

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 2023 AWARD RECIPIENTS

2023 ADVANCING INTERNATIONAL TRADE AWARD



FLORIDA

Manny Mencia

MAM International Consultants

Mr. Mencia is President & CEO of MAM International Consultants, a company that provides guidance, technical assistance, and support to economic development organizations and companies seeking to expand their international outreach programs including U.S. firms seeking to expand into international markets.

Mr. Manny Mencia has over 45 years of experience in international trade development, and he was a key player in Florida's emergence as a trade and investment powerhouse. Until September 2021, he served as Sr. Vice President of the International Trade and Development unit at Enterprise Florida since 1997 where he designed and implemented the State of Florida's export promotion and foreign direct investment strategy which became a model for many States in the United States.

Under his leadership, Enterprise Florida was the recipient of the US Department of Commerce E-Award for Export Services, the President's E-Star Award for Export Promotion excellence and the Council of Urban Economic Development Gold Award as the best economic development organization in the United States.

In the community, Mr. Mencia distinguished himself as someone who is deeply committed to advancing international trade in Miami-Dade County and in South Florida. He worked tirelessly to deepen engagement with stakeholders in the international trade community and he pushed many initiatives to expand two-way trade and logistics. He was President of SIDO for 2010-2011 and 2017-2018 and he served on the board of many local trade organizations including Florida DEC, Florida Export Finance Corporation, Florida International University CIBER Center. Also, he recently became Chairman of the board of World Trade Center Miami in January 2023.

Manny is a recipient of numerous awards and recognitions which include Government Hispanic Business Advocate of the Year from the U.S. Hispanic Chamber of Commerce in 1991, 2003 International Businessman of the Year from the International Business Council of South Florida, 2010 Florida Trade Champion Award from the Florida International Bankers Association, 2011 Florida International Achievement Award from the World Trade Center Miami and in 2015 he was inducted into FCBFF Hall of Fame by the Florida Custom Brokers & Freight Forwarders Association. Manny was inducted into the Order of Queen Isabella the Catholic by King Phillip VI of Spain (2017) and Order of the Southern Cross by the President of Brazil (2021).

2023 ADVANCING INTERNATIONAL TRADE AWARD



MISSOURI

Tim Nowak, Stella Sheehan & Team World Trade Center St. Louis

For more than 25 years, the World Trade Center St. Louis (WTC-STL), as the international division of the St. Louis Economic Development Partnership, has provided leadership and commitment to improving the global trade environment and resources available to support international growth and representation for businesses across the St. Louis metropolitan area and state of Missouri. From market research to trade training, hosting inbound and outbound

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delegations, and managing St. Louis' Foreign Trade Zone, Mosaic Project, Sister Cities organizations, and EB-5 Regional Center, the WTC-STL brings together a strong system of business and government agencies to support trade and investment and enhance St. Louis' global connectivity.

The WTC-STL has a rich history, strong reputation and positioning as a leader within the trade community in Missouri. As an illustration of the breadth, depth and impact of efforts/initiatives undertaken by the WTC-STL let me highlight a few key projects completed over the past five years:

- **2022** – St. Louis connects to the world with new non-stop flights to Frankfurt, Germany. This regional collaboration, led by WTC-STL, St. Louis Economic Development Partnership, Greater St. Louis Inc. and St. Louis Lambert International Airport lead to a new agreement with Lufthansa Airlines establish non-stop direct flight services between St. Louis and Frankfurt, Germany. Industry research indicates that non-stop service to Europe adds \$50 to \$100 million dollars per year to a region's economy.
- **2021** - Launched live animal export flights from St. Louis Lambert International Airport. With federal approval of on-site penning facilities and a Port Authority approved \$1.5 million grant, the WTC-STL will help market and support live animal exports. More than \$2.6M in export value has shipped to date with two additional shipments totaling more than \$1M in export value planned for Spring 2023.
- **2020** – WTC led the creation of a formalized regional Business Retention and Expansion Program. The goal is to link regional companies, who have already chosen to invest in St. Louis, with the resources and support to continue to grow and create jobs in this community. This effort is of particular interest to the work at the World Trade Center as they reach out to the more than 300 foreign owned companies who call St. Louis home.
- Also, working with state and federal export partners, the World Trade Center launched an initiative to identify and support new exporters with a strong focus on minority and women-owned businesses in and around St. Louis' Promise Zone. The goal is to increase the number of new exporters, especially entrepreneurs of color, and support their access to global markets.
- **2019** - Suzhou, China and Washington University School of Medicine Sign Medical Consulting Agreement. The WTC-STL connected the China National Development Bank and Suzhou, China based HuiCi Health Management Co. with the Washington University School of Medicine (WUSM), Siteman Cancer Center and BJC Healthcare to support a new medical consulting agreement, signed Nov. 2018. This agreement includes significant new healthcare service exports in the form of consulting on the design and construction of a new cancer hospital in Suzhou, China.

Additional program initiatives of note that the WTC-STL has lead and launched within in the last 10 years include:

- Development of a [Metro St. Louis Export Plan](#), along with a [St. Louis Region FDI Plan](#) as part of the Global Cities Initiative (a joint project of Brookings and JP Morgan Chase)
- Support of global trade education and advancing the professional skills of individual engaging in trade, via endorsement of the NASBITE International's Certified Global Business Professional (CGBP) credential, encouraging staff to secure certification, and marketing CGBP training events hosted by the MU International Trade Center.
- The WTC-STL also sponsors delivery of the [Chancellor's Certificate in International Trade](#). This online program offers a practical trade-related curriculum for executives, managers and employees who conduct business or plan to work in international markets. This unique program is offered with assistance from qualified international consultants and professionals at regional companies already conducting business overseas.

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2023 INTERNATIONAL TRADE EDUCATOR OF THE YEAR AWARD



Ray Bowman Mt. Hood Community College World Trade Center Miami

Dr. Bowman has over 30 years of experience in operational aspects of international trade and logistics. He has held key management positions with some of the world's largest freight and logistics companies and has been involved in business consulting and teaching for over 30 years. Currently, he is the Director of the Ventura and Santa Barbara Counties' Small Business Development Center (EDC SBDC), hosted by the Economic Development Collaborative (EDC), which provides no-cost business consulting services to over 2,100 businesses per year.

The EDC SBDC hosts the LA SBDC Go Global trade program, which provides specialized business assistance, training, and resources to help businesses in Santa Barbra, Ventura and Los Angeles counties to access global trade opportunities. Since 2010, the program has provided 31,590 hours of consulting to 2,357 international trade small businesses and helped clients secure \$407.82 million in new capital infusion, reach gross sales of \$38 billion, create 2,849 jobs, and support the startup of 174 international trade businesses. The program's strength lies in its ability to expand and assist more clients while helping them achieve bigger impacts than ever before. In this role, Dr. Bowman provides global trade training to both SMEs and SBDC consultants.

Dr. Bowman is an accomplished educator with extensive educational background, including a Doctorate in Business Administration, a master's degree in business, and an undergraduate degree in business and international trade. He is certified as a Lean Six Sigma Green Belt, Global Business Professional CGBP, and NASBITE CGBP trainer. He enjoys mentoring, teaching, and sharing knowledge as an instructor in international business, entrepreneurship, and operations management at Babson College, California State University Channel Islands, and Emlyon business school in France.

2023 PROGRAM EXCELLENCE AWARD



GlobalTarget™

Monte Ahuja College of Business Global Business Center Cleveland State University

The GlobalTarget™ program was established in 2005 by the Monte Ahuja College of Business Global Business Center at Cleveland State University in collaboration with the SBDC Export Assistance Network, the U.S. Commercial Service, FedEx and other regional and international organizations. GlobalTarget™ membership provides a low-cost, interactive method to extend a company's international resources to achieve an objective of global expansion. By participating in the GlobalTarget™ Program, manufacturing companies with sales from \$5 million to \$50 million that are expanding into

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foreign markets will gain knowledge, tools, current perspectives on operating in global markets and best practices in order to execute their global strategies more efficiently, effectively and quickly.

The program is one of the oldest running export accelerator programs in the country. There are numerous factors that make the program unique and contribute to its success:

1. The program is a collaboration of the Global Business Center at Cleveland State University, SBDC Export Assistance Network, and the U.S. Commerce Services. This collaboration provides a comprehensive level of resources and services to support companies in the program and beyond. Companies can tap into Gold Key services and other State of Ohio grants to execute their export strategy plan developed during GlobalTarget™.
2. Seasoned global business mentors are a critical part of the program. On average GlobalTarget™ mentors bring 25 plus years of experience in international business. Mentors go through a vetting process and participate in a training program. The mentors lead presentation, share valuable expertise, and work one-on-one with companies as needed.
3. The SBDC Export Assistance Network provides on-going counseling and market research studies. The research often engages faculty and business studies.
4. The GlobalTarget™ alumni network is an additional resource that companies tap into for peer-to-peer learning.

In 2019, a comprehensive 8-month evaluation of the program was conducted which included an in-depth survey of past companies and mentors, a review of three leading export programs in Wisconsin, Vermont and Indiana and a review of the program curriculum. Based on the results, the program was revamped to strengthen participating companies in creating an actionable international export strategy. Eleven companies have gone through this new streamlined and enhanced model.

Demonstrating best practice, the program has harnessed the best of putting together federal and state export assistance services while also engaging expert business mentors who want to see other companies succeed in international business. Because of the prolonged duration of the program a support team works intimately with one or two companies at the most to do a deep dive investigation into what makes their international work or not work. The program provides customized international business education to meet the specific needs of each company in an applied peer-to-peer learning environment.

The GlobalTarget™ program has been shared with numerous SBDC Export Assistance Networks, economic development agencies and higher education institutions. The program curriculum and format has been replicated in Toledo and Indianapolis.

2023 PROGRAM EXCELLENCE AWARD



Student Consulting Project Program Florida SBDC at FAU & FAU College of Business

The Florida Small Business Development Center (SBDC) at FAU developed a replicable program with the FAU College of Business (COB) to provide technical assistance, training and best practices to promote business attraction and creation in South Florida as well as support Florida exporters to South America.

Beginning in 2020, the program sought to enhance confidence and readiness in business locations and relocation in Florida, market expansion and an ecosystem with resources, while supporting clients of the Chilean SBDC Network

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(SERCOTEC) and continue facilitating resources for a controlled launch of products and services, or soft-landing, into a new market in the United States.

The joint efforts facilitated resources in innovation and business development to a number of Chilean companies. The 16 initial participating companies operated in diverse industries, including architecture and construction, IT services, software and hardware development and food and beverages.

Clients of the Chilean SBDC also took part in a student consulting project program during the FAU spring semester, which connected those foreign companies with a team of undergraduate and MBA students from the COB.

The program has now expanded into providing in-Spanish support to local and upcoming clients in business start and assisting their growth towards exporting from the United States, thereby facilitating economic impact in both countries. Since 2014, the regional director of the Florida SBDC at FAU, Dr. Sandra Marin Ruiz, has been a leader in the Small Business Network of the Americas (SBNA), a partnership between the Americas SBDC and the U.S. Department of State to transfer the SBDC model to entrepreneurial and business development networks in Latin America and the Caribbean.

In 2020, Dr. Marin Ruiz, brought the SBNA and the Chile SBDC (SERCOTEC) to FAU as the first network that would start the implementation of collaborative efforts to co-counsel Chilean business owners and facilitate exports for the U.S. business clients of the Florida SBDC at FAU, with the direct support from the FAU College of Business and using economic development resources available within the region.

This SBNA premier initiative was successfully directed by the Florida SBDC at FAU's consultant in residence at the College of Business Dr. Sara Alshareef in collaboration with the faculty from the management programs department in the College of Business including Dr. Roland Kidwell, Dr. Patch Paczkowski, Dr. Siri Terjesen and the students in their Global Strategy and Entrepreneurial Assistance Project classes.

Together, they facilitated the engagement process among professors, students, SERCOTEC and SBDC Chilean clients. This is a continuous collaboration whereby, Dr. Sara Alshareef gathered qualitative feedback from clients, students and the professors to enhance students learning and utilize the client experience in the coming semesters. "We are again working in collaboration with the SBDC and four Chilean companies in the fall semester with new teams of students," Dr. Kidwell said.

Outcomes of this collaborative consulting and experiential learning initiative included the companies to gain a better understanding about the market in the U.S. and the opportunities in Florida, whereby the students offered resources, customized market research and business assistance for the Chilean's company. The companies, in turn, were able to offer hands-on experience to FAU students that developed students' business consulting skills while elevating their understanding of entrepreneurship and international business attraction.