

## NEWS RELEASE

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### Idaho Companies to be Recognized for Achievements in Exporting

On Wednesday, May 24, Jeff Nielsen, President of the Idaho Export Council presented the U.S. Commerce Department's Export Achievement Certificate to three Idaho companies.

The award recognizes companies that are business clients of the Commerce Department's U.S. Commercial Service, and that have used their services to make their first export sale or open new foreign markets.

The companies being recognized this year include:

- **Meyer Industries:** From 2003 to 2005 the company increased sales in other countries by 336%. Over the past several years company owner Ed Meyer attended many different trade shows and missions with the help of the U.S. Commercial Service and Idaho Commerce & Labor. Meyer was able to attend a trade show in Mexico to exhibit his product the Rodenator, and was connected to a local Mexican distributor by the Boise Export Assistance Center to help during the exhibition. After his success at the exhibition in Mexico, Meyer once again enlisted the help of the U.S. Commercial service to attend the largest Ag Expo in the Southern Hemisphere in Mystery Creek, New Zealand. Through the Gold Key Program and the help of the Auckland, New Zealand U.S. Commercial Service Office, Meyer was able to exhibit his product in the U.S. Commercial Service booth and setup appointments with potential customers and distributors. Since opening in 2003, Meyer Industries has expanded its sales into Canada, Mexico, Australia, New Zealand, South Africa, Europe and the Middle East.
- **Morningside LLC:** In 2005 the company sold Originals product to the Canadian company Overwaitea Food Group. The president of Morningside LLC, Hollis Brookover, became interested in the Canadian market after attending an industry show and enlisted Amy Benson of the Boise Export Assistance Center to help her pursue exporting opportunities in Canada. With Benson's help Brookover was introduced to Cheryl Schell of the Commercial Service in Vancouver, Canada. Schell and Benson were able to help Morningside set up appointments with Overwaitea and assist them through the entire exporting process. Brookover also attended the trade mission to Mexico with Gov. Kempthorne in 2005. She attended meetings set up by the State of Idaho and the U.S. Commercial Service and is currently working with the contacts she made to expand into the Mexican market.
- **Mobile Dataforce:** The company exported its PointSync software to companies in Rotterdam, Holland and Dublin Ireland. Its PointSync software is being used to document the pick up and delivery of recyclable waste, and track its "chain-of-custody" and to inspect the quality standards in food processing plants. With the support of the U.S. Commercial Service and the Boise Export Assistance Center, Mobile Dataforce is helping companies ensure product quality and meet European Union regulations and compliance requirements.

For more information about Idaho World Trade Day visit the Boise Export Assistance Center's Web site at [www.buyusa.gov/boise/events.html](http://www.buyusa.gov/boise/events.html).

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