21st Century Scientific
R. D. Davidson, Chief Operations Officer
Coeur d’Alene, Idaho
www21stcenturyscientific.com

21ST CENTURY SCIENTIFIC builds wheelchairs that can raise a person to within easy reach of the top shelves in grocery stores, or even up to a standing position so they can look another person in the eye — or fish, if that’s their preference. Founded in 1978, they’ve been building and selling several hundred wheelchairs a year — 99 percent out of state but none, really, beyond U.S. borders.

That’s where George Atchley, a business coach at the Idaho Small Business Development Center (SBDC), comes in. His more than forty years in sales and marketing gives him a strong background to help companies looking to export their products.

“So far it’s been a great working experience,” said R. D. Davidson, 21st Century’s chief operations officer. “We’re in the part of the process where we’re figuring out where to sell and how to improve our marketing strategies.”

As a business export coach, George takes companies through a step-by-step process to evaluate their exporting potential. With less than 1 percent of America’s 27.2 million businesses exporting, potential markets abound. Working closely with the Idaho Department of Commerce, George and the SBDC take companies through the steps of what it takes to participate in the international trade arena. “If there’s interest in the U.S., there’s interest elsewhere,” Atchley states.

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