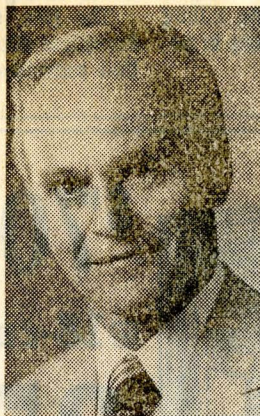


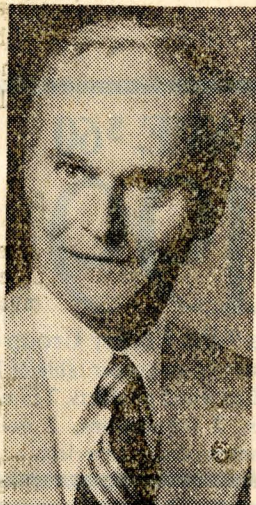
THE POST GALLERY OF FAME

In Appreciation for Some Recent Public or Private Act of Service or Benefaction.



TO BE HONORED BY MILE HIGH-SERTOMA CLUB

Sister Kathleen Erickson, director of Pace Alternative school High, 1370 Pennsylvania St., will receive club's 1978 Service-to-Mankind Award for her work in establishing the Catholic school, which helps students who can't cope with a normal school system. Duane D. Pearsall, president of Statitrol Corp., will receive the Outstanding Citizen Award for his efforts to help small businessmen and educate youths on free enterprise.



DUANE D. PEARSALL

For his efforts to help small businessmen and educate youths about free enterprise, for which he received the Outstanding Citizen Award from Mile Hi Sertoma. Pearsall, president of Lakewood's Statitrol Corp., was named national small businessman of the year in 1975 by the U.S. Small Business Administration. His company makes smoke-detection devices.



LOUIS W. MENK

For his professional achievements, for which he received the outstanding alumnus award from the University of Denver. Menk, chairman of the board and chief executive officer of Burlington Northern Railroad, also serves as chairman of the University of Denver campaign to raise \$50 million. Menk has been a DU trustee since 1974.



SISTER KATHLEEN ERICKSON

For her work in establishing Pace Alternative High School, for which she received the 1978 Service to Mankind Award from Mile Hi Sertoma. She has been the director of the high school since she established the facility four years ago. The school, an adjunct of Central Catholic High School, was designed to provide added learning opportunities for gifted students.



More than 650 Colorado companies export goods to other nations. Duane Pear-sall, left, shows Statitrol's SmokeGuard



smoke detector, and Robert Collins checks figures on Cobe Laboratories Centry 2 kidney dialysis machine.

How-tos of exporting from Colorado detailed

By DON LYLE
News Staff

If a Colorado company can sell its products domestically, it can sell them anywhere in the world, a trade specialist told a seminar group Wednesday at the Denver Chamber of Commerce.

Carl R. Jacobsen, trade specialist with the U. S. Department of Commerce, in a quarterly seminar sponsored by the department and the Chamber of Commerce, said 650 Colorado companies now export some \$700 million worth of goods to foreign countries, compared with 250 exporting companies in the state five years ago.

At the end of the telephone line, he said, a Colorado manufacturer can find out about nearly any product or service and its potential for sale overseas from the Department of Commerce, and the information is generally free.

The first task for a manufacturer interested in expanding to foreign markets, he said, is to get all the information needed, and the best place to start is in the Statistical Abstract of the United States, available at nearly any library.

That document lists all of the available government statistical information and where it can be obtained. That provides the local manufacturer with foreign marketing information, he said, with information on the location and size of potential overseas markets and narrative discussions of those markets.

THE DEPARTMENT OF COMMERCE conducts Global Market Surveys, he added, studies of the potential of U.S. products in 12 industry areas for 15 to 20 foreign countries.

CF&I Steel was planning to sell rail in Mexico, he said, and found one of the studies that gave the company a 10-year projection for the growth of the Mexican railroad industry.

The department also has information on competitive products in overseas markets to show the local manufacturer what he's up against.

Trade associations in the United States, he said, frequently have additional statistical information on foreign countries.

The department also can help the potential exporter through the maze of U.S. and foreign government regulations and requirements that might hinder exports.

The Department of Commerce also has a list of the names of 188,000 people in foreign countries who might be used as agents or business contacts. It costs \$10 to set up a computer run for an industry area and 6 cents for each name provided.

ANOTHER SOURCE of information is Mountain Bell, which has yellow pages for almost every country around the world.

When the decision is made to try the export market, there are a number of marketing opportunities, Jacobsen said. One is domestic trade exhibits, attended by foreign businessmen.

Or, the manufacturer might try a trade show in a foreign country, possibly writing to potential buyers and inviting them to the show.

One of the most effective means of getting the message across to buyers, he said, is through foreign trade journals.

The Trade Opportunities Program involves trade leads developed by U.S. embassies and consulates and distributed to business by the Commerce Department.

The same embassies publish a New Product Information Service with a circulation of some 100,000 businesses in 100 foreign countries, he added.

Rocky Mountain News

March 23, 1978

JACOBSEN WARNED that the exporting company should check the laws governing agents in some foreign countries. In Panama, he said, one company found that to fire an agent who wasn't doing a good job, it would have to pay him five years worth of commissions.

Once the markets are set up and the orders start coming in, he continued, the businessman must know how he's going to get paid and how to transport his goods to the foreign countries.

Payment may be made through letter of credit, sight draft, an open account or cash-in-advance, he said. It's best to have a letter of credit checked through one of Denver's three largest banks, which are equipped to handle foreign transactions.

Jacobsen recommended the use of an authorized international freight forwarder to help with the transportation of goods.

The paperwork, he added, must be letter perfect.

"It's literally true," he said, "that if an 'i' is not dotted or a 'T' is not crossed, you won't get paid."