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Steve Colyer  
Program Director  
Export Readiness Training Program  
Miami Dade College School of Business  
300 NE 2nd Avenue, Suite 3704-8  
Miami, FL 33133

Dear Steve,

On behalf of everyone here at Al-Rite, I want to thank you for helping change our company from a domestic, "export-shy" company to an outward looking, export-oriented manufacturer!

The Export Readiness Training Program (ERTP) has truly made a difference here. Remarkably, in all my years in import-export I had never heard about any of the available government-sponsored programs designed to assist manufacturers like us compete in and penetrate international markets.

In fact, and after personally going through the ERTTP, we have now integrated the benefits derived from these programs into our international marketing mix. We now offer credit terms to overseas buyers, while adequately managing the risks associated with international trade and new clients / export markets. Prior to the ERTTP we would only sell on a cash upfront basis, which greatly limited our export sales – for obvious reasons.

Another great outcome was the opportunity to network with executives from other local companies, some of which have now turned into customers.

On a personal note, I must tell you that you are a great speaker and that you did a superb job coordinating all the speakers and all the venue arrangements, making the whole experience so much more enjoyable and worthwhile.

I wholeheartedly recommend the ERTTP to every company wishing to enter or expand into the international trade arena.

Warmest regards,

Alfredo Faubel  
Sales & Mktg. Dir.