



James W. Morrison, Ph.D. President and CEO, Small Business Exporters Association of the United States to Appear December 11th On The Neal Asbury Show on WZAB-AM



James Morrison is the President and CEO of the Small Business Exporters Association of the United States, the nation's oldest and largest nonprofit organization devoted exclusively to small and medium-size exporters. SBEA is also the International Trade Council of the National Small Business Association, the nation's oldest nonprofit advocacy organization for small business. Altogether, SBEA represents over 22,000 U.S. exporters.

Under Dr. Morrison, SBEA has focused on advancing government export promotion efforts, improving access to capital for smaller exporting companies, and strengthening the role of small business in U.S. trade policy.

SBEA frequently meets with Commerce Department officials and others in the government to discuss

export promotion. Morrison was appointed by the Secretary of Commerce to the District Export Council organization, a group of 1500 leading exporters and export service providers who provide the Commerce Department with export promotion advice and support. DEC members elected Morrison to the organization's National Steering Committee and its Executive Committee.

He has also worked with the Organization for Economic Cooperation and Development (OECD) and the Asia-Pacific Economic Cooperation organization (APEC) on a global project to bring more small businesses into international trade.

In the trade finance area, Morrison coordinated closely with the Overseas Private Investment Corporation (OPIC), a federal agency, to bring about OPIC's Small and Medium Enterprise Finance Department as well as OPIC's recently launched Enterprise Development Network, a national network of loan originators with a \$100 million lending facility. EDN is helping finance foreign sales offices, warehouses, distributorships, and the like, for U.S. small businesses that want to strengthen their sales in developing countries.

SBEA's recommendations led to several enhancements in the charter of the Export-Import Bank of the United States that Congress and the President

approved in 2006, including the creation of a permanent Small Business Division at the Bank and a dedicated group of small business underwriters.

He also led efforts to assign export finance specialists from the U.S. Small Business Administration to U.S. Export Assistance Centers in 17 U.S. cities.

SBEA focuses on trade policy as well. Morrison serves on the Advisory Committee for Trade Policy and Negotiation, the most senior international trade policy advisory panel in the U.S. government. He was an official advisor to the U.S. Trade Representative at the World Trade Organization Ministerial Meeting in Hong Kong, which drafted the current text of the proposed Doha Development Agenda global trade agreement.

Prior to his work with SBEA, Morrison was the Policy Strategist of the World Travel and Tourism Council in Brussels.

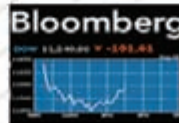
He obtained his Ph.D. from the University of Minnesota and his B.A. from the University of Southern California.

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



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