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ASU Named 2018 SBA Pacific Northwest Region Small Business Exporter of the Year

BOISE, Idaho July 2, 2018 – The U.S. Small Business Administration (SBA) 2018 Pacific Northwest Region Small Business Exporter of the Year is Aviation Specialties Unlimited, Inc. in Boise, Idaho.

Founded in 1995, Aviation Specialties Unlimited, Inc. (ASU) is a trusted provider of integrated Night Vision Imaging Systems (NVIS) that significantly increase operational safety and improve mission capabilities for nighttime aerial operators.

ASU serves aerial operators around the world performing critical missions like emergency service, firefighting, law enforcement, search and rescue. ASU equips operators with the most advanced night vision goggles (NVGs), and highly skilled instructors to train pilots to with the NVGs. ASU facilitates regulatory compliance and sustainment with aircraft and goggle certification, training, approved replacement parts, and ongoing service.

“It is so exciting to know that SBA had a part albeit a very small one, in the tremendous success of Aviation Specialties, Unlimited.” SBA Boise District Director Gary Eisenbraun said. “It is companies like this, that reflect the first-rate entrepreneurial spirit and ‘do –anything’ attitude to succeed, that truly sums up the desire to stay ahead in a very competitive environment. ASU is one company that has led the way for innovation and creativity.”

The SBA Small Business Exporter of the Year award – part of National Small Business Week April 29-May 5, 2018 – recognizes small businesses engaged in exporting for at least three years. Winners must demonstrate significant increase in export sales, profits and job growth, creative overseas marketing strategies, encouragement of other small businesses to export, and cooperation in the creation of export trading companies or introduction of unique trading relationships, products, or services.

In addition to being honored as the SBA 2018 Boise District Exporter of the Year, Aviation Specialties Unlimited, Inc. was also selected as the SBA 2018 Pacific Northwest Region Exporter

of the Year among winners from Alaska, Idaho, Oregon and Washington. The regional winner is one of 10 finalists for the SBA National Exporter of the Year award.

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“As a small business in a heavily regulated industry, we dedicate significant time and energy to breaking into new geographies and markets. Establishing relationships with resellers that share our passion for operator safety and mission effectiveness has been critical to our international growth and shared success,” Aviation Specialties Unlimited, Inc. CFO Chris Atwood said. “Our ASU team is honored that the SBA has recognized our efforts and helped share our story.”

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About the U.S. Small Business Administration

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start and grow their businesses. It delivers services to people through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit www.sba.gov.

The **SBA Boise District Office** serves southern Idaho and eastern Oregon.

About Aviation Specialties Unlimited, Inc.

Aviation Specialties Unlimited (ASU), established in 1995 is a leading innovator in night vision imaging system design, manufacturing, installation, certification, sales, training, and service. ASU serves customers around the world with onsite training, cockpit modification, service and support, for additional information call 208-426-8117 or visit www.asu-nvg.com