

Suite 1600
200 E. Las Olas Blvd.
Ft. Lauderdale, FL 33301



Phone: (954) 356-6640
Fax: (954) 356-6644
E-mail: Office.Miami@mail.doc.gov
Website: www.usatrade.gov

Re: The President's "E" Award – PRESS RELEASE

Local Company Wins Presidential Export Award

Jacksonville, FL, August, 2001 – The U.S. Department of Commerce will present local business Nationwide Equipment Company with the President's "E" Award in a ceremony on September 6th, 2001. The presentation will take place at the Adams Mark Hotel at 6:00 p.m. at the International Trade Awards Banquet.

The President's "E" award for Excellence in Exporting was created by Executive Order of the President in 1961 as the nation's highest award to honor American exporters. This award recognizes businesses for their competitive achievements in the world markets, as well as the benefits of their success to the U. S. Economy. It is awarded to those firms or organizations which have made a significant contribution to our nation's export expansion efforts, recognizing superior performance in demonstrating breakthroughs in competitive markets, introduction of new products into U.S. export trade, or the opening of a new market, as well as engaging in an effective international marketing program and overcoming key export problems to accomplish export totals in excess of the industry average.

Exports are a driving force of economic growth for Jacksonville and the U.S. as a whole. Last year, for example, exports contributed \$1.07 trillion to the U.S. economy. "Jacksonville businesses have long been active in global business, and it is companies like Nationwide Equipment that make this city an economic powerhouse," says Mike Higgins of the U.S. Department of Commerce.

"We are pleased to be a part of the export force that has helped build our nation's economy into what it is today. International promotion of American-produced goods contributes to a healthy economy and ensures the well being of future generations," says Ed Kostenski, President of Nationwide Equipment. Kostenski's company, which refurbishes used heavy construction equipment, has increased its export business to buyers in more than 40 countries since its founding in 1983. "Our team has worked very hard and we are honored to receive this prestigious award," states Kostenski. "The opportunities for an American exporter are unlimited and the rewards of wealth and honor in business are available to those who pay the price to make a better world by free and fair trade in this new global community.

The "E" Award program is managed by the U.S. Commercial Service, a Commerce Department unit that helps U.S. companies, particularly small and mid-sized companies, sell their products internationally. The agency has a worldwide network of trade experts across the U.S. and in more than 80 countries worldwide. Last year, the Commercial Service helped U.S. business generate exports sales worth more than \$21 billion. "Ninety-Five percent of the world's consumers live outside the U.S.," says Commercial Service Director General Maria Cino. "And because the world's consumers know U.S. products are excellent, our companies enjoy a competitive advantage in most countries."

U.S. Department of Commerce • Export-Import Bank of the United States • U.S. Small Business Administration

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