



# Application for the President's E and E Star Awards

Applicants should complete the application and the IRS waiver form and submit one signed electronic copy of each to the U.S. and Foreign Commercial Service (herein U.S. Commercial Service). Except where required by law, no information or data will be disclosed to persons not involved in processing this application without the applicant's prior written consent.

For further details about the E Award program or to locate a U.S. Commercial Service office near you, call 800-USA-TRADE or visit [export.gov/exportawards](http://export.gov/exportawards).

<p><b>1. Application Information: Type of Application</b>  <i>To be eligible for an E Star Award, applicant must be a prior E Award recipient.</i></p> <p> <input type="checkbox"/> E Award for Exports                      <input type="checkbox"/> E Award for Export Service  <input type="checkbox"/> E Star Award for Exports                <input type="checkbox"/> E Star Award for Export Service         </p> <p><b>E Star Applicants:</b> Year of previous E Award receipt: _____</p>	<p><b>3. Operations</b></p> <p>Business or organization type (<i>Manufacturer, Distributor, Trade Association, etc.</i>): _____</p> <p>Description of product or service exported: _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Does your company file reports with the Securities and Exchange Commission?  <input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p>Number of U.S. employees: _____</p> <p>Total number of countries currently exporting to: _____</p> <p>Top three countries of export for the previous four years:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
<p><b>2. Contact Information</b></p> <p>Company/organization name: _____</p> <p>Division or subsidiary of: _____</p> <p>Company or organization name on certificate (if selected): _____</p> <p>_____</p> <p>Street Address: _____</p> <p>City/State/Zip: _____</p> <p>Website: _____</p> <p>Point of contact name: _____</p> <p>Point of contact phone: _____</p> <p>Point of contact e-mail: _____</p>	

**4. E Award for Exports or E Star Award for Exports Applicants: U.S. Export Statistics**  
*Provide figures for each of the past four (4) years (either calendar or corporate fiscal), plus your most recent quarterly data. Data should include shipments to Canada and Mexico, but not Puerto Rico or the U.S. Virgin Islands. Do not include income from licensing agreements in sales figures; list licensing income separately. E Star applicants may list figures for three (3) years.*

Year	Total Sales	Export Sales	International Licensing Sales
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

**5. Justification for Award**  
*In a separate document, use the applicable following outline to describe your organization's contribution to U.S. Export Expansion.*

*Applicants for the E Star Award must meet the criteria of the E Award and exceed the level of export achievement of the original E Award period. The most recent three-year period of export operations or export service will be considered for the E Star Award and should not overlap any portion of the period covered by the previously-awarded E Award.*

**5a. E Award for Exports or E Star Award for Exports Applicants**  
*In no more than five pages, describe how you have increased exports. Address all questions below.*

**E Star Applicants:** *Address all items below and describe how marketing activities have increased since receiving the E Award. If available, also attach a copy of the previously-successful E Award application.*

**Educational institutions:** *In addition to the following export-related activities, please provide statistical increases in attendance.*

1. What market research do you conduct?
2. What is your international sales model? (E.g. direct sales, distributors/agents)
3. What government and private sector export promotion events do you participate in?
4. Describe any instances in which you had to retrofit or redesign products or services to sell them in an international market.
5. What exporting-related training have you conducted for your employees and/or international customers?
6. How do you overcome language obstacles with your international customers?
7. Describe any trade barriers your organization has faced and how they were overcome.
8. If applicable, describe how you have developed a market abroad for products not previously exported.
9. If applicable, describe how you have opened a new market previously closed or extremely limited to American companies.
10. Describe any other strategies you employ for increasing international sales.
11. Describe how increased exports have affected employment for your organization.

**5b. E Award for Export Service or E Star Award for Export Service Applicants**

In no more than eight pages, address all items related to export services provided to others. For each item, please include a description of the results achieved by your claims.

**E Star Applicants:** Address all items below and describe how services to exporters have increased since receiving the E Award. If available, also attach a copy of the previously-successful E Award application.

**Port Authorities:** In addition to completing the items below, please provide data on increased exports and export tonnage during the four-year period.

**Financial Institutions:** In addition to completing the items below, please provide the actual amounts of the various types of export financing extended to exporters for the four-year period, including: (A) Total Lending Activities: Domestic and International (export loans, import loans, Euro-dollar loans, and loans to foreign banks, corporate entities and individuals); (B) Deposits: Demand, Time (including savings), Deposits in your own foreign branches; (C) Other: Acceptances.

1. What seminars, workshops, or conferences has your organization conducted?
2. How have you notified exporters of trade opportunities?
3. What documentation assistance have you provided to exporters?
4. Describe any overseas trade missions that you have sponsored.
5. Describe any programs you provided for overseas businesses.
6. Describe any other export services that you provide.
7. Provide three cases studies describing exporters that have increased exports as a result of your help, being sure to describe the ways in which your activities helped; alternately, describe how the organization's activities have resulted in community-wide export expansion.

**6. E Star Award for Exports and E Star Award for Export Service Applicants**

Applicants for the E Star Award must meet the same criteria as for the E Award and exceed the level of export achievement of the E Award period. The most recent three-year period of export operations or export service will be considered for the E Star and should not overlap any portion of the period covered by the E Award.

- Follow the outline for exporter or export servicer (Section 5), entering information as required for the Award with an emphasis on how marketing activities or services to exporters have increased since receiving the E Award.
- Attach a copy of the previously-successful E Award application to this application, if available.

**Grant of License:** Award recipients are hereby granted a license to use their respective award logos on their publications, websites, advertising, flags, pendants, and pins within the context of being an award recipient. This use is limited to branding the award recipients as an E or E Star Award winner. Recipients may not use the logo to claim that the Department of Commerce promotes or endorses their company, products, and/or services.

**Quality Control:** The Department of Commerce shall have the right, at all reasonable times, to inspect the award recipient's goods, services, and promotional activities employing the award logo to ensure that such use is of proper quality and otherwise consistent with this Agreement, and may terminate the license should it determine that the use is inconsistent with this Agreement.

**Duration and Termination:** This license is granted in perpetuity.

**Assignments and Sub-Licenses:** This license is not assignable. Award winners may not share the use of the logo with any other persons, organization, or company, nor may it transfer or assign its license to use the logos if its company is sold, merged, or reconfigured. Notwithstanding this provision, the award winner may hire subcontractors to perform manufacturing and distribution activities under this Agreement.

By submitting this application, the applicant authorizes federal agencies and commissions to provide the U.S. Department of Commerce with information pertaining to the application for purposes of determining the applicant's eligibility and fitness to receive the award for which it is applying.

**Applicant:** I have reviewed the information provided in this application and certify that, to the best of my knowledge, all the information provided is true and correct. I understand that this application will be reviewed by an Interagency Review Committee.

Senior Executive Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Signature \_\_\_\_\_

**U.S. Commercial Service Nominating Employee:** I certify that, to the best of my knowledge, this applicant meets the Service Eligibility Guidelines of the U.S. Commercial Service.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**U.S. Commercial Service Network Director:**

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Public reporting for this collection of information is estimated to be 20 hours per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentially to the extent allowed under the Freedom of Information Act. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue NW, Washington, D.C. 20230.

**TO BE TYPED ON COMPANY OR ORGANIZATION LETTERHEAD**

In connection with the above-named company's (or organization's) application to the Department of Commerce for the President's "E" or "E Star" Award, I am signing this waiver to permit the Internal Revenue Service (IRS) to release otherwise confidential tax information about the company (or organization ) to appropriate officials of the Department of Commerce. This waiver is made pursuant to 26 U.S.C. 6103(c) and is limited to the following:

1. Whether this company (or organization) has failed to file a Federal income tax return for any of the last three years for which filing of a return might have been required. (If the filing date, without regard to extensions, and normal processing period for the most recent year's return has not yet elapsed on the date IRS receives this waiver, and the IRS records do not indicate a return for the most recent year, the "last three years" will mean the three years preceding the year for which returns are currently being filed and processed.)
2. Whether there is any tax, penalty or interest liability for which the IRS gave notice of the amount due and requested payment that has been outstanding for more than 180 days and has not yet been paid.
3. Whether this company (or organization) has been or is under investigation by the IRS for possible criminal offenses.
4. Whether this company (or organization) has been assessed any civil penalty for fraud during the current or last three calendar years.

In the event of an adverse response to any of the above (negative to subparagraph 1 or affirmative to subparagraph(s) 2, 3, or 4), I hereby authorize the Internal Revenue Service to provide to the Department of Commerce, upon request, additional tax information pertaining to such adverse response.

To assist the Internal Revenue Service in locating the Federal tax information, I am voluntarily providing the following information regarding the company (or organization):

Name of Company \_\_\_\_\_

Employer Identification Number (EIN): \_\_\_\_\_

Address: \_\_\_\_\_

Returns required to be filed: \_\_\_\_\_

If consolidated corporate income tax returns were filed for any of the years covered by No. 1 above, complete the following:

Name of parent company: \_\_\_\_\_

EIN of Parent Company \_\_\_\_\_

Year(s): \_\_\_\_\_

If an income tax return for any of the last three years was not filed, please explain why (e.g., a non-profit organization): \_\_\_\_\_

If signing as a corporate officer, partner, tax matters partner/person, I certify that I have the authority to execute this form on behalf of the taxpayer.

(Signature) \_\_\_\_\_

(Title) \_\_\_\_\_

(Date) \_\_\_\_\_

# **Real Company**

## **Justification for the President's E Award**

### **Overview of Real Company:**

Real Company was founded in 2000 with just two employees. The founder of Real Company, Guy Person, saw a growing demand for Widgets and decided to start his own business. Real Company is headquartered in Dallas, Texas and has two branch offices in New York City and Chicago. Over the past decade Real Company has expanded its operations into seven foreign markets including China, India, and Brazil. With an extensive product line and large support team, Real Company has become a leader in innovation and customer assistance in the widget industry. Real Company has become one of the major players in the widget industry due to its exporting strategy and commitment to providing customers with a superior product.

### **1. What market research do you conduct?**

Primary market research is done in conjunction with the servicing partner in territory and through assistance of the U.S. Commercial Service and overseas commercial specialists. Real Company also continues to attend educational opportunities offered by the Export/Import Bank, other conferences, exhibitions and trade organizations. Internally driven research is also completed through web-based resources and webinars. These efforts provide assurance of the correct entry to new markets. In fact, Real Company has seen great success in all of the foreign markets that it has entered.

### **2. What is your international sales model?**

Real Company presently serves the world through a network of agents, distributors, and licensed manufacturing. Presently Real Company has distributors in South America, Canada, Mexico, Asia, and the Middle East. We have license manufacturing agreements in Mexico and China. These agreements were initiated with significant training requirements as it pertained to transferring intellectual know-how, manufacturing, quality control, and technical service. These relationships require ongoing investment and control for the purpose of uniformity and consistent levels of expectations. Even with the present spectrum of representation Real Company continues to develop resources to pursue additional international markets.

### **3. What government and private sector export promotion events do you participate in?**

Real Company utilizes the international education and service opportunities of the US Commercial Service and Export/Import Bank. These opportunities include: Breakfast briefings, seminars, conference calls, and other international liaison visitations. Recently, and specifically, US Commercial Service has assisted Real Company in export documentation compliance, intellectual property, and information on account receivable financing. This experience has allowed Real Company to successfully enter new markets.

In 2009, Real Company participated in a trade show identified as part of the Department of Commerce International Buyer Program where we were introduced to foreign buyers from Brazil, which has now become our fastest growing market.

**4. Describe any instances in which you had to retrofit or redesign products or services to sell them in an international market.**

In providing assembly compounds we face a customer base that has differences in design, components, and performance expectations. Therefore product development or adjustment is typically required for successful marketing and selling of widgets. Quality control solutions that we offer also vary greatly as customer's environmental stipulations and service requirements are specific to their processes and industries. The product and solution development occurs in-house with our own research group as well as jointly with our licensed manufacturers. Even with slight variations to its product, Real Company has still consistently provided quality products to all of its customers. We hope to expand into the European Union and will be pursuing CE certification for our products in the coming year.

**5. What export-related training have you conducted for your employees and/or international customers?**

Real Company dedicates time to conduct training initiatives for agents and material applicators. Customer and engineering firm presentations are also included in addition to these programs. Over the past five years Real Company has invested in training seven representative agencies and five material applicators. Territories covered were China, Brazil, India, Mexico, Canada, Saudi Arabia, and Qatar. These orientation and application programs provide the higher level of expertise and consistency of know-how to the markets in a format where they can become a certified agent or applicator.

**6. How do you overcome language obstacles with your international customers?**

At the time of its first exports, Real Company promoted its products almost entirely in the English Language. Translations were individualized to the product and developed by the international agent. Presently Real Company has promotional information such as data sheets and brochures translated in Spanish, Portuguese, and Chinese. In addition to providing a link to local agents on our website, future progression is to offer more complete second-language capability to eliminate any barriers that prevent sales.

**7. Describe any trade barriers your organization has faced and how they were overcome.**

Real Company has faced tariffs in several of its export markets, most problematically, China. Chinese widget manufacturers can easily undercut our prices. However, because of consistent quality controls, we have been able to offer a lifetime warranty on our products against manufacturing defects. This warranty has helped us to justify our higher price and has placed us in the position of competing on the basis of quality, not price. Real Company has outperformed almost all local competition in the seven foreign markets it has entered. The company also has the largest or second largest market share of widget manufacturers for all of these countries.

**8. If applicable, describe how you have developed a market abroad for products not previously exported.**

Recent examples that we can identify are environmentally friendly widgets. Our new product development team has come up with new widgets that emit less pollution into the air and ground water but are still just as effective as our original widgets. Our domestic success with these new widgets, particularly in the greater New York and Chicago areas, has helped to create global awareness of an easy way to address clean air and water concerns. This proven technology has illustrated to international customers both the need and the solution to environmental challenges. In the past three years Real Company's environmentally friendly widgets have experienced over a 10x growth internationally.

**9. If applicable, describe how you have opened a new market previously closed or extremely limited to American companies.**

An example of a new market with difficult competitive conditions is the widget industry within China. In our case, combinations of proven material systems are promoted. Superior product quality, reputation, and technical assistance (from logistics to application) offset local competition from hundreds of small widget manufacturers. In addition, the comments under item 7 above describe how Real Company overcame high tariffs that had previously limited U.S. companies' ability to compete in China.

**10. Describe any other strategies you employ for increasing international sales.**

Real Company has invested a large amount of its resources into new market research and new product development. Real Company is looking to enter markets with similar demographics to our current international clients. For example, we currently export to Mexico and have many marketing materials translated to Spanish and have a Spanish speaking agent in Mexico. We are working with this agent to identify other countries in Latin America where our widgets might be successful. We are also working to expand our existing operations within countries to target next tier cities.

In addition, new product development teams strive to give Real Company a global reputation as a widget innovator. We exhibit at three trade fairs each year. One in Germany, one in Japan, and one in the U.S. This provides us an opportunity to showcase our newest products and cement our reputation as an innovation leader within our industry.

**11. Describe how increased exports have affected employment for your organization.**

Real Company was founded in 2000 with two employees. As Real Company has expanded globally there has been an increasing demand for more workers to help fill overseas orders. Our exponential growth in exports has opened job opportunities in manufacturing, marketing, strategic planning, new product development, and distribution channel monitoring. With our current staff of 50 employees, this represents an employment growth rate of 2500% in ten years.