

## News from the Global Trade Experts

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### "Otis McAllister Wins President's E Award for Exports"



Royce Nicolaisen, Secretary Gary Locke, and Everett C. Golden, III

That's what the headlines all across America read during the month of November after Royce Nicolaisen and Everett C. Golden, III, returned from the Presidential E Award ceremony that was held at the Department of Commerce's National District Export Council Conference in Washington, D.C. on November 5, 2009.

"Otis McAllister has demonstrated sustained commitment to export expansion. Your increase in export sales is impressive," commented Secretary Locke, adding, "Otis McAllister's achievements undoubtedly have contributed to national export expansion efforts that support the US economy and create jobs."

In a recent press release, Everett Golden acknowledged that the company's export sales had increased over 22% between 2005 and 2008, and said, "Our mission has always been to provide our global customers with the widest breadth of high quality brands and reasonably priced food and ingredients. It is deeply gratifying that our approach is successful for our business, our customers, and our country."

Otis McAllister was one of twenty-one companies that were recognized by the Department of Commerce for this prestigious award.





## Otis McAllister attends ANUGA Conference in Cologne, Germany

ANUGA is the largest food show in the world. It is held every other year in October in Cologne, Germany. The show attracts over 150,000 visitors from all parts of the world.

ANUGA was a perfect opportunity for Otis McAllister, Inc. employees to meet their worldwide buyers, suppliers and representatives. The show was attended this year by Otis McAllister C.E.O. Royce Nicolaisen, Graciela Beck and Mike Gnecco. They were able to travel the wide world in just a few steps from country pavilion to pavilion. Key meetings were held with our Village Harvest rice suppliers in Thailand, India, and Italy. Graciela Beck was able to visit all of the Latin American country booths in just one or two pavilions. Then just a few steps away we could visit with seafood suppliers for La Sirena from Morocco, Ecuador, and Thailand. (cont.)



ANUGA Food Show, Cologne, Germany – October 2009



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Though general visitors were down by about twenty percent this year due to the worldwide recession, Otis McAllister employees found the show even more effective. Important food companies always make attendance at the ANUGA show a high priority. With the lack of crowds, Otis McAllister employees were able to move even more rapidly from one hall to another!



## Otis McAllister Attends CHFA Expo East - Toronto

CHFA (Canadian Health Food Association) East is Canada's largest trade event for both natural and organic products. This year, Mary Gualco, traveled to Toronto to exhibit and visit with new and existing customers across Canada. The show was held October 3 & 4 at the Metro Toronto Convention Centre and appeared a huge success with attendance exceeding last year by 15%. Otis McAllister had the chance to show its Village Harvest line to a broad range of retailers and other industry professionals and to spend time with brokers who work hard at showing the Otis McAllister line across the vast regions of Canada. We would like to thank all of our Canadian customers for helping to make the Village Harvest brand a favorite far and wide.

## Record Sales in Panama

As we approach our last month of the fiscal year, we want to recognize the extraordinary efforts made by our distributors in Panama. Despite the fact of recent cuts in other Central American countries, due to the economic crisis, Panama stands out as a success story. Our strong branded business continues to grow and we are headed for another record year in sales. There are many factors that contributed to these extraordinary results: Strong partnership with our distributors; strong partnership with our suppliers; brand loyalty; brand recognition; strong marketing efforts; and strong investment. Job, well done, Panama! - Graciela Beck

## ERP Implementation Completed

Due to expansive growth, Otis McAllister required an industry standard, adaptable solution that could easily scale to meet the ever-increasing demands of global business. That solution was found in Microsoft Dynamics Navision, an Enterprise Resource Planning (ERP) software solution. In late 2008, Otis McAllister partnered with Beck Consulting, specialists in deploying solutions for the food processing, distribution, and manufacturing industry, and as of December, 2009, that implementation was deemed complete. According to James Kochheiser, Otis McAllister's Chief Information Officer, "The new state-of-the-art system will help automate and streamline financial, customer relationship, supply chain, manufacturing, and forecasting processes in a way that will not only help keep our company competitive in the market, but will also help us continue to make wise decisions befitting our solid 118-year reputation in the industry."





Specialist Danny Grever  
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## Operation Santa A Success!

Otis McAllister is proud of its strong history of supporting our troops. Due to the company's centurion status, it has seen many of its staff serve during times of war and peace. Mike Gnecco and James Kochheiser are two such veterans, but new to the Otis family of military members is Alanna Maldonado's son, Specialist Danny Grever who is serving in the U.S. Army in the 4<sup>th</sup> Infantry Division at Fort Carson, Colorado, and newlywed Jessica Parkhurst's husband, Specialist Eric Parkhurst, who is serving in the National Guard at Camp Liberty in Baghdad with the 49<sup>th</sup> MP Brigade. A dozen giant Christmas stockings were filled with Christmas treats and snacks and shipped to Colorado and Baghdad. In each stocking, along with the snacks and treats was a personally signed letter from CEO Royce Nicolaisen, wishing them Happy Holidays and telling each soldier who read the letter that their service to their country was greatly appreciated back home.

## Honorable Mentions

News about our wonderful new Village Harvest brand cryogenically frozen cooked whole grains appeared in the December 2009 issue of Runner's World (see Fridge Wisdom, page 38), and the January 2010 issue of Food & Wine magazine (see News & Notes section under Great Frozen Foods, page 24) touting the benefits of healthy eating.

## Wishing you Happy Holidays as We Celebrate our 118<sup>th</sup> Christmas!



From our family to yours, we wish all of our friends, customers, vendors, and brokers all around the world Happy Holidays and a very prosperous and Happy New Year!