



# The Neal Asbury Show

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## Israel Hernandez, Assistant Secretary for Trade Promotion and Director General of the U.S. & Foreign Commercial Service to Appear January 15th On The Neal Asbury Show on WZAB-AM



Assistant Secretary for Trade Promotion and Director General of the U.S. & Foreign Commercial Service.

Israel Hernandez was nominated by President Bush and confirmed by the U.S. Senate on October 3, 2005, as Assistant Secretary of Commerce and Director-General of the U.S. Commercial Service. The U.S. and Foreign Commercial Service was created by Congress to assist small and medium-sized American businesses to export and to protect the business interests of American companies overseas. In this capacity, Mr. Hernandez is accountable to Congress for a number of mission-critical programs and initiatives. As the single point of con-

tact in the U.S. government for trade promotion and business advocacy assistance, Mr. Hernandez oversees a global operation of more than 1,500 employees—both American and in-country staff—operating in 47 states and 76 countries.

Mr. Hernandez also works to improve the reach and exposure of the Commercial Service throughout the business community at the state and local levels.

Prior to his confirmation, Mr. Hernandez served as a Senior Advisor to the Secretary of Commerce, Mr. Carlos Gutierrez, and to the Acting Under Secretary for International Trade. He assisted and advised Secretary Gutierrez on a wide range of domestic and international issues.

Prior to joining the Department of Commerce, Mr. Hernandez served as Deputy Assistant to President George W. Bush and as a deputy to then Deputy Chief of Staff Karl Rove. He assisted in overseeing the strategic planning, political affairs, public liaison, and intergovernmental affairs efforts of the White House during the President's first term.

During the last presidential campaign, Mr. Hernandez served as the liaison between the White House and the

Bush-Cheney '04 re-election campaign.

Mr. Hernandez has worked for President Bush in several capacities over the past 15 years. Mr. Hernandez was Director of Voter Contact in the Bush-Cheney 2000 presidential campaign. He also served as personal aide to then-Governor George W. Bush in Texas during his first term and as personal aide, when George Bush announced his candidacy for Governor of Texas against then-sitting Governor Ann Richards.

Israel Hernandez received a B.A. degree with a double major in Philosophy and Political Science in 1992 from the University of Texas at Austin and a M.P.A. from the George Bush School of Government and Public Service at Texas A&M University in 1999.

The Neal Asbury Show tackles key trade issues every Thursday from 11:00 AM until Noon on WZAB-AM 880. The show is streamed live on line at [WWW.880THEBIZ.COM](http://WWW.880THEBIZ.COM), which is affiliated with Bloomberg Radio and CNBC.



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