Global Initiatives Council

August 20, 2014

8 a.m. Registration & Networking
8:30 – 10 a.m. Program

MEETING AGENDA

I. Welcome Remarks
   Francisco Uribe
   2014 Chair, Global Initiatives Council
   Director, State, Local and International Government Relations
   The Home Depot

II. Canada & Mexico: Strategic and Economic Dialogue
   Moderator:
   Dr. Pamela K. Starr
   Director, US-Mexico Network
   Associate Professor (NTT)
   University of Southern California (USC)

   Panelists:
   Hon. James Villeneuve
   Consul General
   Consulate General of Canada in Los Angeles

   Hon. Carlos Sada
   Consul General
   Consulate General of Mexico in Los Angeles

III. Questions & Answers

Adjourn.

Next meeting:
October 8, 2014*
9-10:30 a.m.

Guest Speaker:
Christine Bliss, Assistant USTR for Services & Investment
Office of the United States Trade Representative

*Note Date Change
Honorable Carlos M. Sada
Consulate General of Mexico in Los Angeles

Carlos M. Sada was appointed by President of Mexico Enrique Peña Nieto and ratified by the Mexican Congress as Consul General of Mexico in Los Angeles in April 2013. His most recent assignment was as Consul General of Mexico in New York from April 2011 to July 12, 2013. He was Minister for Congressional Affairs at the Embassy of Mexico in Washington, DC, from March 2007 to April 2011. He was previously Consul General of Mexico in Chicago from July 2000 to March 2007, where he acted as the Dean of the Consular Corps of Chicago since 2005.

Carlos M. Sada has been working most of his life for the Mexican public sector and his prior responsibilities include: Consul General of Mexico in San Antonio, Texas (1995-2000); Mayor of the City of Oaxaca, State of Oaxaca, Mexico (1993-1995); Consul General of Mexico in Toronto, Canada (1989-1992); and Secretary of Social and Economic Development of the State of Oaxaca (1986-1989).

Consul General Sada holds a degree in industrial engineering from the Universidad Iberoamericana in Mexico City. He completed graduate studies at the University of Newcastle in Great Britain, at the University of Deft in the Netherlands, and from the Public Administration Institute of The Hague, in the Netherlands.

Carlos M. Sada has participated in the creation of several organizations that include: San Antonio-Mexico Friendship Council; San Antonio-Mexico Foundation for Education; Association of Mexican Businessmen in San Antonio; New Alliance Task Force in Chicago; The Friederick Katz’s Center for Mexican Studies at the University of Chicago. He also has served on the Board of Directors of numerous civic, business and educational organizations in both Mexico and the United States. During his time in New York, he participated in the creation of the Institute of Mexican Studies at City University of New York (CUNY) and supported the launching and formation of the Association of Mexican Businessmen and Professionals of New York (APEM); the Network of Mexican Entrepreneurs and the Network of Mexican Talents in the Tristate Area.

Carlos Sada is married to Maria Elena Vazquez. They have two sons, Andres and Manuel.
James Villeneuve was appointed Consul General of Canada, Los Angeles in February 2014. He is Canada's senior representative in Southern California, Arizona and Nevada.

Prior to his appointment, Mr. Villeneuve worked for Anheuser Busch InBev, the world's largest brewing company and the parent company of Labatt Breweries, for more than 27 years. He started with Labatt in Toronto in sales and marketing and was later transferred to Vancouver, where he was regional director of government affairs for Western Canada.

In 1995, Mr. Villeneuve returned to Toronto to manage Labatt's rebranding initiative and to run the company's corporate and sports properties. He later became director of corporate affairs and then vice-president of corporate affairs for Canada. From 2007 to 2009, Mr. Villeneuve worked in Brussels to lead InBev's global corporate affairs practice. After InBev purchased Anheuser Busch in 2009, Mr. Villeneuve moved to St. Louis to lead the company's North American corporate affairs department.

Mr. Villeneuve has served on many boards during his career, including the Toronto Economic Development Commission, the Metro Toronto Convention Centre, the 2008 Toronto Olympic Bid, the Granville Island Trust, the Association of Canadian Advertisers, Carleton University, the Canadian Club, Teach for America, the United Way and the Regional Chamber and Growth Association in St. Louis. He received a Bachelor's degree from Carleton University in 1985.

Mr. Villeneuve is married to Kim Walker-Villeneuve and they have two children, Grace and Andrew.
Dr. Pamela K. Starr is Director of the US-Mexico Network at USC, an associate professor (NTT) in Public Diplomacy and the School of International Relations, and a university fellow at the USC Center on Public Diplomacy. She came to USC from the Eurasia Group, one of the world's leading global political risk advisory and consulting firms, where she was senior analyst responsible for Mexico.

Prior to that, she spent eight years in Mexico as a professor of Latin American political economy at the Instituto Tecnológico Autónomo de México (ITAM), a private university in Mexico City.


Starr has advised the U.S. Secretary of State, the U.S. Ambassador to Mexico and other high-level officials from the Mexican and the U.S. executive branches, as well as U.S. mayors and members of Congress, and the staff of the Foreign Affairs Committees of the US and Mexican Senates.

She has also worked as a consultant to investment banks and securities firms. Dr. Starr is an associate of the Inter-American Dialogue and is an active member of the Latin American Studies Association. After receiving her PhD from the University of Southern California in 1993, Dr. Starr worked as a visiting assistant professor at the University of California, Los Angeles before moving to ITAM in 1997.