

SCOMM

84:5

DATE: 3/8/91

FURTHER: L&C

Date of 5-Day Notice: 3/14/91  
(in accordance with Uniform Rule 23)

DATE TURNED  
INTO OFFICE: 3/21/91

Senate Special Committee on  
International Trade & Tourism considered HCR 9

Supporting a bid by the World Trade Center Alaska/Anchorage to host the  
1994 World Trade Centers Association General Assembly and international  
trade show.

and recommended:

☐ replace with \_\_\_\_\_ CS \_\_\_\_\_  
☐ or adopt \_\_\_\_\_ CS \_\_\_\_\_  
☐ attached amendment(s)  
☐ \_\_\_\_\_ letter of intent adopted

☐ same title  
☐ new title  
☐ technical  
title change  
(HB only)

- ☐ do pass  
☐ do not pass  
☐ no recommendation  
☐ individual recommendations  
☐ further referral to \_\_\_\_\_

ATTACHES NEW FISCAL NOTE(S):

Dept/Date:

- ☐ fiscal note(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
☐ zero fiscal note(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
☐ appropriation-no fiscal note

APPROVES PREVIOUS:

Dept/Date:

- ☐ fiscal note(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
☒ zero fiscal note(s)  
Dept of Commerce + Econ Dev't 3/25/91  
☐ Governor's bill w/fiscal note

SIGNING DO PASS:

*[Signatures]*

OTHER RECOMMENDATIONS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Paul Frick (Do Pass)  
Chair: Signature and Recommendation

## FISCAL NOTE

STATE OF ALASKA  
1991 LEGISLATIVE SESSIONNo. 1Bill Version: HCR 9(H) Publish Date: 2/27/91Revision Date: \_\_\_\_\_  
Title: Supporting a bid by the World  
Trade CenterDepartment Affected: Commerce & Economic Dev  
BRU: International Trade

Component: \_\_\_\_\_

Sponsor: House Spec. Comm. on Trade & TourismRequestor: House Spec. Comm. onCOMPONENT SERIAL NO. 

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

Trade &amp; Tourism

Expenditures/Revenues: (Thousands of Dollars)

| OPERATING         | FY 92 | FY 93 | FY 94 | FY 95 | FY 96 | FY 97 |
|-------------------|-------|-------|-------|-------|-------|-------|
| PERSONAL SERVICES |       |       |       |       |       |       |
| TRAVEL            |       |       |       |       |       |       |
| CONTRACTUAL       |       |       |       |       |       |       |
| SUPPLIES          |       |       |       |       |       |       |
| EQUIPMENT         |       |       |       |       |       |       |
| LAND & STRUCTURES |       |       |       |       |       |       |
| GRANTS, CLAIMS    |       |       |       |       |       |       |
| MISCELLANEOUS     |       |       |       |       |       |       |
| TOTAL OPERATING   | 0     | 0     | 0     | 0     | 0     | 0     |

|         |   |   |   |   |   |   |
|---------|---|---|---|---|---|---|
| CAPITAL | 0 | 0 | 0 | 0 | 0 | 0 |
|---------|---|---|---|---|---|---|

|         |   |   |   |   |   |   |
|---------|---|---|---|---|---|---|
| REVENUE | 0 | 0 | 0 | 0 | 0 | 0 |
|---------|---|---|---|---|---|---|

FUNDING: (Thousands of Dollars)

|               |   |   |   |   |   |   |
|---------------|---|---|---|---|---|---|
| GENERAL FUND  |   |   |   |   |   |   |
| FEDERAL FUNDS |   |   |   |   |   |   |
| OTHER         |   |   |   |   |   |   |
| TOTAL         | 0 | 0 | 0 | 0 | 0 | 0 |

POSITIONS:

|           |   |   |   |   |   |   |
|-----------|---|---|---|---|---|---|
| FULL-TIME | 0 | 0 | 0 | 0 | 0 | 0 |
| PART-TIME |   |   |   |   |   |   |
| TEMPORARY |   |   |   |   |   |   |

Estimate of current year impact: \_\_\_\_\_

ANALYSIS: (Attach a separate page if necessary.)

Prepared By: Ginna Brelsford, Trade SpecialistPhone: 561-2060Division: International TradeDate: 2/25/91Approved by Commissioner: Glenn A. OldsAgency: Department of Commerce & Economic DevelopmentDate: 2/25/91

Distribution (by preparer): Legislative Finance, Legislative Sponsor, Requestor, OMB, &amp; Impacted Agency(ies).

# Alaska State Legislature

Senator Paul Fischer, Chairman  
Senator Al Adams, Vice-Chair  
Senator Rick Uehling  
Senator Arliss Sturgulewski  
Senator Fred Zharoff



Post Office Box V  
Juneau, Alaska 99811  
(907) 465-3791  
(907) 465-3883 FAX

## Senate Special Committee on International Trade and Tourism

### MEMORANDUM

TO: Senator Al Adams  
Senator Fred Zharoff  
Senator Arliss Sturgulewski  
Senator Rick Uehling

FR: Senator Paul Fischer, Chairman *PF*  
Senate Special Committee on International Trade & Tourism

DATE: March 14, 1991

RE: Committee Schedule for the Week of March 18, 1991

-----

*Beltz*

Thursday, March 21, 1991, 8:30 am in the ~~Butrovich~~ Room.

HCR 9 Supporting a bid by the World Trade Center Alaska/Anchorage to host the 1994 World Trade Centers Association General Assembly and international trade show.

HOUSE SPECIAL COMMITTEE ON INTERNATIONAL TRADE AND TOURISM

ALASKA STATE LEGISLATURE

P.O. BOX V, JUNEAU 99811  
(907) 465-2973



**MEMORANDUM**

To: Senator Paul Fischer  
Chairman, Senate Special Committee on  
International Trade and Tourism

March 11, 1991

From: Representative Tom Moyer *TGM*  
Chairman, House Special Committee on  
International Trade and Tourism

Re: HCR9, World Trade Center Alaska General Assembly bid

With this memo, I would like to request the Senate Special Committee on International Trade and Tourism consider this resolution at your earliest convenience. The resolution is needed as soon as possible by the World Trade Center Alaska for its bid to host an international conference in Anchorage in 1994. A delegation from the Center will be traveling to Hong Kong in April to formally present its bid and would like final copies of the resolution to include in the bid packets.

The resolution was favorably considered by the full House on March 8. Please contact me if I can answer questions or supply additional information.

## **Executive Summary**

### **University of Alaska Anchorage World Trade Center Alaska 1994 World Trade Centers Association General Assembly**

World Trade Center Alaska is requesting the opportunity to host a World Trade Centers Association (WTCA) General Assembly and an international trade show in 1994. A successful bid would see Anchorage as the host city to approximately 1000 delegates, with benefits spreading far within the state. The event would place Alaska permanently on the map of world trade.

The Center began its lobbying efforts over a year ago and successfully hosted a "Taste Alaska!" reception at last year's General Assembly in St. Paul, Minnesota. The reception was a smash and people were talking about Alaska throughout the rest of the conference.

The response to Alaska's lobbying efforts have been excellent, and an active bid committee has been at work coordinating the effort. This Bid Committee has been working to develop a winning written proposal and video, lobby support within the state, form the delegation to travel to Hong Kong for the WTCA Spring Meeting in April to formally present the bid. We have made every attempt to learn from past hosts, to review successful bids, and to develop grassroots support. In April, Alaska will send a delegation to Hong Kong 20 - 30 strong, representing business, government and education throughout the state.

We are working closely with the Anchorage Convention & Visitors Bureau to coordinate the bid effort, and have received their wholehearted endorsement. The Anchorage Chamber of Commerce, the Mayor's Office, the Municipality of Anchorage, the Department of Trade & Economic Development (formerly Commerce) and the Governor's Office are all behind our efforts. Representatives from Juneau, Fairbanks, Mat-Su, and Valdez have all contributed their support in the bid process. The World Trade Center Alaska is confident it will meet with success in Hong Kong.

#### Contact:

World Trade Center Alaska / Anchorage  
World Trade Center Building  
4201 Tudor Centre Drive, Suite 320  
Anchorage, AK 99508  
Tel: (907) 561-1615  
Fax: (907) 561-1541

John Choon Kim, Executive Director  
Carolyn J. DePalatis, Manager

2

## WHAT BENEFITS WILL YOU RECEIVE?

- **TRADE LEADS:** Worldwide trade leads on WTCA's NETWORK system. Communicate electronically to follow up from home or office.
- **BUSINESS ASSISTANCE:** Fax, telex, clerical, translation, trade development assistance and executive suite rental.
- **TRADE-RELATED PROGRAMS:** "How to" seminars, country programs, speakers series, and special events.
- **TRADE NEWSLETTERS:** Newsletters on current trade opportunities and developments.
- **RECIPROCAL SERVICES...WORLD-WIDE!** Educational programs, hotel discounts, trade shows, trade assistance, etc. at other World Trade Centers. Includes office space and support staff at other Centers when traveling - like having an office away from home without costly overhead.

The International Trade Program of the Anchorage School District, located in the World Trade Center Building, offers senior high school students a unique opportunity to learn languages, culture and business skills for operating in the international environment.



Locating potential partners and communicating with them electronically over NETWORK, members can expand their business contacts and profits.



3

## HOW CAN NETWORK CUT YOUR COMMUNICATIONS COSTS?

NETWORK costs for electronic messages are only a fraction of telephone, fax or telex charges. Electronic conferencing (E-Mail) costs \$1.50 for a 1000-character message anywhere in the world! A one-screen advertisement of 800 characters costs only \$40 for two-weeks of continuous worldwide display.

In addition, listings get picked up by subscribing journals such as *Nikkan Kogyo* (Japan), *Les Echos* (France), *Daily Trade News* (Korea), and *The Journal of Commerce* (U.S.). This bonus gives an ad a potential readership of over four million - a cost to you of only \$0.000009 per reader!

4

## WHAT ARE SOME SUCCESSES?

- A World Trade Center Alaska member pursued a NETWORK ad calling for a joint-venture to develop alternative energy sources in Canada and made an agreement to supply specialized equipment netting \$12 million over three years.
- An Alaskan member needing a document translated into Indonesian was able to locate an efficient, high quality and low-cost service through linking up with the World Trade Center Jakarta.

ALASKA  
WORLD TRADE CENTER



- An Alaskan member successfully used NETWORK to develop U.S. business computer and peripheral hardware contacts for export through a joint-venture arrangement to the Soviet Far East.

5

## HOW CAN YOU BECOME A MEMBER?

Simply fill out and post the inquiry card. Memberships are on an annual basis, running one year from the application date. Rates are listed on the back side of the membership application. Exclusive Corporate Memberships are also available.

Inner Circle Corporations supportive of the World Trade Center's efforts include:

CSX • Yukon Pacific • Sea-Land  
Hughes Thorsness Gantz Powell  
& Brundin

Artist's version of the famed Northern Lights welcome the visitor in the lobby of the World Trade Center Building in Anchorage.



PLACE  
STAMP  
HERE

I'm interested in membership. Please contact me so that I can find out more!

☐ **Yes!**

I'm interested in assisting World Trade Center Alaska to expand its efforts. Please contact me.

☐ **Yes!**

Name/Title

Company

Street Address/P.O. Box

City/State/Zip

Telephone/Fax Number

World Trade Center Alaska  
World Trade Center Building  
4201 Tudor Centre Drive, Suite #320  
Anchorage, Alaska 99508

World Trade Center Building  
4201 Tudor Centre Drive, Suite 320  
Anchorage, Alaska 99508 U.S.A.  
Tel: (907) 561-1615 • Fax: (907) 561-1541  
Telex: 981074 WTCA AHG UD • WTCAL

World Trade Center Alaska is part of the University of Alaska Anchorage, Alaska Center for International Business (ACIB).

University of Alaska Anchorage is an equal opportunity employer and does not discriminate based on sex, race, nationality, age, veteran or handicapped status.

6

## WHO IS INVOLVED IN ALASKA'S CENTER?

World Trade Center Alaska operates in cooperation with the University of Alaska Anchorage, Alaska Center for International Business (ACIB). As the State's educational and research arm for international trade, the ACIB gives the World Trade Center Alaska an educational dimension to its business agenda. World Trade Center Alaska members can also gain access to ACIB's comprehensive trade database information.

Alaskan members range from single entrepreneurs to major corporations and organizations conducting business in everything from natural resources to handicrafts and clothing, electronics, joint ventures and tourism.

### WORLD TRADE CENTER ALASKA ADVISORY BOARD

Charles F. Becker  
District Director  
U.S. Department of Commerce,  
US&FCS, Int'l Trade Admin.

Beverly Boston, Ph.D.  
Vice Chancellor  
University of Alaska Anchorage

William Blochman, Ph.D.  
Dean of School of Business  
University of Alaska Anchorage

Ronald Boel  
President  
Security Pacific Bank of Alaska

Robert A. Brown, Chairman  
Attorney  
Boyer, Brown & Flandburg

Larry Dinneen  
Assistant Port Director  
Port of Anchorage

Patricia Heller  
Special Assistant  
U.S. Senator Murkowski's Office

E.H. Pete Nelson  
Senior Land Representative  
Texaco, Inc.

David Ochoa  
Vice President, University Relations  
Alaska Pacific University

Leslie B. Pace, Vice-Chairman  
Delta Companies

Aan Parrish  
Agent  
UA Board of Regents

Robert Poe, Jr.  
Director  
Governor's Office of Int'l Trade

William J. Sheffield  
Former Governor, State of Alaska

Donald F. Schreind, Ph.D.  
Chancellor  
University of Alaska Anchorage

John Choon Kien, Ph.D.  
Executive Director  
World Trade Center Alaska  
Alaska Center for Int'l Business

Cassidy J. DePalatis  
Manager  
World Trade Center Alaska

## WORLD TRADE CENTER ALASKA

# Go Global!

Anchorage • Atlanta • Baltimore • Boston • Buffalo • Butte • Chicago • Cincinnati • Cleveland • Dallas • Denver • Detroit • Honolulu • Houston • Indianapolis • Jacksonville • Kansas City • Las Vegas • Little Rock • Los Angeles • Louisville • Madison • Miami • Milwaukee • Minneapolis • Mobile • Montreal • Moscow • Munich • Nagasaki • New York • Norfolk • Omaha • Philadelphia • Phoenix • Portland • Raleigh • Richmond • Sacramento • San Antonio • San Diego • San Francisco • Seattle • Springfield • St. Louis • St. Paul • Tampa • Tulsa • Vancouver • Washington, D.C. • Wichita • Wilmington, Del. • Yonkers

1

## WHAT IS THE WORLD TRADE CENTER ALASKA?

You want to expand your business through international trade, but you don't know where to begin.

Begin and grow with the World Trade Center Alaska.

THE WORLD TRADE CENTER ALASKA acts as a central resource for information, contacts and programs to facilitate world trade. Through joining, a company becomes part of the premiere international organization that "makes business happen" for its members.

As a member of the World Trade Centers Association (WTCA) headquartered in New York, World Trade Center Alaska is part of an extensive worldwide network of over 200

affiliated international business organizations and World Trade Centers. Through cooperative relationships and support services, the World Trade Center Alaska taps resources of the world's major trading centers for reciprocal access to its members.

World Trade Centers are powerful international business development tools, centralizing trade activity and promotion of goods and services for the regions they serve. WTCA members can take advantage of:

- Trade/Investment Opportunities
- Valuable Information and Contacts
- Regional/Global Exposure
- Dynamic Educational Programs

All World Trade Centers Association members receive a membership card which entitles them to reciprocal privileges at affiliated World Trade Centers.



World Trade Center Alaska is connected with the World Trade Center Twin Tower Headquarters in New York and over 200 affiliated Centers globally.

The fishing industry in Alaska is among the many sectors that can take advantage of World Trade Center services.

