

THE MARTHA L. COLLINS AWARD

FOR EXCELLENCE IN INTERNATIONAL TRADE APPLICATION

DEADLINE TO SUBMIT: AUGUST 31, 2018

Martha Layne Collins Award 2018 Application

Overview

- The Martha Layne Collins Award will be presented annually at the Annual Awards Night and Cocktail Reception at the Governor's Mansion being held on December 6, 2018. The award encompasses all categories of trade (import/export agriculture, manufacturing, service and international trade services) to companies demonstrating outstanding success in international business.
- The WTC-KY Awards Committee will be responsible for nominating companies for consideration.
- Awards committee members must present a case for companies they recommend, including as much quantitative and qualitative information as possible.
- The cases can be drawn from strategies and experiences over several years, or they can describe a single event within the last calendar year.
- Winners will be announced prior the Annual Awards Night, December 6, 2018.

Evaluation Criteria

- 1) Business case illustrating success through outstanding commitment to, and performance in, international trade.
- 2) Evidence of executive management and organization-wide commitment to international business.
- 3) Uniqueness and creativity of international strategy/plan.
- 4) Overall contribution to local community or to the cause of world trade.

Eligibility

- 1) Any import, export, manufacturing, agricultural, service or international trade services company active in international business and located in the membership territory of the World Trade Center Kentucky (Kentucky, Southern Ohio, Southern Indiana) is eligible. Neither company size nor WTCKY membership is a factor in winning.
- 2) Previous Martha Layne Collins Award winners over the past five years are ineligible for nomination.
- 3) Winners must agree to be presented at the World Trade Center Kentucky Awards night on December 6, 2018 at the Governor's Mansion in Frankfort.
- 4) Winners agree to allow media coverage of their summarized story (NOT including any proprietary data, if desired).
- 5) Winners agree not to disclose their status until after the Award winners are announced at the Awards Night with the exception of invitees of the recipients to attend the program.



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E-mail application to Darren.srebnick@wtcky.org. Questions: Call Darren Srebnick at 502-574-1566

GENERAL QUESTIONS

1. **Organization:**

Contact person:

Title:

Email:

Phone:

Company Size:

Micro Enterprise (0-10 Employees)

Medium Size Enterprises (51-500 Employees)

Small Enterprises (11-50 Employees)

Large Size Enterprises (>500 Employees)

Address:

Web Site:

2. **Please describe your product or service. (Please feel free to attach any additional information if needed.)**

3. **Which of the following best describes your company's international business relationships?**

Direct Export

Foreign Distributors/Agents

Joint Ventures Manufacturer Rep.

International Branch

International Subsidiary Import

Other



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

5. In which countries is your firm currently doing business?

Financial Questions

6. What estimated percent of your total annual sales are international sales? (International purchases (Import) for sales in the region) Direct purchases in Yen/ Total purchases of international components.

2015: 2016: 2017:

7. Over the last three years, which statement best describes your firm's international sales?

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.

8. Please describe how your organization has made a unique or important contribution to your local community through world trade.

9. Please describe your most recent international business success. Explain how your firm has overcome specific challenges or obstacles to achieve success in the international marketplace.



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