

## NASBITE INTERNATIONAL AWARDS PROGRAM



NASBITE International is committed to advancing international trade by acknowledging professionals in the field who've demonstrated excellence in developing innovative programs and practices that improve international trade. Their successful achievements are honored through these annual awards.

### **INTERNATIONAL TRADE EDUCATOR OF THE YEAR AWARD**

This award recognizes and celebrates innovation and excellence in international trade curriculum development, research, program development, and advocacy of international business issues.

### **PROGRAM EXCELLENCE AWARD**

This award recognizes specific programs developed by institutions and organizations to meet a particular identified need. All organizations, public and private, for-profit and not-for-profit, are eligible to apply.

### **ADVANCING INTERNATIONAL TRADE AWARDS**

This award recognizes the dedication and service of those who are advancing international trade in each state in the United States as well as Canada and Mexico. The award winners, which may be programs or individuals, have contributed to the advancement of international trade for four or more years.

### **JOHN OTIS LIFETIME ACHIEVEMENT AWARD**

The NASBITE John Otis Lifetime Achievement Award is named for NASBITE International's founder John Otis. In 1986, after 20 years as a small business owner, he established the Small Business International Trade Program at Portland State University. He recognized the need to establish a network among international trade education providers and hosted the first conference from which NASBITE was born in 1988. His guiding philosophy of organizational development, based on encouraging collaboration and consensus supported by communication and commitment, served NASBITE well during its formative years. John worked tirelessly and patiently to guide the NASBITE Board of Governors in creating a sustainable organization that truly serves the needs of its members throughout North America.

The NASBITE John Otis Lifetime Achievement Award recognizes this vision and is the highest honor presented by NASBITE. This award honors a lifetime of achievement in International Trade education or training by those who have distinguished themselves through leadership or service nationally or internationally. It recognizes a body of work that has made a substantial impact on the field of international trade.

## NASBITE INTERNATIONAL 2022 AWARD RECIPIENTS

### 2022 ADVANCING INTERNATIONAL TRADE AWARD

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#### CANADA

### Caroline Tompkins

### Forum for International Trade & Training (FITT)

As the President and CEO of the Forum for International Trade Training (FITT), Caroline Tompkins has helped and transformed FITT into a Canadian and international success over the past 26 years.

With a background in professional development, Caroline joined the FITT team in 1996 and moved the company forward with notable achievements right away. In her first year, she helped introduce the Prior Learning Assessment and Recognition (PLAR) program that allowed individuals to use their previous education and work experience toward credits for FITT's assessment-based international business certificate program (FITTskills). This program broadened the international trade community and created fair standards for global business professionals across the board. Not long after, she led the development and launch of the Certified International Trade Professional (CITP® | FIBP®) designation in 1998. The designation, now in its 24<sup>th</sup> year, continues to gain recognition as a standard for international business practitioners and is comprised of designation holders from more than 20 countries.

With each milestone and achievement in FITT's growth, Caroline has never lost sight of its true vision, specifically a focus on building competence in international trade by ensuring that practitioners have reliable, credible, and current know-how on how to conduct business internationally. Her leadership has made an impact on more than 37,000 international trade practitioners and students from more than 6,200 companies around the world. These individuals and companies have directly benefited from the international business knowledge-based resources, training programs and professional designation, which enabled them to gain the knowledge and skills needed to grow a successful global business and thus support the growth of global economies.

### 2022 ADVANCING INTERNATIONAL TRADE AWARD

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#### OKLAHOMA

### Chuck Mills

### Mills Machine Company

Chuck Mills has been a pillar of the export and business communities in Oklahoma for many years. He currently chairs the Oklahoma District Export Council, and also contributes as a long-time member and former chair of the Oklahoma Governor's International Team, among other global leadership organizations. He has been honored with the U.S. Export Achievement Certificate in 2012 and recognized with a NASBITE International National Exporter Summit award for "Outstanding Exporter" for Oklahoma in 2021.

Most notably though, beyond the titles and accolades, Chuck is a passionate, devoted, and selfless advocate for the international trade community. He is always there to offer his insight, assistance, encouragement, and wisdom to those

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in the field who are coming behind him, and to his fellow business leaders across the state. In the last two years, not only has Chuck successfully navigated the challenges presented by the pandemic, his company has thrived. Chuck has also found time to contribute substantially to a number of statewide export-promotion-related efforts. In 2020, several state and quasi-government agencies in the state came together virtually to develop a more formalized Oklahoma Export Ecosystem to complement a statewide collaboration protocol being developed. Chuck's contributions were significant. He also provided needed perspective and guidance as two state organizations, the OKDEC and the OKGIT, came together to co-produce a virtual event bringing together each group's annual event (the World Trade Conference and the Consular/Consular Trade Summits, respectively). His assistance with marketing the event(s) and cultivating sponsors, as well as his insight at key decision points, were invaluable.

## 2022 ADVANCING INTERNATIONAL TRADE AWARD

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### UTAH

## Nicole Sherwood World Trade Center Utah

Nicole Sherwood is a significant catalyst for growth for small businesses across the state. Her work has directly led to more than \$200 million in new trade opportunities for small Utah businesses during her four-year tenure at World Trade Center Utah. Nicole is a resourceful international business expert, an attorney, and an accountant providing the State of Utah and Utah small businesses with expertise in international trade, business operations, compliance, policy analysis, and economic development.

Nicole's biggest point of leverage has been to develop World Trade Center (WTC) Utah's STEP Grant program. Her efforts have led to a robust and impactful program that is growing and sustainable. The amount of funding Utah companies receive from the SBA for STEP Grants depends entirely on the success of the Utah companies that Nicole selects and works with in the program. Over the last three years, Nicole, and the small Utah businesses she works with have had so much success that the SBA has grown Utah's STEP grant from \$300,000 to a record-high \$1,050,000 (more than a three-times increase and the largest increase in the country). Her tremendous success relies not just on her ability to sift through hundreds of grant requests to find the companies best to invest in, but also on her extra effort to build a community of local partners and service providers ("Team Utah") to help the companies that receive grants.

Outside the state of Utah, Nicole is also having a national impact through her engagement with various federal programs and resources that can support and catalyze growth for Utah businesses. Time and again, national SBA leaders have reached out to the WTC Utah to provide examples of what Nicole is doing, so that information can be shared with other states. Nicole is one of those rare leaders who can innovate with great vision and skillfully deliver detailed tactics that create success.

Nicole's colleagues credit her work in large part to recent accolades extended to the World Trade Center. The WTC Utah was honored with the 2021 President's "E" Award for Export Service, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

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### 2022 ADVANCING INTERNATIONAL TRADE AWARD

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#### FLORIDA & BROADER U.S. **John Worthington & Team** **IBT Online, Inc**

IBT Online's Global Programs have helped Florida SMEs expand internationally into their target markets through best practice website localization and international online marketing. In addition, IBT Online has created more than 800 free resources including webinars, blogs, infographics, and other relevant content for companies looking to expand online and globally.



IBT Online has leveraged a variety of different technologies to help implement these programs and has delivered more than 50 sustainable, carbon-neutral global programs to Florida exporters. They have strong relations in Florida with Enterprise Florida, the SBDC network, and a variety of Florida World Trade Centers and District Export Councils, which provide exporters with the resources and network to succeed. IBT Online is also a committed partner to NASBITE International with several members of their team being CGBP accredited.

### 2022 INTERNATIONAL TRADE EDUCATOR OF THE YEAR AWARD

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#### **Peter Cunningham** **Mt. Hood Community College** **World Trade Center Miami**

Peter Cunningham started teaching the Introduction to International Business course at Des Moines Area Community College in 1985 while serving as a trade specialist at The U.S. Department of Commerce. Since then, he has taught international business, economics and trade, and directed state-level International Trade Programs at over six institutions nationwide including Colorado, Nevada, Pennsylvania, North Carolina, and Oregon. He served on the Academic Cabinet of the University of Phoenix and led the effort to launch the MBA in Global Studies with the support of the other academic cabinet members nationwide. Peter was an active board member of the National Association of Development Agencies, (NASDA) and helped start the State International Development Organizations (SIDO) 22 years ago.

Peter wrote many of the initial courses in international business for the University of Phoenix including Culture and its Impact on International Business, International Marketing, and International Strategic Planning. He has incorporated advanced international trade and business concepts into his microeconomics courses at Mt. Hood Community College in Gresham, OR where he serves as a tenured full-time instructor in

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economics. He has published a book, *The Trade Director Diaries: Real Life Experiences Navigating International Trade* in collaboration with authors Mary Regel and Liz Cleveland. The three authors collectively have over 60 years of experience advising more than 10 U.S. governors on trade and economic policy during a time of massive globalization and U.S. job losses. The book highlights great case studies based on that experience.

Peter has his Bachelors of Arts in International Affairs with a concentration in international economics from the George Washington University and his Masters from the faculty of Economics, London School of Economics, and University of London, England.

## 2022 PROGRAM EXCELLENCE AWARD

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### 11 Steps to Exporting & Florida International Trade & Cultural Expo **Broward County Office of Economic & Small Business Development (OESBD)**

The Broward County Office of Economic & Small Business Development (OESBD) offers a variety of export-related seminars and workshops and a large-scale, signature international conference focused on introducing U.S. businesses to the steps to exporting as well as educating them on export opportunities in global markets. Since 2013, OESBD has organized 161 seminars and workshops that educated 16,993 businesses. Additionally, OESBD has organized an annual, large-scale international conference for the last four consecutive years, attracting 6,423 attendees including U.S. businesses and international delegates representing 60 countries.

The "11 Steps to Exporting – A Roadmap to Your Exporting Success!" provides a roadshow seminar series developed to demystify exporting by following a practical step-by-step process and to demonstrate why exporting can be a key to a company's success. This seminar series also introduces the local, state, and federal resources for international trade. It reflects a strong partnership with other key trade agencies and organizations including the U.S. Export Assistance Center (U.S. Department of Commerce), Enterprise Florida (state public/private agency for investment and trade), Small Business Development Center (SBDC) and Export Import Bank of the United States of America (EXIM) to name a few. The 11 Steps to Exporting Guide and the one-on-one 11 Steps to Exporting Technical Training Sessions were created as a result of this seminar series

The Florida International Trade and Cultural Expo (FITCE) is an annual large-scale international conference with the vision to enhance the position of Broward County and the United States of America as a center of international trade and cultural exchange. The annual conference is designed to welcome new businesses, expand global sales, collaborate, and connect. It provides, tools and resources for those seeking to grow their business through global trade or through the strategic advantage of locating in South Florida, known as the Gateway to Latin America and the Caribbean. FITCE welcomes local and international companies to the Greater Fort Lauderdale / Broward County Convention Center in Fort Lauderdale for a unique opportunity to engage high-level government leaders, international trade experts and delegations from around the world (60 countries in 2021). Attendees can participate in dialogues relating to international trade, foreign direct investment, and culture. This conference also provides a unique opportunity for U.S. businesses participating from throughout the state of Florida and from various U.S. states to establish key strategic relationships with foreign countries, and provides the necessary tools and export assistance programs to facilitate their sales expansion around the world.