead by Mr. Brandon Kennedy Jackson, Assistant to the Office of International Relations. Immediately following the tour, the delegation met with Mr. Ed Imai, Principal Consultant of Assembly Transportation Committee, and received an overview of California biofuel policy and low carbon fuel standards.

Early the next morning, the program continued with a meeting with the Joint BioEnergy Institute (JBEI) in Emeryville. Representatives explained the institute's plans for developing methods of pre-treating biomass, producing enzymes, fermenting biomass and purifying resulting hydrocarbons sufficient for engine testing. After a few hours for lunch, the delegation headed back to Sacramento where they met with the California Fuel Cell Partnership and received a tour of their facility.

The third day of the program took the delegates to nearby UC Davis, where they received presentations from two plant sciences professors, Dr. John Labavitch and Dr. David Neale, and a final presentation from Dr. Stephen Kaffka, Director of the California Biomass Collaborative.

A full, free day in San Francisco concluded the Brazilian delegates' journey to Northern California.

**Germany:** A trio of German government officials specializing in environmental policies visited Northern California to gain a wider exposure to climate change and clean energy technologies. With only one day in Sacramento, the delegates began their day by meeting with Mr. Steve Maviglio, a spokesman for the campaign against the repeal of the AB-32 initiative. Following this meeting, held in one of our very own NorCal World Trade Center board rooms, the delegates were off to the nearby State Capitol to meet with Assemblyman Dan Logue. During the hour long meeting, Mr. Logue expressed his concerns regarding the governor's signing of AB 32.

After a quick lunch near the Capitol, the delegates met with Mr. Andrew Yip, Supervisor of Solar and Customer Generation of Pacific Gas and Electric. The meeting covered benefits of net energy metering, state incentives for solar energy, how the state works with companies to encourage environmental technology, and an in-depth look at PG&E's California Solar Initiative.

This meeting marked the end of the German delegates' visit to Sacramento. The delegation departed Sacramento and continued to San Francisco that afternoon.

**Japan:** Exploring the topic of food safety, two Japanese delegates visited Sacramento for a busy Friday. During their brief stay, Ms. Maki Ohira and Ms. Waki Matsunaga met with UC Davis specialists and state legislative advisors to discuss the science and the policy of safe food. Ms. Ohira, an Assistant Director within the Japanese Ministry of Agriculture, and Ms. Matsunaga, a freelance science journalist, started the day early at UC Davis. After touring the California Animal Health & Food Safety Laboratory, the delegates then met with Dr. James Seiber and Dr. Carl Winter of the Food Science and Technology Department to discuss the risk management aspects of pesticides, antibiotics and microorganisms.

Returning to Sacramento after a pleasant meal in springtime Davis, Ms. Ohira and Ms. Matsunaga met with Mr. John Chandler thanks to arrangements made by the International Relations office. In a quiet conference room off the Assembly wing of the Capitol building, Mr. Chandler, a consultant for the California Senate Food and Agriculture Committee, addressed the benefits and the complications of food policy in California state legislation. In particular, he discussed the challenge of integrating the variety of public voices that participate in the California legislature. The delegates contrasted this with the Japanese system in which policy formulation remains far more of an in-house government operation. Mr. Chandler went on to illustrate the benefit of California's public-government dialogue in its capacity to address both the perceived as well as scientific facts of food safety.

Before departing for their last batch of meetings in Hawaii, Ms. Ohira and Ms. Matsunaga said they found their visit to Sacramento interesting and educational.