

# *Fenimore Cooperidge*

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Zinelle Austin  
American Beverage Association  
1101 Sixteenth St. NW  
Washington, DC 20036

Dear Ms. Austin:

During my leadership-driven career, I've proven my ability to deliver measurable results. I'd like to bring that ability to the American Beverage Association, as Vice President, International. Specifically, I can contribute solid, extensive expertise in international trade, trade policy, and trade legislation to ABA's quest to return value to its members through innovative and effective programs that sustain and advance the industry's domestic and global competitiveness.

I am well-positioned to propel ABA toward building productive relationships and alliances with foreign beverage associations, member company executives, foreign and industry officials, U.S. negotiators, other ABA departments, and more.

Having had a wide range of experiences in advocating and implementing programs for international trade for private business, government, and a trade association, I am an ideal candidate for this position. As indicated in your job listing, the position will involve many of the same responsibilities in which I excelled as Assistant Vice President in the Office of International Issues and Trade for the Winegrowers Council of the US.

I have demonstrated my ability to manage multi-national strategic issues throughout my 15-year career. I have an excellent grasp of coaching, mentoring, and facilitation techniques, along with sound decision-making skills, integrity, zest for challenge, and outstanding negotiation abilities. The ABA will gain from my solid track record in team-building, advocacy, and international strategic analysis/implementation. Frequently called upon to use my operational leadership skills to scrutinize organizational and client needs, I have consistently deployed my ability to monitor cutting-edge trends and recommend improvements. I am a strong communicator with unsurpassed consensus and coalition-building skills.

I welcome the opportunity to join a top-flight team concerned with achieving ABA's strategic priority of attaining equitable access to international markets for U.S. beverage products. I'd like to meet with you to discuss adding value to the ABA as I've done for my previous employers. I will contact your office soon to arrange an appointment. Should you wish to reach me before then, please call 609-555-7940. Thank you for your consideration.

Sincerely,

Fenimore Cooperidge

