



The NFTC Story

As the brutal winter of 1913-14 drew to a close, the nation's first Secretary of Commerce, William Cox Redfield, had a brilliant insight that would profoundly impact the US and world economies for the remainder of the 20th Century. Linking together in his mind two momentous yet unrelated events, he realized that the looming specter of war in Europe, coupled with the imminent opening of the Panama Canal, represented an unprecedented opportunity for US businesses –but only if they were prepared to seize it. War would distract European competitors for an untold length of time; and the Panama Canal would dramatically reduce shipping costs and time of transit. If US enterprise was ready, markets around the globe would be ripe for US exports. A future built on international trade was at hand.

With the blessing of President Woodrow Wilson, Secretary Redfield called for the very first National Foreign Trade Convention in the nation's history. On May 27, 1914, business and political leaders from across the country and across the economy gathered at the Raleigh Hotel in Washington DC. They heard from US Government officials and each other about the importance of international trade for the growth of their businesses, cities, and the American economy; the role of commercial diplomacy for advancing democratic values worldwide; and the need for the federal government to pursue policies for opening markets and ensuring fair, rules-based trade across the globe. The opportunities were boundless and the excitement of Conventioneers was palpable, especially in the East Room of the White House where they gathered to hear directly from President Wilson, who concluded his remarks by saying:

“I hope this is only the first of a series of conferences of this sort with you gentlemen, and I thank you for this opportunity.”

Heeding the President's call, those attending immediately sprang into action. On May 28, 1914, by unanimous resolution, the National Foreign Trade Convention created a committee of industry and trade experts to convene future annual conventions, and “to coordinate the foreign trade activities of the nation” in conjunction with the government and other business organizations.

This committee of experts was dubbed the **National Foreign Trade Council.**

Thus, the NFTC was born.

Join NFTC as We Celebrate Our New Century!

A Centennial Celebration is literally a once-in-a-lifetime event. At NFTC, we are not content to merely celebrate our rich history. In the spirit of the first National Foreign Trade Convention, we want to seize this unique moment to examine critically the world trade landscape, analyze the mega-trends in force, and envision what the future of international trade will hold for our companies, industries, and America as a whole.

In 2014 NFTC will convene a nationwide series of activities and programs to examine the future of trade in the context of key industries, regions and issues. Now, as in 1914, the strength of NFTC rests in the community of our members.

We invite all our member companies to partner with us as we seek to update the vision of Secretary Redfield a century ago: Beyond the endless talks and disputes—*What is the future of American trade in the global economy?*

Please join us in the many opportunities we have organized to **Celebrate our New Century!**

Centennial Kickoff Reception at the historic President Woodrow Wilson House on S St. NW **Jan. 14, 2014**

USTR Froman (*invited*) and Secretary of Commerce Pritzker (*invited*) discuss the future of trade and trade policy “Woodrow Wilson In Person” will attend, mingle with guests, and make remarks pertinent to trade in 1914 and today
Grand unveiling of NFTC 100th Anniversary Commemorative 3D Artwork

Limit 50 Attendees!

Tickets \$500/each, \$900/pair

Nationwide Luncheon Series: *The Future of American Trade*

We invite member companies to sponsor a luncheon spotlighting the future of trade for your industry or sector. NFTC will work with you on timing, speakers, audience, and location.

For example, ExxonMobil has committed to sponsor: ***The Future of Trade in Energy***, Houston TX, in Spring, 2014.

Buffet Luncheon at hotel or public venue: **\$7500**

If hosted at your company's conference center: **\$3000**

Embassy Series: *The Future of Trade Around the Globe*

We invite member companies to sponsor an Embassy reception spotlighting the future of trade with a particular nation. NFTC will work with you and the Host Embassy on timing, speakers, audience, and location.

Costs will vary per Embassy.

Save the Date! Dec. 3, 2014

NFTC Centennial Celebration 100th World Trade Dinner

Featuring President Barack Obama (*Invited*)

Platinum Level Sponsorship Package

Investment \$20,000

- ▶ Premier Table for 8 at the Centennial Celebration 100th World Trade Dinner
- ▶ Your company logo on event signage, on table marker, in dinner program, and projected during program
- ▶ Full page featuring your company logo, description, date joined and CEO photograph in the **History of NFTC** souvenir book
- ▶ **History of NFTC** souvenir book for all dinner guests
- ▶ Color logo and date joined NFTC prominent in **NFTC 100th Anniversary Commemorative 3D Artwork**
- ▶ Cocktail hour and valet parking for all guests
- ▶ All guests eligible for door prizes

Gold Level Sponsorship Package

Investment \$15,000

- ▶ Preferred Table for 8 at the Centennial Celebration 100th World Trade Dinner
- ▶ VIP's and dignitary placement at table
- ▶ Your company logo on event signage, on table marker, in dinner program, and projected during program
- ▶ Recognition with company name, logo, and date joined in the **History of NFTC** souvenir book
- ▶ **History of NFTC** souvenir book for all dinner guests
- ▶ Recognition of company and date joined NFTC in **NFTC 100th Anniversary Commemorative 3D Artwork**
- ▶ Cocktail hour and valet parking for all guests
- ▶ All guests eligible for door prizes

Interested? Please contact NFTC VP James Wilkinson at jwilkinson@nftc.org or 202-464-2021