

Kentucky District Export Council

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Strategic Plan 2012

Goal 1

Raise awareness of the available export assistance resources for companies in Kentucky (and Kentuckiana region).

Strategy:

1. Inform congressional offices of needs, interests, and successes of Kentucky exporters

Tactics:

1. Conduct briefings with DEC members
2. Invite congressional to events (NEI/KEI)
3. Support success stories
2. Conduct Outreach directly to Kentucky exporters to promote exporting in partnership with the US Commercial Service and other resources.

Tactics:

1. Target new partners
2. Participate in events
3. Develop mentoring targets and industry sector contacts
4. Newsletter (bi-annual or possibly quarterly)
5. KDEC LinkedIn group page.

Goal 2

Support The National DEC and related program

Goal 3

Support the National Export Initiative

All DEC activities are developed to support the NEI and Governor Beshear's KEI. The mayor of Louisville is also launching a local initiative with DEC support.

Goal 4

Raise Funds to Support DEC Outreach and Related Activities