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Hi Steve,

I thought it was about time to let you know how much you've helped ReNew Life since we met in January of 2008. As is often the case, good deeds rarely receive the recognition they deserve and I just couldn't let that happen. Why? First, because you deserve it and secondly because it's vital that more Florida companies take advantage of all the Minority Export Training Program has to offer.

A bit of background about ReNew Life and our foray into international sales is needed. ReNew Life manufactures and sells a range of herbal digestive care products. The US and Canadian health food store segment is our sole market. We sell to some 5,000 US health food stores and another 1,500 Canadian health food stores. ReNew Life is recognized as the industry leader in all things digestive in nature and is among the fastest growing companies in the natural product industry. Approximately 95% of all efforts are devoted to domestic sales.

A few years ago we recognized that we needed to expand our efforts into export markets. At that time we had a few export customers but nothing had been done strategically. The more we researched export markets the more we realized that we had a lot to learn if we expected to be successful. Fortunately, that's about the time you entered the picture.

In short order, you assessed our company and determined that we met the requirements to participate in the Minority Export Training Program. Then you walked me through the filing process. Once we were approved the fun began. Using your in-depth knowledge of many different resources you showed us how ReNew Life could tap into them to advance our export objectives. I can't emphasize how important this



aspect of MET was for us. Knowing how to maneuver through the maze of federal and state programs is an art. Without the guidance of someone with the knowledge, contacts and experience, you're pretty much lost. You filled that role superbly.

So, what exactly changed for ReNew Life? Following is a partial list:

- Renew Life was accepted in the MET program
- I participate in the on-line education you developed which was very helpful.
- I participated in a trade mission to Mexico where I met key contacts - two of whom are now committed to importing our products for their health food store chains - over 400 stores. The cost for this mission was less than \$1,000 and round trip air-fare was included in the cost.
- Attended a trade show in Bahrain and defrayed cost using MAP Branded funding.

I will also be able to use MAP Branded funds to our advantage in 2010. A few examples are:

- Arab Health in January 2010 to be held in Dubai. This is the largest Expo held in the Middle East each year. I will be supporting the efforts of our UAE distributor by helping fund the cost of the booth and marketing efforts.
- Malaysia: Kick off of our new initiative for Malaysia, Brunei and Singapore.
- Nordic Region: Supporting our distributor by attending the annual Expo held in Stockholm.

In closing, I want to emphasize that much of what we've been able to accomplish is due to a) the resources that you've introduced us to and b) your help in showing us how to utilize them.

US companies that want to export need the type of help that SUSTA provides through the Minority Export Training Program, Market Access Plan Branded and other generic programs. To use those programs effectively, US companies must have access to the high caliber of guidance that only trained professionals like you provide.

I urge those in power to not only maintain these valuable resources but to expand them if at all possible.

Sincerely,

Jeff Cardeilhac