



# 2020 GOVERNOR'S EXPORT ACHIEVEMENT AWARD

## APPLICATION INFORMATION

Companies have until Friday, September 25 to complete the entire application and submit it to WEDC.

Submissions must include the four sections outlined below. Winners will be chosen based upon the details provided in this application.

### 1. COVER PAGE

- Name of business as it should appear on the award, if selected;
- Street address, city, state, zip;
- Website URL;
- Name of the business' President, Chief Executive Officer, etc. as it should be listed on any award documentation, if selected;
- Name of the business' primary export sales contact, if different;
- Telephone number and e-mail address of the primary export sales contact;
- Number of employees in Wisconsin and number worldwide; and
- Name and headquarters location of parent firm or organization, if applicable.

### 2. COMPANY PROFILE

Describe the nominated business, its industry, its products/services, and its customers. (one-page maximum)

### 3. INTERNATIONAL ACTIVITIES

Please provide the following information, noting any growth in the past three years:

- List countries/markets served by the company
- Exports as a percentage of total sales
- Percentage of employment dedicated to international activities.

Describe the actions taken or strategies pursued by the nominated business to increase international sales, such as: product innovations or modifications; marketing activities; financing mechanisms; training and customer service priorities; use of state, federal, and other trade promotion services; etc. Efforts to keep existing markets can also be cited. (Two-page maximum)

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-OR-

In lieu of export activities of the past three years, you can provide details of ways your business has found exporting success amidst the past several months of 2020. Please provide information of challenges you faced and ways your business was able to adapt to overcome them. These details should be specific to exporting.

#### **4. SIGNIFICANT CONTRIBUTIONS**

Describe any significant contributions made beyond the immediate ongoing commercial activities of the business such as involvement in trade associations and Wisconsin's international trade community; mentoring of other Wisconsin businesses or involving them in international supply chains; promoting international education or understanding of people and markets outside of the United States; and other actions taken that have enhanced employment, the overall economy, and/or Wisconsin's reputation in international markets, etc. (Two-page maximum)

***Submissions must be received by:***

***End of day Friday, September 25***

The submission should be no more than seven pages in total (excluding cover page), however appendices containing samples of promotional material, press reports, or other supporting material may be included as supplements. Video files will also be accepted as supplemental material.

Materials can be sent by email: [patrick.roetker@wedc.org](mailto:patrick.roetker@wedc.org) TEL: (608) 210-6747

#### **RESTRICTIONS:**

Persons, firms, or agencies must be a Wisconsin operation and must not be involved in litigation with state or federal agencies or of a character which might bring discredit to the state, the award, or to the recipient. Winners of Export Achievement Awards in the past 3 years are not eligible for another award this year.

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