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**Folder Title:** JGR/Exporting Awards  
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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 16, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Presidential Recipients of Exporting Awards

Richard Darman has asked for any comments on the attached list of recipients of "E" and "E Star" exporting awards by 5:00 p.m. today. Executive Order 10978 (Dec. 5, 1961) (copy attached) established a program whereby firms or organizations expanding export markets for American products receive Presidential recognition. The program, administered by the Department of Commerce, has been in place since 1961, and every President except President Carter has issued awards under it. President Reagan has issued several "E" and "E Star" awards, usually in connection with visits to company plants. An award ceremony is contemplated for next week, at which the President will bestow awards on the ten specified companies or organizations.

I called the Department of Commerce to determine what types of background checks had been undertaken to ensure that the President would not be embarrassed by subsequent disclosures concerning the honored companies. A very thorough process is in place, including checks with the Department of Justice Criminal and Antitrust Divisions, the IRS, SEC, NLRB, FTC, Department of Labor, Office of Export Administration and, where appropriate, the Department of Agriculture. The candidate firms sign necessary waivers and also an affirmation that they are not complying with any prohibited foreign boycotts.

I was also concerned about the President appearing to endorse particular commercial enterprises, but that is apparently the entire purpose of the program. Indeed, the Executive Order specifically authorizes award recipients to display their "E" awards in advertising. Our usual concerns would thus seem inapplicable in this circumstance.

I have drafted a memorandum to Darman noting that we have no objection based on assurances received from Commerce concerning clearances.

Attachment

## Chapter 15—Commerce and Foreign Trade

### Executive Order 10978—Establishing Presidential awards for significant contributions to the export expansion program

SOURCE: The provisions of Executive Order 10978 of Dec. 5, 1961, appear at 26 FR 11714, 3 CFR, 1959-1963 Comp., p. 498, unless otherwise noted.

WHEREAS the level of employment throughout the United States, the strength of our national economy, and our capacity to carry out our international responsibilities can be substantially increased by the establishment of many new and increased foreign markets for a variety of American industrial and farm products; and

WHEREAS it is in the national interest to promote and expand the export trade of the United States; and

WHEREAS there has been established an Export Expansion Program designed to assist American private enterprise, both large and small, to expand greatly the nature and volume of exports; and

WHEREAS it is appropriate to award suitable public recognition to persons, firms, and organizations making significant contributions to the increase of American exports:

NOW, THEREFORE, by virtue of the authority vested in me by the Constitution and statutes of the United States, and as President of the United States, it is hereby ordered as follows:

SECTION 1. An award program for significant contributions to the Export Expansion Program is hereby established.

SEC. 2. The Secretary of Commerce, in cooperation with the Secretary of the Interior, the Secretary of Agriculture, the Administrator of the Small Business Administration, and the heads of other Government departments and agencies, shall establish procedures for the nomination of persons, firms, and organizations for awards and the granting of awards, and for such other matters as may be incidental thereto.

SEC. 3. There shall be two types of awards, as follows:

- (a) The President's "E" Award; and
- (b) The President's "E" Certificate of Service.

SEC. 4. The President's "E" Award may be made to persons, firms, and organizations engaged in the marketing of products who make significant contributions to the expansion of the export trade of the United States. It shall consist of a flag having a field of white upon which will appear a blue "E". It shall be further evidenced by an "E" Award Certificate, which shall cite the recipient's contribution, and shall be appropriately executed in the name and by the authority of the President.

SEC. 5. A special "E" Certificate of Service may be awarded to persons, firms, and organizations who make contributions to export expansion, but who are engaged in activities other than the marketing of products. The special "E" Certificate of Service shall cite the recipient's contribution, and shall be appropriately executed in the name and by the authority of the President.

SEC. 6. A recipient of either type of award may be authorized to issue to his employees a suitably designed pin inscribed with the President's "E", to display a designated style of award emblem in his advertising, and to make other appropriate use of the emblem.

THE WHITE HOUSE

WASHINGTON

May 16, 1983

MEMORANDUM FOR RICHARD G. DARMAN  
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING *Orig. signed by FFF*  
COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Recipients of Exporting Awards

Based on assurances received from the Department of Commerce that the proposed award recipients have been cleared by the Departments of Justice, Labor and Agriculture and the IRS, SEC, FTC, NLRB, and the Office of Export Administration, Counsel's Office has no legal objection to the proposed list of recipients.

FFF:JGR:aw 5/16/83

cc: FFFielding  
✓ JGRoberts  
Subj.  
Chron

THE WHITE HOUSE

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cc: FFFielding  
JGRoberts  
Subj.  
Chron



## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD) \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Name of Correspondent: Richard G. Darman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Presidential Recipients of Exporting Awards

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency      (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>WHolland</u>	ORIGINATOR	<u>83.05.14</u>		<u>  /  /  </u>
	Referral Note:			
<u>WAT 18</u>	<u>D</u>	<u>83.05.14</u>	<u>S</u>	<u>83.05.16</u>
	Referral Note:			
		<u>  /  /  </u>		<u>  /  /  </u>
	Referral Note:			
		<u>  /  /  </u>		<u>  /  /  </u>
	Referral Note:			
		<u>  /  /  </u>		<u>  /  /  </u>
	Referral Note:			

**ACTION CODES:**  
 A - Appropriate Action  
 C - Comment/Recommendation  
 D - Draft Response  
 F - Furnish Fact Sheet  
     to be used as Enclosure

I - Info Copy Only/No Action Necessary  
 R - Direct Reply w/Copy  
 S - For Signature  
 X - Interim Reply

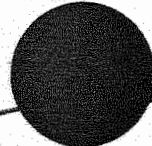
**DISPOSITION CODES:**  
 A - Answered      C - Completed  
 B - Non-Special Referral      S - Suspended

**FOR OUTGOING CORRESPONDENCE:**  
 Type of Response = Initials of Signer  
 Code = "A"  
 Completion Date = Date of Outgoing

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Keep this worksheet attached to the original incoming letter.  
 Send all routing updates to Central Reference (Room 75, OEOB).  
 Always return completed correspondence record to Central Files.  
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

# WHITE HOUSE STAFFING MEMORANDUM



DATE: May 14

ACTION/CONCURRENCE/COMMENT DUE BY:

5:00 p.m. MONDAY  
May 16

SUBJECT: PRESIDENTIAL RECIPIENTS OF EXPORTING AWARDS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	GERGEN	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input type="checkbox"/>	HARPER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CLARK	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WILLIAMSON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VON DAMM	<input type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
<u>FIELDING</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**Remarks:** Just received from the Office of Cabinet Affairs are the names of all "E" and "E Star" applicants, as well as the list of recommended recipients from Commerce. Please review, and should you have any recommendations, please provide the reasons. We need a mix of small, medium, and large companies (the size is denoted by the letters "s", "m", and "l").

Thank you.

**Richard G. Darman**  
Assistant to the President  
(x2702)

**Response:**

PROPOSED RECOMMENDATIONS FOR WHITE HOUSE "E" AWARD CEREMONY

<u>RECIPIENT</u>	<u>GENERAL BACKGROUND</u>	<u>REASON FOR SELECTION</u>	<u>KIND OF AWARD</u>	<u>SIZE</u>	<u>CONGRESSIONAL REPS.</u>
Boeing Aircraft Corp. 1709 East Central Wichita, Kansas 67201	General aviation aircraft and aerospace products	Company has been pursuing White House ceremony through Sen. Kassebaum, Secretary Baldrige and White House staff	"E Star" for Exports	Large	Sen. Kassebaum Sen. Dole Rep. Glickman
Waltz Seed Company P.O. Box 946 Stuttgart, AR 72160	Producer and supplier of soybean seed	Company has been pursuing White House ceremony through Reps. Hammerschmidt, Bethune and Alexander	"E" Award for Exports	Small	Sen. Bumpers Rep. Pryor Rep. Alexander (was Bethune's district; redistricted to Alexander)
National Association of Export Companies 200 Madison Avenue New York, NY 10016	Trade association of exporters	This organization has been very helpful and supportive during passage of the Export Trading Company legislation. Assists small- and medium-sized exporters.	"E" Award for Export Service	Small	Sen. Moynihan Sen. D'Amato Rep. Green
Florida Department of Commerce 107 West Gaines Street Tallahassee, FL 32301	State agency	Excellent example of Federal/State Cooperation	"E" Award for Export Service	Small	Sen. Chiles Sen. Hawkins Rep. Fuqua
Valmont Industries, Inc. West Highway 275 Valley, Nebraska 68064	Manufacturer of center pivot and linear irrigation systems	Largest center pivot systems manufacturer in U.S.; prestigious Nebraska firm highly respected by farmers in mid-West; develop- ing an export trading company; strong Administration supporter	"E" Award for Exports	Medium	Sen. Zorinsky Sen. Exon Rep. Daub



<u>RECIPIENT</u>	<u>GENERAL BACKGROUND</u>	<u>REASON FOR SELECTION</u>	<u>KIND OF AWARD</u>	<u>SIZE</u>	<u>CONGRESSIONAL REPS.</u>
Atlantic Antibodies, Inc. 0 Nonesuch Road P.O. Box 60 Scarborough, Maine 04074	Manufacturer of diagnostic products used in clinical research labs	Outstanding example of successful small exporter	"E" Award for Exports	Small	Sen. Mitchell Sen. Cohen Rep. McKernan
Sub Sea Systems, Inc. 53 West Washington, Ave. Sanonido, Calif. 92025	Manufacturer of underwater television equipment, marine winches, cable and underwater lighting	Outstanding successful small exporter; considered the best in their field	"E" Award for Exports	Small	Sen. Cranston Sen. Wilson Rep. Packard
URS Group, Inc. 100 Milam #500 Houston, Texas 77002	Design/Construction Company	Outstanding example of medium-sized exporter	"E" Award for Exports	Medium	Sen. Tower Sen. Bentsen Rep. Leland
Manitowoc Engineering Co. 500 South 16th Street Manitowoc, Wisc. 54220	Manufacturer of crawler liftcranes, excavators, and parts	Very successful exporter; picked because of location, size and product mix	"E" Award for Exports	Medium	Sen. Proxmire Sen. Kasten Rep. Petri
Colonial Beef Company 3333 South 3rd Street Philadelphia, PA 19148	Portion control meat processor	Small company but one of the top exporters of meat in the country	"E" Award for Exports	Small	Sen. Heinz Sen. Spector Rep. Foglietta

APPLICANTS CONSIDERED FOR WHITE HOUSE  
"E" AWARD CEREMONY

\*(Cereony Held Since List Submitted)

L - A-T-O Inc.  
4420 Sherwin Road  
Willoughby, Ohio  
(Moved to Richmond, VA)  
Mfgr: Primarily food products machinery

S - \*Allied Mineral Products, Inc.  
2700 Scioto Parkway  
Columbus, Ohio 43220  
Mfgr: Refractory mixes for  
lining furnaces used in melting  
various types of metals in foundries

M - Federal Products Corporation  
1144 Eddy Street  
Providence, R.I. 02940  
Mfgr: Precision measuring instruments

S - \*American Saw & Manuf. Co.  
301 Chestnut Street  
East Longmeadow, Massachusetts 01028  
Mfgr: Saw blades

S - Anwelt Corporation/American Footwear Corporation  
One Oak Hill Road  
Fitchburg, Massachusetts 01420  
Mfgr: Footwear

S - Atlantic Antibodies  
10 Nonesuch Road  
P.O. Box 60  
Scarborough, Maine 04074  
Mfgr: Diagnostic products used in  
clinical research laboratories

M - CRS Group, Inc.  
1100 Milam #500  
Houston, Texas 77002  
Design/Construction Company

S - Chemetron Fire Systems  
Division of Chemetron Corporation  
Route 50 and Governors Highway  
Monee, Illinois 60449  
Fire Protection Equipment

S Colonial Beef Company  
Food Distribution Center  
3333 South 3rd Street  
Philadelphia, PA 19148  
Portion Control Meat Processor

S ~~Dredgemasters International, Inc.~~  
~~178 Center Point Road South~~  
~~Hendersonville, Tennessee 37075~~  
Mfgr: ~~Dredging equipment~~

S Generac Company  
Highway 59 & Hillside Road  
Waukesha, Wisconsin  
Mfgr: Vehicle mounted engine generators

L General Automation, Inc.  
1055 South East Street  
Anaheim, California 92805  
Mfgr: Industrial and commercial automation systems

S Hartz Seed Co., Inc.  
North Park Avenue  
Stuttgart, Arkansas 72150  
Agricultural seed grower

S \*Haverly Systems, Inc.  
78 Broadway  
Denville, New Jersey 07834  
Mfgr: Computer Softwear

S ~~\*International Trade Mart~~  
~~Suite 2900~~  
~~ITM Building~~  
~~2 Canal Street~~  
~~New Orleans, LA 70130~~  
International Trade Organization

S \*Ira L. Griffin Sons, Inc.  
1429 Bryant Street  
Charlotte, NC 28202  
Mfgr: Textile Machinery

m Liquid Paper Corporation  
9130 Markville Drive  
Dallas, Texas 75243  
Mfgr: Correction fluids, typewriter  
ribbons and office supplies

M Manitowoc Engineering Company  
500 South 16th Street  
Manitowoc, Wisconsin 54220  
Mfgr: Crawler Liftcranes, Excavators  
replacement parts

S National Association of Export Companies  
200 Madison Avenue  
New York, New York 10016  
Trade Association

S Reach Electronics, Inc.  
1600 West 13th Street  
Lexington, Nebraska 68850  
Mfgr: Electronics signaling equipment

S Regal Marine Industries, Inc.  
2300 Jetport Drive  
Orlando, Florida 32809  
Mfgr: Boats

S Steego Trading Corporation  
Comeau Building, Suite 701  
West Palm Beach, Florida  
Export Management Company

S Sub-Sea Systems, Inc.  
753 West Washington Avenue  
Escondido, California 92025  
Mfgr: Underwater television equipment, marine  
winches, cable and underwater lighting

M Valmont Industries, Inc.  
West Highway 275  
Valley, Nebraska 68064  
Mfgr: Center pivot and linear  
irregation systems

APPLICANTS CONSIDERED FOR WHITE HOUSE  
"E STAR" AWARD CEREMONY

\*(Ceremony Held Since List Submitted)

S Arbeka Webbing Co  
1135 Roosevelt Avenue  
Pawtucket, R. I. 02862  
Mfgr: Elastic bandage, orthopedic stockinet

L Beech Aircraft Corporation  
9709 East Central  
Wichita, Kansas 67201  
Mfgr: General aircraft and  
aerospace products

S Florida Department of Commerce  
107 West Gaines Street  
Tallahassee, Florida 32301  
State Agency

S \*Food Processing Machinery and Supplies Association  
1828 L Street, N.W., Suite 700  
Washington, D.C. 20036  
Trade Association

S Forney Incorporated  
Route 18 South R.D. #2  
Wampum, PA 16157  
Mfgr: Materials testing equipment

S \*Packaging Machinery Mfgrs. Institute  
2000 K Street, N.W., Suite 500  
Washington, D.C. 20006  
Trade Association

S Thermolyne Corporation  
Subsidiary of Sybron Corporation  
2555 Kerper Blvd.  
Dubuque, Iowa 52001  
Mfgr: Apparatus for industrial, biomedical,  
and educational laboratories

S Virginia Department of Agriculture and Consumer Services  
1100 Bank Street, Room 710  
Richmond, Virginia 23219  
State Agency



THE FOLLOWING WERE RECOMMENDED FAVORABLY  
BY THE PRESIDENT'S "E" AWARD TO THE SECRETARY FOR  
FINAL ACTION AND WERE NOT YET APPROVED BUT WERE CONSIDERED

(All "E" Awards Except The Last One)

S Aerotech World Trade Corporation  
New King Street  
White Plains, New York 10604  
Export Distributor/Marketing and Engineering

M American National Bank and Trust Company  
735 Market Street  
Chattanooga, Tennessee  
Commercial Bank

S Fine Chemicals Division  
Henkel Corporation  
4620 West 77th Street  
Minneapolis, Minnesota 55435  
Mfgr: National vitamin E, natural mixed tocopheral  
antioxidents, plant sterols

S Guaranteed Parts Company  
Auburn Road  
Seneca Falls, New York 13148  
Distribution company for automotive  
ignition and electrical parts

L International Division  
Whirlpool Corporation  
Administrative Center  
2000 U.S. 33 North  
Benton Harbor, Michigan 49022  
Mfgr: Household appliances

M Los Angeles Harbor Department  
Port of Los Angeles  
425 South Palos Verdes Street  
San Pedro, California 90731  
Port Facility

S McAllen Foreign Trade Zone  
6401 South 33rd Street  
McAllen, Texas 78501  
Foreign Trade Zone

Mid-South Exporters Roundtable  
Biwood International  
S 1255 Lynfield, Suite 210  
Memphis, Tennessee 38119  
Volunteer business organization  
which promotes trade

NSC International Corporation  
257 Winans Avenue  
S Little Rock, Arkansas 71901  
Mfgr: NSC Plastic Binding System

Southern Ohio Bank  
S 515 Main Street  
Cincinnati, Ohio 45202  
Commercial Bank

The Frymaster Corporation  
S 5000 Hollywood Avenue  
Shreveport, Louisiana 71148  
Mfgr: Commercial Cooking Equipment

~~United Forwarders Service Inc.~~  
S 15 Maiden Lane  
New York, New York  
Foreign Freight Forwarder

Wyandot Exporting Company  
S 135 Wyandot Avenue  
Marion, Ohio 43302  
Agricultural producer: raw popcorn

"E Star"

m Toledo Scale Company  
Division of Reliance Electric  
350 West Wilson Bridge Road  
Worthington, Ohio 43085  
Mfgr: Weighing equipment



U.S. DEPARTMENT OF COMMERCE

5/16

To : John Roberts

From: Evelyn Scott  
"E" Award Program Officer

The briefing memo prepared for Secretary Baldrige when he was first appointed should give you a good idea of the program. See p. 2 re Charaxes.

X

FEB 17 1981

INFORMATION MEMORANDUM

Under Secretary for International Trade

Prepared by: Evelyn P. Scott, TD:ED:OEMA 377-4566

Subject : Presidential "E" Awards

BACKGROUND:

The "E" Award Program was established by Executive Order 10978 on December 5, 1961, to afford suitable recognition to persons, firms, or organizations which contribute significantly in the effort to increase United States exports. A second award, the "E Star" Award, was authorized by the Secretary of Commerce in 1969, to recognize "E" Award recipients for continuing export expansion efforts. To date, 1,437 American firms or organizations have received the "E" Award, and 202 of those recipients have continued to expand their export efforts and have received the "E Star" Award.

As called for in the Executive Order, winners receive a certificate signed in the name of the President by the Secretary of Commerce, a lapel pins, and an "E" flag. In those instances where a nominee has contributed significantly to agricultural exports and/or services, the award is signed jointly by the Secretaries of Commerce and Agriculture.


"E" Award ceremonies are arranged to give both the recipient and the Department of Commerce's export promotion efforts maximum publicity. Presentations have been made by each President since the beginning of the program, with the exception of President Carter, at White House World Trade Week ceremonies and out of Washington at local affairs. Cabinet Officers, Presidential appointees, Members of Congress, Governors, and other suitable representatives of the President present the awards at annual association meetings, trade luncheons, trade seminars, and other appropriate forums. Ceremonies are usually well publicized, especially in small- and medium-sized cities, providing the presenter an effective and efficient forum to publicize the entire range of our government's efforts to strengthen this nation's export position in world trade.

8318

AS/ITA

Exec.  
Sec.

FEB 13 1981



2.

PROCESSING:

Organizations interested in being considered for an "E" Award must make application through the nearest District Office of the Department of Commerce. After the application has been forwarded to Washington, it is reviewed by the Department, and if found to be complete, is submitted to various Federal regulatory agencies for clearance. The purpose of the interagency clearance is to prevent embarrassment to the United States Government as a result of such an award. The regulatory agencies are: Department of Justice (both the Antitrust and Criminal Division); Department of Labor; Internal Revenue Service; Federal Trade Commission; National Labor Relations Board; Securities and Exchange Commission; and in the Commerce Department, the Compliance Division in the Office of Export Administration and the Office of Antiboycott Compliance.

After all regulatory responses are received, the President's "E" Award Committee, chaired by the Deputy Assistant Secretary for Export Development or his designee, with representatives from Labor, Interior, Agriculture, the Small Business Administration and other Commerce units, considers the application. If the Committee members vote favorably and no adverse reports are received, a favorable recommendation is forwarded to you for final approval. Those applications sent forward are usually approved as a matter of course.

If there is an objection from a regulatory agency, the Committee will exercise its judgment regarding objections which involve non-criminal violations of law. A violation of criminal law, whether proven or under investigation, or a violation relating to export performance of an applicant will cause the award to be either deferred or denied. The Deputy Assistant Secretary for Export Development has been delegated the authority for denial of "E" and "E Star" Awards.

*Report 34*  
COM:ITA:TD:ED:OEMA:EPScott:mcd:2/6/81  
cc: Garnitz, Chapman, EPScott, "E" Chron  
Nath  
AS/TD  
US/ITA

*B. Nath*  
Acty. AS/TD

*M. George*  
Acty. AS/TD



## Executive Order 10978

### ESTABLISHING PRESIDENTIAL AWARDS FOR SIGNIFICANT CONTRIBUTIONS TO THE EXPORT EXPANSION PROGRAM

WHEREAS the level of employment throughout the United States, the strength of our national economy, and our capacity to carry out our international responsibilities can be substantially increased by the establishment of many new and increased foreign markets for a variety of American industrial and farm products; and

WHEREAS it is in the national interest to promote and expand the export trade of the United States; and

WHEREAS there has been established an Export Expansion Program designed to assist American private enterprise, both large and small, to expand greatly the nature and volume of exports; and

WHEREAS it is appropriate to award suitable public recognition to persons, firms, and organizations making significant contributions to the increase of American exports:

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SEC. 2. The Secretary of Commerce, in cooperation with the Secretary of the Interior, the Secretary of Agriculture, the Administrator of the Small Business Administration, and the heads of other Government departments and agencies, shall establish procedures for the nomination of persons, firms, and organizations for awards and the granting of awards, and for such other matters as may be incidental thereto.

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SEC. 5. A special "E" Certificate of Service may be awarded to persons, firms, and organizations who make contributions to export expansion, but who are engaged in activities other than the marketing of products. The special "E" Certificate of Service shall cite the recipient's contribution, and shall be appropriately executed in the name and by the authority of the President.

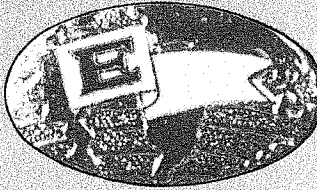
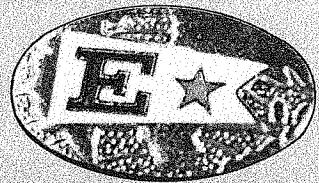
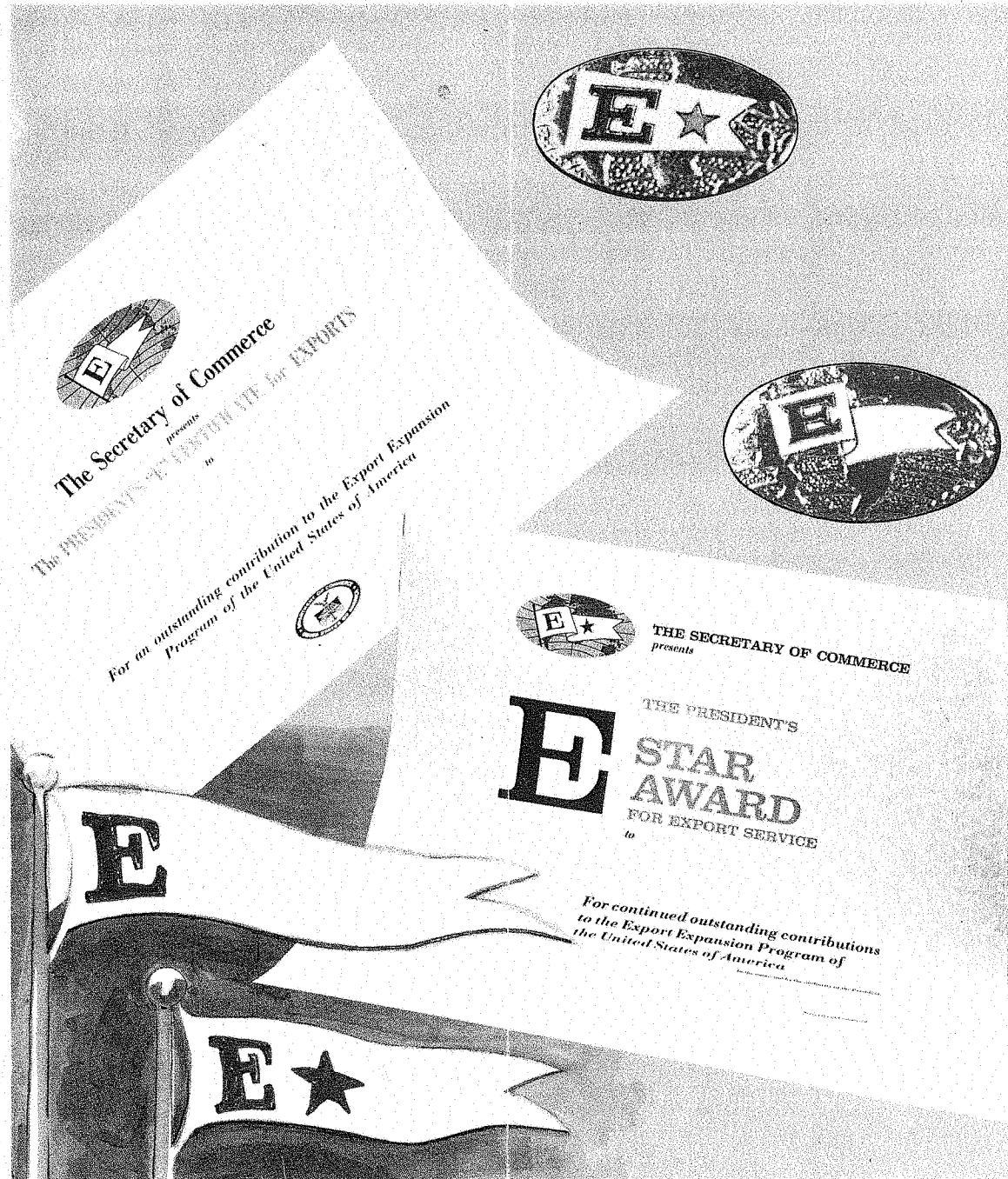
SEC. 6. A recipient of either type of award may be authorized to issue to his employees a suitably designed pin inscribed with the President's "E", to display a designated style of award emblem in his advertising, and to make other appropriate use of the emblem.

JOHN F. KENNEDY

THE WHITE HOUSE,  
December 5, 1961.

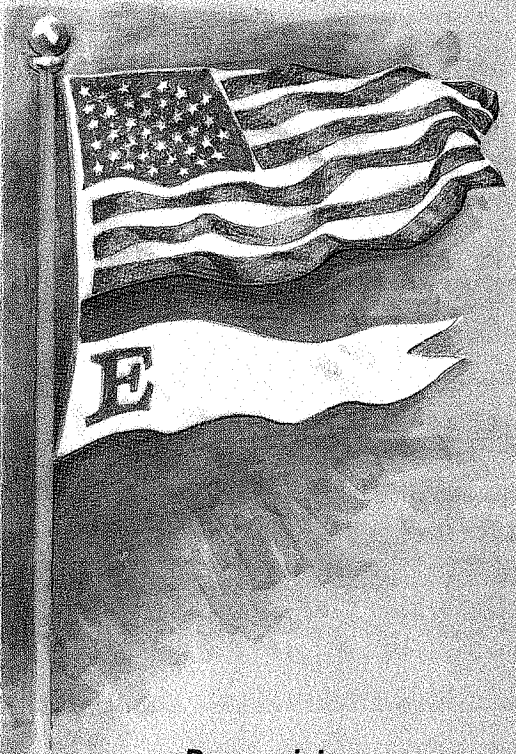


50 USC 1512  
50 USC 171



**District Offices**

- Albuquerque**, 87102, 505 Marquette Ave. N.W., Rm. 1015 (505) 766-2386.
- Anchorage**, 99513, P.O. Box 32, 701 C St. (907) 271-5041.
- Atlanta**, 30309, Suite 600, 1365 Peachtree St. NE. (404) 881-7000.
- Baltimore**, 21202, 415 U.S. Customhouse, Gay and Lombard Sts. (301) 962-3560.
- Birmingham**, 35205, Suite 200-201, 908 S. 20th St. (205) 254-1331.
- Boston**, 02116, 10th Floor, 441 Stuart St. (617) 223-2312.
- Buffalo**, 14202, 1312 Federal Bldg., 111 W. Huron St. (716) 846-4191.
- Charleston, W.Va.**, 25301, 3000 New Federal Office Bldg., 500 Quarrier St. (304) 343-6181, Ext. 375.
- Cheyenne**, 82001, 6022 O'Mahoney Federal Center, 2120 Capitol Ave. (307) 778-2220, Ext. 2151.
- Chicago**, 60603, Room 1406, Mid-Continental Plaza Bldg., 55 E. Monroe St. (312) 353-4450.
- Cincinnati**, 45202, 10504 Fed. Bldg., 550 Main St. (513) 684-2944.
- Cleveland**, 44114, Room 600, 666 Euclid Ave. (216) 522-4750.
- Columbia, S.C.**, 29201, Fed. Bldg., 1835 Assembly St. (803) 765-5345.
- Dallas**, 75242, Room 7A5, 1100 Commerce St. (214) 767-0542.
- Denver**, 80202, Room 165, New Custom House, 19th and Stout Sts. (303) 837-3246.
- Des Moines**, 50309, 817 Federal Bldg., 210 Walnut St. (515) 284-4222.
- Detroit**, 48228, 445 Federal Bldg., 231 W. Lafayette (313) 226-3650.
- Greensboro, N.C.**, 27402, 203 Federal Bldg., W. Market St., P.O. Box 1950. (919) 378-5345.
- Hartford**, 06103, Room 610-B, Fed. Bldg., 450 Main St. (203) 244-3530.
- Honolulu**, 96850, 4106 Federal Bldg., 300 Ala Moana Blvd., P.O. Box 50026 (808) 546-8694.
- Houston**, 77002, 2625 Federal Bldg., 515 Rusk Ave. (713) 226-4231.
- Indianapolis**, 46204, 357 U.S. Courthouse & Federal Office Bldg., 46 E. Ohio St. (317) 269-6214.
- Jackson, Miss.**, 39201, Suite 500, Providence Capitol, 200 Pascagoula. (601) 969-4388.
- Kansas City**, 64106, Rm. 1840, 601 E. 12th St. (816) 374-3142.
- Little Rock**, 72201, Rm. 635, 320 W. Capitol (501) 378-5794.
- Los Angeles**, 90049, Rm. 800, 11777 San Vicente Blvd. (213) 824-7591.
- Louisville**, 40202, Rm. 636, U.S. Post Office and Courthouse Bldg. (502) 582-5066.
- Memphis**, 38103, Room 710, 147 Jefferson Ave. (901) 521-3213.
- Miami**, 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. (305) 350-5267.
- Milwaukee**, 53202, 605 Federal Office Bldg., 517 E. Wisconsin Ave. (414) 291-3473.
- Minneapolis**, 55401, 218 Federal Bldg., 110 S. 4th St. (612) 725-2133.
- New Orleans**, 70130, Room 432, International Trade Mart, 2 Canal St. (504) 589-6546.
- New York**, 10007, 37th Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. (212) 264-0634.
- Newark**, 07102, Gateway Bldg. (4th floor) Market St. & Penn Plaza (201) 645-6214.
- Omaha**, 68102, 1815 Capitol Ave., Suite 703A (402) 221-3665.
- Philadelphia**, 19106, 9448 Federal Bldg., 600 Arch St. (215) 597-2850.
- Phoenix**, 85073, 2950 Valley Bank Center, 201 N. Central Ave. (602) 261-3285.
- Pittsburgh**, 15222, 2002 Fed. Bldg., 1000 Liberty Ave. (412) 644-2850.
- Portland, Ore.**, 97204, Room 618, 1220 S.W. 3rd Ave. (503) 221-3001.
- Reno, Nev.**, 89503, 777 W. 2nd St., Room 120. (702) 784-5203.
- Richmond**, 23240, 8010 Federal Bldg., 400 N. 8th St. (804) 782-2246.
- St. Louis**, 63105, 120 S. Central Ave. (314) 426-3302.
- Salt Lake City**, 84138, 1203 Federal Bldg., 125 S. State St. (801) 524-5116.
- San Francisco**, 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. (415) 556-5860.
- San Juan, P.R.**, 00918, Room 659, Federal Bldg., Chardon Ave. (809) 753-4555.
- Savannah**, 31402, 222 U.S. Courthouse, P.O. Box 9746, 125-29 Bull St. (912) 232-4321, Ext. 204.
- Seattle**, 98109, 706 Lake Union Bldg., 1700 Westlake Ave., North (206) 442-5615.



**Recognizing  
Export Expansion  
Achievements  
With The  
President's  
"E" and "E Star"  
Awards**



U.S. DEPARTMENT OF COMMERCE  
International Trade Administration  
Washington, D.C. 20230



## **Recognizing Export Expansion Achievements With The President's "E" and "E Star" Awards**

**Q.** What do the following have in common?

A swimming pool manufacturer . . .  
A farmer . . .  
A port authority . . .

**A.** They have all won the President's "E" Award.  
E for Exports . . . E for Expansion . . .  
E for Excellence . . . E for Effort . . .

The President's "E" and "E Star" Awards are a means of granting recognition to persons, firms or organizations that contribute significantly in the effort to increase United States exports.

### **How The Program Began**

The President's "E" Award was created by Executive Order of the President in 1961 to afford suitable recognition to persons, firms or organizations that contribute significantly in the effort to increase United States exports. The "E" Award was introduced as a revival and adaptation of the World War II "E" pennants awarded to industrial plants for superior production. Its origin goes back to 1906, when the U.S. Navy stimulated competition in the fleet by conferring "E" pennants on ships excelling in gunnery, engineering and communications.

The President's "E Star" Award was authorized by the Secretary of Commerce in 1969 to afford continuing recognition of noteworthy export promotion efforts by "E" Award recipients.

### **Qualifying For An "E" Award**

To qualify for an "E" Award, a manufacturer must show evidence of a substantial increase in volume of exports over a four-year period. Exports should constitute a significant portion of total product sales and/or be materially in excess of the industry's average percentage. The company also should demonstrate breakthroughs in especially competitive markets, introduce a new product into U.S. export trade, or open a new market.

The President's "E Star" Award recognizes continued superior performance in increasing or promoting exports. Only recipients of the "E" Award are eligible, and the level of performance must exceed that for which the "E" Award was given.

### **Export Services Also Earn "E's"**

The President's Executive Order also authorized the "E" Certificate of Service, which may be awarded to persons, firms and organizations that may or may not export directly, but assist or facilitate export efforts through financing, transportation, market promotion or other export-related services. Nonmanufacturers such as banks, utilities, export firms, chambers of commerce, trade associations and individuals that promote and assist exporting may receive this award.

### **Other Activities Considered**

In addition to the major requirements an exporter must meet, the President's "E" Award Committee—chaired by the Commerce Department with representatives from the Departments of Agriculture, the Interior, and Labor and the Small Business Administration and Export-Import Bank—takes into consideration a number of other activities in weighing the merits of the application, such as: use of distributors,

trade show participation, licensing agreements, making financing available, market research, training programs, overseas travel by company executives, indigenous language advertising and brochures, conducting seminars on international trade, servicing agreements, and adapting products to meet local requirements, such as different electric current and metric measurement.

### **How To Apply**

Applications must be submitted through the nearest District Office of the U.S. Department of Commerce (listed on the back cover). District Office trade specialists are available to advise and assist applicants.

### **Processing An Application**

When an "E" Award application is received at the Commerce Department in Washington, it is reviewed, and, if found to be complete, is submitted to various Federal regulatory agencies for clearance. The applicant authorizes U.S. Government departments, agencies and commissions to provide the Commerce Department with information pertaining to the applicant for purposes of determining the applicant's eligibility for the award. The purpose of this regulatory clearance is to prevent possible embarrassment to the United States Government.

After all regulatory responses are received, the President's "E" Award Committee considers each application on its individual merits. Those receiving favorable consideration are forwarded to the Secretary of Commerce for final selection.

### **Obtaining Recognition For An Award**

"E" winners receive a certificate signed in the name of the President by the Secretary of Commerce, a lapel pin with the President's "E", and a white flag with a blue E to fly over their plant or office. "E Star" winners receive a similar certificate and pin, along with a pennant emblazoned with a blue star.

Award ceremonies may be held in conjunction with trade events, such as conventions, seminars, annual association meetings and trade shows. Some firms arrange for employees to participate in the ceremony, perhaps providing them with individual "E" lapel pins or hosting a luncheon. Presentations are made in behalf of the President by Senators, Congressmen, Federal officials, Governors and other suitable officials.

Winners are encouraged to use the "E" emblem in a variety of ways to obtain further recognition. Reproducing the pin or the pennant on stationery, advertisements, postage meters, premiums or other items informs the public about the honor.

The next time you see the distinctive white pennant with the blue letter "E", and possibly a blue star, you will recognize it as an acknowledgement from the U.S. Government that the company has made a valuable contribution to American foreign trade.

For further information about this Commerce Department program, write:

**"E" AWARDS PROGRAM  
Office of Export Marketing Assistance  
International Trade Administration  
U.S. DEPARTMENT OF COMMERCE  
Washington, D.C. 20230**