



MINUTES

International Relations Committee of the Legislative Council

February 8, 2000

MEMBERS PRESENT:

Senator Nancy Boettger,
Chairperson
Senator Bill Fink
Senator Eugene Fraise
Senator Steve King
Senator Neal Schuerer
Senator Elaine Szymoniak

Representative Willard Jenkins,
Vice Chairperson
Representative Jack Drake
Representative Chuck Gipp
Representative Jane Greimann
Representative Libby Jacobs
Representative Scott Raecker
Representative Paul Scherrman

MEETING IN BRIEF

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- I. Procedural Business.
 - II. Presentations.
 - III. Future Meetings.
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International Relations Committee of the Legislative Council

I. Procedural Business.

Call to Order. The meeting was called to order by Chairperson Nancy Boettger at 5:00 p.m. in Committee Room 22 of the Statehouse and was adjourned at 5:55 p.m.

Minutes. The minutes from the previous meeting were approved by the Committee.

Announcements. Chairperson Boettger notified the Committee that a letter to the Governor's Office was sent pursuant to the Committee's action at the February 1, 2000, meeting.

II. Presentations.

Maytag Corporation. Richard Mosher, Assistant General Counsel, Maytag Corporation, stated that Maytag does a significant amount of international relations work in the areas of sourcing, joint ventures, and alliances. He stated that many of Maytag's international contacts are made outside the state. Mr. Mosher stated that Maytag does not have any formal written protocol for hosting international visitors, but that first impressions are important and learning as much about a visitor's business and culture ahead of time is important. He stated that proper preparation is critical.

Mr. Mosher stated that the private sector would benefit from the state providing notice of international visitors and that the private sector would likely aid the state in making a strong first impression on international visitors. He stated that cultural exchanges are an excellent method to aid in developing cultural sensitivity.

Townsend Engineering Company. Dick Reed, International Sales Engineer, Townsend Engineering Company, stated that Townsend has an extensive company history of doing business in international markets. He stated that Townsend has no formal written protocol for hosting international visitors. Mr. Reed stated that Townsend usually receives international visitors for a number of reasons and described Townsend's method of handling the visitors, including arranging for transportation and lodging, tours, meals, training, and providing translation if necessary. He stated that Townsend usually has an international sales engineer available for international visitors who is familiar with the visitor's culture and language.

Mr. Reed provided the Committee with ways in which the state could aid the private sector in international relations, including continuing of current state programs, assisting the private sector in identifying international contacts, encouraging the elimination of federal nontariff trade barriers, promoting higher education in Iowa for students from abroad and student exchange programs in general, promoting second language studies, and promoting international trade shows.

Pioneer Hi-Bred, International. Tim Little, International Department, Pioneer Hi-Bred, International, stated that Pioneer hosts a significant number of international visitors each year and that the company has a formal protocol. He stated that Pioneer provides different types of services and tours depending on the needs and desires of the visitors. Mr. Little stated that international visitors are frequently impressed by personal visits to farms, grocery stores, and certain types of restaurants. He stated that expos and trade shows are an effective method of attracting international visitors. Mr. Little stated that the promotion of second language education is important.

III. Future Meetings.

Chairperson Boettger stated that speakers at the next meeting of the Committee would be representatives with international relations experience from universities. She stated that the Committee will probably split up into work groups following the next meeting.

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