

GLOBAL RESOURCE ASSOCIATES INC.

The Company, Principals, and Services

The Company

Global Resource Associates is in the business of international trade. Its mission is to be a training, consulting, and trade resource to companies around the world. Its goal is to assist companies maximize their profitability and growth in an increasingly global economy.

GRA has distinctive credentials. It is positioned as a leader in the field of international trade. GRA is one of a select group of companies to be honored with the U.S. Presidential "E" Award for its outstanding contribution to the expansion of U.S. exports.

GRA has unique competencies. These competencies have lead to the company's success as an international trade organization. GRA's FasTrack Total Export & Globalization Program is a nationally recognized, comprehensive, and systematic step-by-step implementation methodology that accelerates a company's success in international markets and globalizes its organization from the boardroom to the production floor.

GRA is a results-oriented organization. It has assisted companies maximize their profitability and growth in the global market. GRA's FasTrack total program client companies have experienced phenomenal increases in real-time international sales.

The Principals

Sandra L. Renner and W. Gary Winget have accumulated over thirty years of experience in international trade and are recognized as authorities in their field. Since founding the company in 1989 they have authored the popular book *Fast-Track Exporting* (American Management Association), and worked with leading regional and national publicly, privately, employee, and member held companies. Their special expertise is in assisting CEOs globalize their company's strategic decisions, strategies, operations, tactics, and organizations.

Ms. Renner was formerly director of export development for the State of Minnesota and an international business educator and presenter. Prior to organizing GRA Mr. Winget was a representative for Minnesota's international trade office, executive director of a trade association, and a public policy analyst and lobbyist.

The Services

The company's services are designed to meet the needs of a wide range of organizations engaged in international trade.

Manufacturers that have benefited from GRA's services range from small start-up businesses, to large century-old enterprises, to subsidiaries of multinational corporations. *Industry sectors* that have benefited from GRA's services range from processed food, to hardware, to medical, to steel. *Trade promotion agencies* that have benefited from GRA's services range from world trade centers, to trade associations, to state and national developmental agencies, to national governments.

Client organizations have used GRA's international expertise and FasTrack methodology to master the trade process and achieve their goals on six continents. GRA's high-intensity, do-it-right-the first-time FasTrack services include:

Companywide Total Program Services. The following service was designed for the total organization.

Total Export & Globalization Program — Globalizing the Company. A Presidential award-winning, comprehensive, and systematic step-by-step planning and implementation methodology that integrates a company's domestic and international visions and strategies into a single global vision and set of strategies, that accelerates a company's international sales and globalizes its organization from the boardroom to the production floor, and that achieves long-term growth of competitiveness and sales in the global market.

Strategic Services. The following services are designed for the CEO and Upper-Level Management.

Strategic Decisions — Globalizing The Vision and Strategies.
A systematic analysis of the strategic characteristics of the company's global environment.

Benchmark Assessment — Benchmarking Against Best-Practice Export & Globalization Standards.
A comprehensive benchmarking of the company's internal operations and strategies against over sixty FasTrack export and globalization best-practice standards.

Operational Services. The following services are designed for Managers and Operations Personnel.

Targeting High-Potential Markets and Customers. A structured process for collecting worldwide information and targeting the company's high-potential country markets and global customers.

Developing Competitive Market Entry & Expansion Strategies.
A rigorous approach for analyzing market segments and distribution channels and developing competitive pricing and other market entry/expansion strategies.

Preparing Effective First-Contact and Response Systems. An organized system that maximizes the impact of the company's sales resources allocated to starting up and servicing new sales and distribution relationships.

Identifying and Selecting Preferred Distribution Partners.
A proactive process for searching out, selecting, and starting up distribution relationships with high-potential distribution partners.

Closing, Documenting, & Collecting on Export Sales.
A start-to-finish program for improving the skills of and coordination between individuals involved in closing, documenting, and collecting on an export sale.

Charting & Developing the Export Process.

A methodology for diagramming the current and improved flow of the company's export process from the receipt of an inquiry to collection on the sale and for mastering the process skills and tasks needed to more effectively implement the company's export program.

Other Services. Other services include the following.

Publications. The authoritative *Fast-Track Exporting* book and ten in-depth FasTrack manuals that present and detail every step of the Total Export & Globalization Program. Over 1,000 pages of text, how-to presentations, process flow charts, timesaving worksheets, instructive case examples, and synergizing resources.

Consulting. Customized services to assist organizations in designing, researching, and implementing specific activities and in resolving significant problems in the international trade arena.

Trade Service Network. Alliance partners and specialized expertise in the Big Emerging Markets of India, Indonesia, and China. Introductions, representation, product sourcing, joint venture and strategic alliance development, project development, and other services that facilitate international trade on a worldwide basis.

Financing. Debt-equity, sale-leaseback, and trade financing for infrastructure projects with investment grade credit or a comprehensive guarantee.

Foreign Trade Shows. A service that assists a company plan for, work, and follow up on its participation in a foreign trade show in order to maximize its return from its investment in the show.

Doing Business In Other Cultures. A program that develops a deeper awareness of the existence of ways of doing business in other cultures and instills an increased understanding of how to deal with customers and distribution partners in other markets.

Recipient of the United States Presidential "E" Award for Excellence in Export Service



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