



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Rancho Santiago Community College District Co-Hosts Binational Mayors of Californias Summit in Ensenada, Baja California *Dialogue to focus on regional economic development initiatives*

WHAT

The Center for International Trade Development, an economic development program of Rancho Santiago Community College District, in partnership with the Municipal Government of Ensenada is hosting the “1st Binational Mayors of the Californias Summit.” The conference emerged from initial dialogues at the 2008 Board of Governors’ meeting in Los Angeles. Subsequent strategy meetings have taken place to discuss binational and bipartisan interests throughout the California and Baja California border region.

The mission of this inaugural summit is to establish a forum for future regional dialogues, policies and partnerships. The summit will bring together key regional mayors, elected officials, industry experts, and business leaders to address regional and binational strategies for the future. It will feature economic development panels on current and emerging regional industry trends, resources and cross-border binational impacts.

WHERE

**El Centro Social Cívico y Cultural Riviera
Ensenada, Baja California, Mexico**

WHEN

Thursday, July 23 through Saturday, July 25

WHO

The following elected officials are slated to participate:

- California Senator Lou Correa
- Steve Diels, Mayor Pro Tem Redondo Beach
- Blanca Figueroa, Mayor, South El Monte
- Joseph Gonzales, Councilmember, South El Monte
- Roger Hernandez, Mayor, West Covina
- John Moreno, Mayor Pro Tem, Calexico
- David Ouzan, Mayor, Calexico
- Sharon Quirk, Councilmember, City of Fullerton
- Phil Reyes, Councilmember, City of Duarte
- Efrain Silva, Mayor, El Centro
- Tonia Reyes Uranga, Councilmember, Long Beach and Governing Board Member, Southern California Air Quality Mgmt District
- Roberto Uranga, Trustee, Long Beach City Community College Board of Trustees and member of Latino Board of Trustees for Association of Community College Trustees

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There are more than 35 confirmed business delegates from both sides of the border.

WHY

Since the passage of the North American Free Trade Agreement (NAFTA) in 1994, Mexico has become California's top trading partner with more than \$20.5 billion in trade activity in 2008, surpassing both Canada and Japan, and with almost twice as much trade activity as with China's \$11 billion.

According to Enrique Perez, director of the California Mexico Trade Assistance Center, today when the California and Baja California economies are faced with unprecedented challenges, solutions must be bilateral and comprehensive. The future of the regions' long history and current economic climate depends on the planning and cooperation of today. For California and Baja California, trade is one of the most promising routes to economic revitalization, as every \$1 billion in exports equals at least 25,000 related jobs.

HOW

To arrange for interviews, please contact Judy Iannaccone at (714) 480-7503 or iannaccone_judy@rsccd.edu.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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