



**Secure[®]
Care**
Products Inc.

Testimony
of
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**United States Senate
Committee on Small Business & Entrepreneurship
Field Hearing
*“Role of Exports in Small Business Growth and Job Creation”***

August 11, 2011
University of New Hampshire – Manchester
400 Commercial Street
Third Floor Auditorium
Manchester, NH 03101



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Page 1

Secure Care Products was founded in 1979 to provide healthcare facilities with Radio Frequency Identification technology (RFID). We protect Alzheimer/Dementia residents from wandering out of a nursing home and we protect infants from being abducted from a hospital’s maternity ward. Secure Care Products is a wonderful example of a small NH manufacturing company. Only one of which that makes this state so great.

It is safe to say that Secure Care Products initially dabbled in the international marketplace, but it was not until the mid 90’s in which international expansion took off. We would not have been able to do this without the assistance of both State & Federal initiatives. The NH International Trade Resource Center and the US Commercial Service helped us in many ways. Such things as Gold Key Matchmaking services, Trade Missions sometimes coordinated through a joint State & Federal effort, market research and just general guidance has allowed Secure Care Products to successfully expand the overall growth of our company.

I’d like to share some examples with you that help validate how Secure Care has benefited from both State & Federal export assistance initiatives.

Secure Care established one of our most important international relationships in 1997. During a Gold Key Matchmaking trip coordinated through the US Commercial Service, Secure Care signed a distributor in Ireland. A Gold Key is a program offered by the US Commercial Service that helps vet specific in-country partnerships at minimal cost. Since then, this relationship has grown and flourished. Today, more than a decade later, this partnership has generated millions of dollars worth of revenue to Secure Care and helped our company hire and sustain jobs. Looking forward, we are now working together to further leverage the synergy between our companies into growth outside of Ireland and further into other Europe markets.



Within more recent years, another Gold Key Matchmaking program established a new Australian partner in 2008. This relationship is not only producing sales, but today we are cooperating in new technology development together with the end goal of bringing new products and offerings to all of our current and future customers worldwide.

To further quantify the importance of just these 2 relationships alone – Ireland & Australia; these 2 partnerships generated approximately 6% of our 2010 annual revenue.

Even such programs that do not equate to immediate returns are critical for future, sustained growth of our company. In 2007, I personally participated in a Trade Mission to the Kingdom of Saudi Arabia that was coordinated on a state level by the NH International Trade Resource Center. As you can imagine, there is an inherent cultural challenge as a businesswoman traveling into Saudi Arabia. The trade mission allowed me to successfully represent Secure Care, investigate market conditions and develop critical relationships. The trade mission provided a hands-on understanding of both market and cultural conditions that I otherwise would not have been able to access. At the beginning of this year when the Saudi Ministry of Health mandated that all maternity hospitals in the Kingdom implement an RFID solution like ours, I was well positioned with knowledge, understanding and more importantly creditability in having traveled to the region to pursue these opportunities. Last month we secured our first sale in Saudi Arabia and have been chosen as 1 of 2 companies that were shortlisted from a field of 13 companies to bid under a Ministry of Health tender for 150 Saudi hospitals. I believe that our chances for such opportunities are strengthened by the support we receive from State and Federal export initiatives.



My last example is literally playing out as I speak to you today. We are in a highly competitive situation for a premier hospital in Doha, Qatar. We are competing against a Canadian company. With 1 phone call to the local US Commercial Service office, I have access to US Embassy staff in Doha to provide advice and advocacy in hopes of securing the business. 1 phone call. That’s all it took. It is our hope that the Embassy can provide some lobbying efforts on our behalf. An effort that otherwise we would not have been able to accomplish on our own. And I will be happy to let you know how it turns out!

The challenges we face in our particular business are many - budgets, competition, and specifically a very long sales cycle in the hospital market. As a small manufacturing company of less than 100 people, our resources are limited. To have access to a wealth of information, in-country experts on the local business climate and those willing and able to lobby on our behalf is invaluable.

While we are not the biggest company in NH, I believe that we are a solid example of what makes the NH Business community thrive.

In closing, State and Federal programs such as the International Trade Resource Center, SBA and US Commercial Service are valuable tools for small companies like Secure Care Products which increasingly have limited resources available for developing knowledge and know how on opening up markets overseas. If your company is not global, it is going to be tougher and tougher to survive the ever competitive marketplace