



# GOVERNOR'S TRADE TRADE EXCELLENCE IN ALABAMA EXCELLENCE AWARD

The Governor's Trade Excellence Award was established in 2005 and inaugurated in 2006 to demonstrate the exporting excellence of Alabama businesses and to celebrate their export success. The award program, coordinated by the Alabama Development Office and the Export Alabama Trade Alliance, includes large, medium and small businesses as well as new to export companies from every region of the State. Companies selected are from the manufacturing, service and agribusiness sectors.

The objectives of the Governor's Trade Excellence Award Program are to:

- Identify Alabama's successful and innovative exporters.
- Promote exporters as role models to the Alabama business community in order to encourage greater involvement in the global marketplace.
- Develop and enhance awareness of the impact of exporting on Alabama's economy.

Award winners are selected on submission of their application, which assesses a company on a variety of criteria such as: level of export sales as a proportion of total sales; sustainable growth in export sales; quality of export marketing strategy; senior management commitment to export development; innovations in exporting; and businesses that have benefited from the export assistance to make export sales or open new overseas markets using services from organizations making up the Export Alabama Trade Alliance.

Companies may nominate themselves or be nominated by a trade association, customer or anyone familiar with their achievements. A panel from the Export Alabama Trade Alliance selects recipients of the Governor's Trade Excellence Awards.

The Governor's Trade Excellence Award represents the commitment and strong cooperation that exist between federal, state, regional and local entities and the business community to support and encourage Alabama companies to grow through exporting. Organizations under the **Export Alabama Trade Alliance** include: Alabama Development Office, Alabama International Trade Center, Alabama State Port Authority, Alabama World Trade Association, Alabama Department of Agriculture, Birmingham Regional Chamber of Commerce, Madison County Commission International Trade Development Center, Mobile Area Chamber of Commerce, North Alabama International Trade Association, Port of Huntsville, U.S. Chamber of Commerce and the U.S. Department of Commerce Birmingham Export Assistance Center.

The Export Alabama Program and the Governor's Trade Excellence Award Program are supported by the **corporate community with sponsors including:**

#### Gold

Alabama Power Company  
Alabama River Pulp  
Alabama Small Business Development Consortium  
Regions Bank

#### Silver

Business Council of Alabama  
PowerSouth  
Tennessee Valley Authority

#### Bronze

Alagasco  
Economic Development Partnership of Alabama  
First Commercial Bank

## 2010 GOVERNOR'S TRADE EXCELLENCE AWARD

Export Alabama seeks to recognize Alabama companies that have made a significant contribution to or had success in international business in the areas of agribusiness, manufacturing and services. Nominations may be made by agency or company employees, community leaders, congressmen, etc.

### ELIGIBILITY

- 1) Any company that has been in operation in Alabama for at least three years may be nominated.
- 2) Prior Award Winners are not eligible.
- 3) Winners agree to allow media coverage of their story (**not to include proprietary data, according to company's wishes**).

### CRITERIA

Applicants may present qualitative and quantitative information concerning their company, to include:

- Percentage of export sales to total sales during the most recent year for which information is available.
- Total dollar volume of exports in the most recent year.
- Growth (%) of export sales over the past three years.
- Number of employees
- Way(s) in which company overcame a specific challenge or challenges to exporting
- Evidence of organization-wide and long-term commitment to exporting

### SELECTION AND APPLICATION SUBMISSION

A committee comprised of members of the Export Alabama Trade Alliance will review applications and select eight recipients which may include two (2) winners from the Large Exporter category; two (2) winners from the Medium Exporter category; two (2) winners from the Small Exporter Category; and two (2) winners from the New-To-Export category.

Applications may be mailed, faxed or emailed to the following contact:

2010 Governor's Trade Excellence Award  
International Trade Division  
Alabama Development Office  
401 Adams Avenue, Ste. 630  
Montgomery, Al 36130  
Fax: 334-353-1330  
email: [Hilda.lockhart@ado.alabama.gov](mailto:Hilda.lockhart@ado.alabama.gov) and [james.lore@ado.alabama.gov](mailto:james.lore@ado.alabama.gov)

### DEADLINE

Applications should be received by January 15, 2010. Applicants will be notified in late January. The awards ceremony will take place in March 2010.

For further information, please contact:

Hilda Lockhart @ 334-242-0442 or email [Hilda.lockhart@ado.alabama.gov](mailto:Hilda.lockhart@ado.alabama.gov)  
James "Beau" Lore @ 334-353-0299 or email [james.lore@ado.alabama.gov](mailto:james.lore@ado.alabama.gov)

## Application

*(Additional pages as well as supporting documents may be added)*

1. **Organization:** \_\_\_\_\_  
**Contact person:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Web Site:** \_\_\_\_\_  
**Number of Employees:** \_\_\_\_\_ **Year Established:** \_\_\_\_\_

2. **Awards Category - Please check the category below which best represents your industry.**

\_\_\_\_ Manufacturing      \_\_\_\_ Agribusiness      \_\_\_\_ Service

- ( ) Small (total sales less than \$5 million)  
( ) Medium (total sales \$5-50 million)  
( ) Large (total sales greater than \$50 million)  
( ) New to export (must show a progressive export program for the past 3 years)

3. **Please describe your product or service.**

4. **Which of the following best describes your company's international business relationships?  
(Check all that apply)**

\_\_\_\_ Direct Export                      \_\_\_\_ Manufacturer Rep.                      \_\_\_\_ Import  
\_\_\_\_ Foreign Distributors/Agents      \_\_\_\_ International Branch                      \_\_\_\_ Other  
\_\_\_\_ Joint Ventures                      \_\_\_\_ International Subsidiary

5. **How many years has your company been doing business internationally?**

6. **In which countries is your firm currently doing business?**

**Financial Questions**

**7. What estimated percent of your total annual sales were/are export sales?**

2006:                      2007:                      2008:                      2009:  
\_\_\_\_\_

**8. What was the total dollar value of exports in the most recent year for which information is available?**

**9. Over the last three years, which statement best describes your firm's export sales?  
(Please check one)**

- Roughly equal growth in domestic and international sales.
- International sales growth has exceeded growth of domestic sales.
- Growth of domestic sales has exceeded international sales growth.
- Our firm does not engage in domestic sales

**10. Please describe how your organization has demonstrated a commitment to exporting ( i.e., participated in trade shows, traveled to target markets to meet agents/ distributors to study the markets, developed foreign language promotional materials, etc. )**

**11. Please describe your best international business success case. Explain how your firm overcame specific challenges or obstacles to achieve success in the international marketplace.**