



# 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) \_\_\_\_\_

# VANDALAY INDUSTRIES

## President's E Award

### Justification for Award

#### Overview:

Vandalay Industries, headquartered in New York, NY, is a leading provider of global logistics and transportation management services. Started by brothers Art, Charles, and Roger Vandalay in 1974, the company has grown into a worldwide leader in logistics and transportation with 23 offices and warehouse consolidation facilities across the United States plus a network of wholly owned subsidiaries and joint venture partners in 120 countries. Our overseas operations are controlled by 17 operation centers located in strategic areas around the globe.

#### 1. What seminars, workshops, or conferences has your organization conducted?

Over the past year we have conducted the following workshops. In previous years we have conducted similar workshops each year.

- March 2011 in New York and October 2011 in Trenton (two seminars) – U.S. export assistance Center and Vandalay teamed up to present the European Union's Situation with the Debt, and How it will affect finances, credit, and payments. Also we spoke about the changes in the tariff laws and regulations.
- May 2011- Vandalay Industries sponsored the 21<sup>st</sup> annual two-day Export/Import Trade compliance Seminar in New York for 120 trade professionals. Our next Exp/Imp seminar will be held in Houston on October 21<sup>st</sup> and 22<sup>nd</sup>. The entire first day is devoted to export regulations and the second day to import regulations.
- In August 2011 Vandalay Industries and the New York District Export council presented a program for exporters describing emerging business opportunities within the Swedish market. One of the featured speakers was Vandalay Industries Cosmo Kramer

We also actively participate in trade shows as sponsors, exhibitors, and speakers. Over the past four years we have participated annually in the following trade shows:

- October- Vandalay Industries/Real Company exhibits at the Broken Wheel Transportation Conference in New Orleans. This Vandalay division specializes in the export of outsized projects, i.e., construction, mining, power generation, ect.
- October- Vandalay Industries participates in WIR Logistics World event in Singapore. This is Asia's largest logistics event.
- September- Vandalay Industries is a sponsor of the SaliChem conference in Atlanta. This is the premier supply chain conference for the chemical industry.
- April- Vandalay Industries exhibits at the SaliChem Conference in Dusseldorf addressing chemical supply chains.
- March- Vandalay Industries participates at the China Petrochemical Summit in Beijing

## **2. How have you notified exporters of trade opportunities?**

In April 2008 Vandalay Industries opened a new Global Service center in Kuala Lumpur, Malaysia. This center is currently staffed with 25 employees to better serve our existing and future customers in the fast growing Asian market.

This service center also acts as a resource to manufacturers in Asia and provides regular training seminars for the manufacturers. Typically, we invite one of our U.S. clients with a new product for market entry to conduct the training seminars as a means of providing the client with increased visibility and the credibility of being an expert trainer in their field. This results in a strong market entry position and generally provides the clients with an initial sales boost.

In addition, by positioning Vandalay Industries as an expert consultant in our field, we often receive inquiries from foreign buyers that are looking for a U.S. supplier or developer to address a product development issue. This allows us to refer the foreign buyer to our U.S. clients.

## **3. What documentation assistance have you provided to exporters?**

Vandalay Industries counsels companies on a variety of export needs that range from the basic “how to” all the way to specifics on in country marketing plans, research and regulations. Vandalay Industries provides complimentary trade documentation and counseling services to all companies requesting assistance.

Vandalay Industries maintains an integral relationship with statewide resources including the U. S. Export Assistance Centers, World Trade Centers and the International Office of the New York Department of Economic Development. In office, online and statewide resources provide many tools to assist local companies in accessing solutions for export readiness and market entry.

New-to-export companies are encouraged to participate in the many workshops held independently and co-sponsored with the U.S. Commercial Service to enable companies to obtain necessary information and documentation to develop country specific marketing plans and market strategies.

In addition we have developed a proprietary software program that clients can use to prefill export license documentation, automatically transmit documentation to the appropriate authorities, perform tracking and follow up functions as needed, and provide alerts to changes in required documentation for the client’s industry.

## **4. Describe any overseas trade missions that you have sponsored.**

- 2009 ChemTech trade mission to China- Vandalay Industries organized a Biotech Life Sciences Trade Mission to Beijing and Hong Kong, and the delegation of 15 U.S. biotechnology companies will be led by our CEO George Costanza. During the Hong Kong leg of the mission (October 17-18) the U.S. company participants focused on meeting with potential business partners at networking events and one-on-one meetings.
- 2011 Clean Technologies Trade Mission to India- Vandalay Industries organized a trade mission to India, with stops in New Delhi, Hyderabad, and Ahmedabad. This mission targeted a broad range of clean technologies including wind, hydro, waste-to-energy, solar power generation and

clean coal; energy efficiency including smart grids; and environmental technologies such as water and waste water treatment and solid waste management.

**5. Describe any programs you provided for overseas business.**

Clients that had been exporting to a limited geographical area now have access to additional areas due to the dispersion of Vandalay Industries' offices and expertise in all commercial regions of the world with on-site, bilingual, transportation professionals.

As an example, "TriChem North America," manufacturers of specialty chemicals had focused exclusively on domestic sales until a few years ago when they moved into export operations from their manufacturing sites located in Texas and Lockport, NY. According to the manager of TriChem operations in Princeton, NJ, "we began working exclusively with Vandalay Industries for our export needs. Beginning from scratch, Vandalay Industries developed export logistics and transportation to Europe, India, China, and South America. Vandalay Industries not only mapped out their export process but also provided just about all of the administrative support, regulatory, and export services that we needed with no disruption to our other business."

**6. Describe any other export services that you provide.**

Vandalay Industries offers training and joint venture operations outside the United States conducted by on site management. Training for our 23 domestic locations is the responsibility of our 3 regulatory Compliance Groups located in New York, Chicago, and Houston. Company policy is that all employees attend 30 hours of job related training per year. Our regulatory Group maintains and presents a library of PowerPoint presentation. Some of the export topics include:

Embargoed Goods	Letter of Credit
Denied Parties List	Freight Forwarder's Role
Export Licenses	INCO Terms 2000
Automated Export System	Office of Foreign Assets Control
Handling Air Freight Transactions	Marine Insurance
Anti-Boycott Regulations	Forms of Payment
Export Training for Customers	Shippers Export Declaration
Power of Attorney	Ocean Export Process Flow
Hazardous Material	

**7. Provide three case studies describing exporters that have increased exports as a result of your help, be sure to describe the ways in which your activities helped; alternately, describe how the organization's activities have resulted in community-wide export expansion.**

FOB Chemical Company is a leading science and technology company that provides innovative chemical, plastic, and agricultural products and services in the food transportation, health medicine, personal, and home care and building construction industries. They have annual sales of \$30 billion and serve customers in more than 170 countries. As one of the world leading multinational manufacturing companies, FOB Chemical Company had a goal to standardize international transportation and trade logistics into one process at the global level.

With manufacturing and distribution channels in literally every major market around the globe, FOB wanted a lead logistics provider (LLP) that could develop a world-class supply chain strategy, latest

technology, operations management, purchase order execution on a global basis, and at the same time reduce costs.

Solution- in addition to chemical industry expertise, Vandalay Industries had all of the pieces already in place. Step one required transitioning the company's North American operations beginning with exports and the corresponding importing countries for those transactions. Within two months, implementation activities had been extended to Asia. FOB operations in Latin America were accomplished next.

Vandalay Industries assists FOB in export business expansion through cost reductions, trade lane analysis, cycle time analysis, and redesigned and standardized processes. After 15 months working with Vandalay Industries, FOB had realized significant hard cost savings for their business. More than 20 percent in savings have been achieved by FOB airfreight logistics process costs making the company far more competitive in their export markets.

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Sky Creation Headquartered in Bath, NY has 22,000 employees worldwide, with operations in more than 40 countries. Sky Creation's annual revenue exceeds \$10 billion. The company supplies oxygen, nitrogen, argon, helium and hydrogen as well as medical and specialty gasses to a variety of industrial and medical customers. To best support the logistical needs of this large manufacturer, and now Vandalay Industries' most prominent customer, we came up with a unique solution.

Vandalay Industries has placed employees in Sky Creation's Bath, NY facility and Sky Creation's Customer Service manager has stated that "Vandalay Industries HazMat experience is a big plus." He further stated that "from the beginning we, along with Vandalay Industries acted as a team. And while Vandalay Industries was our vendor, they would come to me and say, 'if you take action-step Y rather than step Z, you will save time, eliminate duplicate work, and your processes will run more smoothly.'" Previously, Sky Creation dealt with freight forwarders requiring redundant follow-up contact, resulting in duplicative work and an erosion of confidence in basic shipment transactions.

Solutions- Vandalay Industries assists Sky Creation in export business expansion through on-site staff with ability to handle hazardous material with stringent loading, transport, and regulatory requirements. The Vandalay Industries team provides greater efficiency, more timely delivery, and savings in transportation costs. Any savings realized in delivery of goods to the customer strengthens Sky Creation competitive position resulting in additional export sales.

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Karat Fluid Organization manufactures all types of liquid and gas pumps. Their equipment can move everything from water distribution, water treatment, liquid filtration, irrigation, oil and gas, chemical and automotive products.

"When you are a specialized manufacturer with 65 facilities worldwide, knowing where your shipments are at all times are critical," says Karat fluid's corporate traffic manager. "My responsibility is to ensure that the companies with whom we are doing business are effective, regardless of origin of shipments in our supply chain."

Karat Fluids required a standardized system with real-time tracking of export shipments for its worldwide operations

Solution- Karat Fluids established a relationship with Vandalay Industries for the company's North American Business. According to Karat Fluids corporate traffic manager, "Vandalay Industries is handling the majority of our ocean and air exports between U.S.–U.K. and U.S.–Asia operations."

Vandalay Industries COTS (Customer Order Tracking System) compliments our own order processing systems enabling us to perform real-time online tracking which delivers needed visibility of freight movements. Its safety features also protect the company through compliance programs, simplification, and standardization of documents worldwide.

The corporate traffic manager states that Vandalay Industries assists in expansion of export business through working with a local presence overseas, real-time shipment tracking, technical support, and safe timely delivery of products.