

SAUSALITO DELEGATION TO VINA DEL MAR

October 10-18 2015

Submitted by: Monica Finnegan, Chair VDM Ops Co



10/12

Day 1 – 10 delegation members meet in Santiago. Mapuche protesting for equal education and rights as a Chile indigenous population.

Hotel Aubrey delegation HQ



10/13

Day 2 – Meetings set to forge new collaboration
• Start UP Chile – a federally funded program focused on innovation and Start Up companies
• American Chamber of Commerce – they were leaving that week for San Francisco in collaboration with Chile California to present, research and discuss energy best practices. Ray Withy introduced them to Marin Clean Energy.



Arrive in Vina Del Mar

First workshops at University of VDM – where the women have forged a great working relationship.

- Yes We Can – Susan Roe
- Are you Making a Profit – Cathy Stierhoff
- Branding/Story Telling – Karen Aiken

..... All skills the AGEP women requested



We met many of the new members who have joined AGEP since our last exchange. A great group of young and experienced business women. Welcome to the SAUS/VDM Sister City Program



10/14

Day 3

More Workshops by Sausalito delegation
 . Fundraising/007 example – Karen, Monica, Susan
 . Design Thinking – Jan Swanberg – presenting a new way to think about a product development process. The women were all challenged to meet their “customer” and design a wallet that met their needs/specifications.

Delegation leadership meeting with Mayor Reginato and VDM city staff



Gifts given to Mayor Reginato included:

- . 3 coins from Herb Weiner (Dwight Eisenhower, Ben Franklin and Susan B. Anthony)
- . Sausalito Flag and poster
- . information on 2015 SAU/VDM Activities and a written history of our Sister City Relationship from 1960 to 2015. Photos of July 2015 Sausalito installed Chile flag (along with 2 other sister city flags) in the City Hall Litho Street Plaza.
- . Also provided was a copy of the pictorial book depicting Chile Consulate General Rolando Ortega and his 5 years in San Francisco. We will miss him and thank him for his commitment to SSCI!





Katia Trusich Ortiz, Subsecretaria de Economía, Víctor Hugo Fernández, Director de Sercotec y Ximena Silva San Martín, Presidenta de la Asociación Gremial de Empresarias y Profesionales de la Quinta Región (Agep-V), tienen el agrado de invitarle a asistir a la Muestra **HECHO EN VALPARAISO, 1^{era} Feria de Mujeres Innovadoras**, que se realizará el 15 y 16 de Octubre en la Plaza Cívica de Valparaíso.

Durante ambos días habrá interesantes charlas y workshops, en las que podrá participar de forma absolutamente gratuita.

PROGRAMA

JUEVES 15 DE OCTUBRE

- 11:00 Hrs. Inauguración Oficial**
Grupo Folclórico TRIOVALP
Embrujo Porteño / Danza
- 12:30 Hrs. Apertura Muestra al público
- 15:00 Hrs. CHARLAS Y WORKSHOP**
- Emprendimiento y Asociatividad**
Danixa Becerra (Organic Style socia AgepV)
- Emprendimiento Femenino en la V Región**
Dr. Cristobal Fernández (USM)
- Workshop – Arte Country**
Carolina Arroyo (Valparaíso 3 Art socia AgepV)
- Educación Financiera**
BancoEstado
- Workshop – Corretaje de Propiedades**
Rosy Quiroga – Sol Gestión - Socia AgepV
- Workshop – Imagen Personal**
Albina Yianatos – Paulina Cáceres (Diva Divina)
- 18:00 Hrs. Desfile de Modas Vestuario y accesorios**
Patrocinio DUOC UC
- 20:30 Hrs. Cierre

VIERNES 16 DE OCTUBRE

- 10:00 Hrs. APERTURA
- 11:00 Hrs. CHARLAS Y WORKSHOP**
- Centro de tratamiento de Animales Marinos en Sausalito, San Francisco**
Un proyecto posible y necesario en Viña del Mar
Mauricio Ulloa - Sernapesca
- Marketing cultural en San Francisco, EEUU.**
Paula Tejeda empresaria Chile Lindo NetWork (San Francisco, California)
- Workshop – Diseño de Arreglos Florales**
Claudia Miranda – Socia AgepV
- Workshop - Arte y composición de fieltro en diferentes técnicas**
Estilo Naturezza Arte textil en fieltro
Rudith Escobar – Socia AgepV
- 15:00 Hrs. “Valparaíso Ciudad Creativa: oportunidades y desafíos”**
Eitan Fried Grbic – Fundación PIENSA
- Start Up Chile de CORFO**
Jan Swanberg (Empresaria EEUU)
- Panel de empresarios StartUp exitosos.
Técnicas de marketing utilizadas en sus proyectos.
- 19:00 Hrs. Clausura Cultural / Pasión Porteña / Folclore**



AUSPICIAN:



PATROCINAN:





10/15

Day 4

The Launch of "Hecho en Valparaíso"

. set up booths for SSCI and Marine Mammal Ctr
 . Mauricio Ulloa - Chilean Veterinarian – an intern at TMMC was a guest speaker at the event, as well as booth participant. We gathered 400 names for raffle of TMMC gifts (Sausalito Pottery seal plates, stuffed mammals, t-shirt and more)
Opening Ceremony with Mayor Jorge Casto, Ministra de Economía Katia Trusich, Sercotec officials and Ximena Silva President of AGEP



All SAUS delegation members participated in the booths: Andy & Lizzie Jeremi, Cathy Stierhoff, Susan Roe, Karen Aiken, Herb Weiner, Ray Withy, Jan Swanberg, Paula Tejeda, Monica Finnegan – a great TEAM effort.



A very successful Hecho en Valparaíso 1st Annual event. More than 60 booths were filled with vendors, makers and members of AGEP. The event was held in the main plaza of Valparaíso in the center of town and open to the public. During the course of the 2 days, there were many speakers describing funding that was available for small businesses, highlighting products, explaining Start Up Chile benefits, discussing the plight of sea mammals and the relationship with Sausalito's Marine Mammal Center, and Paula Tejeda explaining the differences between Chile and US / San Francisco entrepreneurial opportunities. The Exhibition concluded with a fantastic professional quality fashion show displaying all the AGEP clothing, jewelry and products! **Congratulations AGEP V on 15 years!!!**



We also had a very successful meeting with Banco de Chile (Citibank LatAm affiliate) to propose funding the future of Hecho en Valparaiso, and aligning their small business division with AGEP and Start Up Chile. Citibank is one of the funders for SFMade



10/16

Day 5

We re-established the SAUS Willow Creek Academy Pen Pal Program for 6, 7 and 8th graders by meeting with the students at Colegio Sagrada Familia and giving them greetings from WCA students. Lizzie was in her element – after teaching for 39 years she knows how to grab their attention!

The mural below is made from discarded bottle caps – quite cool.





That evening, we were hosted by the Regional Government of the Valparaíso Region.

Omar Jara and several of his staff members participated in this welcoming event and gifts were exchanged:

*Sausalito – coins, sea lions and delegation introductions

*Valparaíso – Pablo Neruda book of poems and wine openers for the men “a cup of wine and thou....?”



10/17

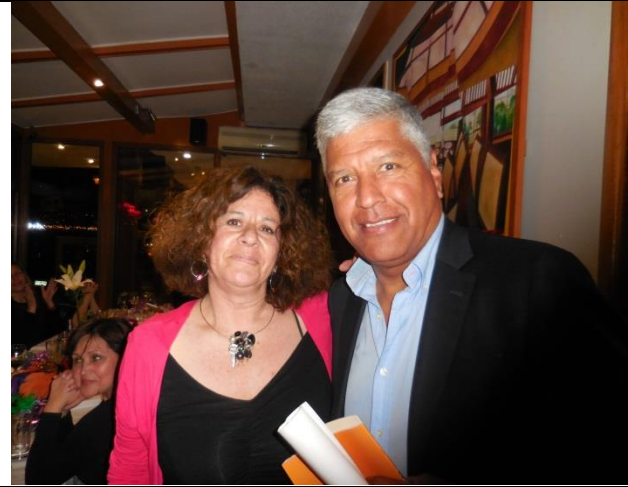
Day 6

Our last day

The Mayor hosted us at the opening of the Pablo Picasso exhibition – a coup for Valparaíso



Final Evening and Fond Farewell



**Ximena Silva – President 2015 AGEP
Jorge Casto – Mayor Valparaiso**



These women are full of life, work very hard, are great business women and this 15th Anniversary of AGEP celebration showed the Region of Valparaiso/VDM how successful and accomplished they are. They are changing the way Chile sees small business and women in general. The federal government has developed several funding programs within Sercotec including Start Up Chile and the financial support that AGEP has received.

YES WE CAN – and YES THEY DID!!!



Thanks to the leadership of AGEP
 Carolina Arroyo – Past President
 Ximena Silva – 2015 President

A force to be reckoned with!!
 Job well done!

We will see you in Sausalito in 2016



Departure

10/18

A strategy meeting with Jose Miguel from VDM
 .discussing plans for 2016
 .communications
 .initiatives
 .the next 5 years

Many thanks to all
 Who participated in the delegation, your translations,
 Your astute political and diplomatic ideas,
 Your workshop presentations, your can-do attitude
 and the passion for this program

We have made a difference!
 MEF



GRACIAS a todas las instituciones
públicas y privadas que nos apoyaron en la
exitosa realización de la primera versión de
HECHO EN VALPARAÍSO,
1^{era} Muestra de Mujeres Innovadoras



AUSPICIADORES:

PuertoValparaíso



PATROCINADORES:

