

Testimony of Witness Lisa Rogers

Vibrac Precision Test Systems

Field Hearing for the

Senate Committee on Small Business and Entrepreneurship:

Small Business Opportunities: Accessing Resources to Expand International Sales

April 23, 2024

Good morning and thank you for the opportunity to speak today on this important topic. My name is Lisa Rogers and I am Vice President of Operations at Vibrac, a precision test equipment company celebrating its 64th year. Located in Manchester, our company designs and manufactures custom precision torque testing systems to an array of industries, notably aerospace, defense, consumer product, and automotive industries. We count among our strong customers NASA, the US Navy, Raytheon, Lockheed-Martin, Honeywell, BAE, PepsiCo, Becton Dickinson and Procter & Gamble, among others. I have almost 17 years of experience in exports while at Vibrac. I am a newly elected member of the Granite State District Export Council as well.

Looking at a snapshot of sales for the past year and a half, our international sales have been over 45%. While we have enjoyed exporting our products internationally over the past 60+ years, the available markets and customers have increased dramatically. New international business partners, in the form of distributors and the acquisition of Vibrac Europe in the U.K. and now an office in Barcelona, has allowed us to further expand potential for new sales as well as ability to provide after-sales service to our customers. Key drivers in our export growth recently can be attributed to research of the markets and territories we wanted to target globally (focusing on a microeconomic approach), working closely with U.S. Commercial Services on opportunities and avenues for exploration, the SBA, STEP grants, the Trade Winds program through the International Trade Association or the ITA), and even the Country Commerce Guides found on ITA. Attendance at international tradeshows and missions such as DSEI Japan and DSEI London, the Paris Air Show, and a Trade Winds event and matchmaker in Bangkok, Thailand last year have propelled us in front of new audiences and compatible technologies. These accelerators have had a significant impact on our small company. We are already at 71% growth from this same period last year.

It is important to note here that with growth supported by export, small businesses can increase not only their profits but opportunities for investment. Such growth will also

inevitably require adding new jobs to meet the demand. Vibrac has added 8 new jobs in the past year and a half. Adding new orders to our production schedule requires us to source and vet new suppliers. As a result, when Vibrac grows, our suppliers can grow. When our local economies grow, we stimulate further interest in how we have achieved this and share that knowledge with other small businesses seeking the same.

Knowledge of and utilization of some of the resources that I mentioned earlier provides much-needed support in the forms of training, available trade missions, and possible financial assistance. Especially, vital information on how to perform due diligence on potential international customers, protecting intellectual property, navigating foreign trade policy and regulations, and how to make sure you get paid, all aid small businesses in their ability to export successfully.

I am continually learning of new resources that I can share internally and with our offices overseas so that we may continue our growth. The world needs our expertise. They need our exports.