

# Member Spotlight

2011 will be an exciting year for the World Trade Center as it marks our 20<sup>th</sup> anniversary! We want to take this opportunity to celebrate our members through our newsletter, on our website and at events. If you would like to be one of the member spotlights, please let us know. We would love to talk with you and draft your spotlight story. Or, if you prefer, you can write your own spotlight story and submit it to us.

Each member spotlight can be as brief or as complex as you would want it to be, and it can include challenges, successes, funny experiences or sharing of best practices or lessons learned. Here are some ideas as to what could be included in a member spotlight:

- Brief description of company and product
- Any challenges your international trade team or your product(s) face, such as licensing, certifications, re-engineering, foreign labeling, trade regulations etc.
- Growth of your export sales over the last few years
- Growth of your business due to international trade, including sourcing foreign products
- Any memorable experience in a foreign country
- A specific success story which you would like to share
  - Valuable “lesson learned” that could be helpful to others as they expand their foreign sales
  - Any memorable or valuable experience or connections made at one of our WTC events
  - An example where WTC support was helpful
  - Share your “WTC Birthday Wishes”



*Even if you choose to only answer one of these suggested topics, we can incorporate that into our anniversary celebration.*