



**Northwest Regional  
Planning Commission**  
*an economic development district*

Serving communities within and counties of  
ASHLAND • BAYFIELD • BURNETT  
DOUGLAS • IRON • PRICE • RUSK  
SAWYER • TAYLOR • WASHBURN  
And the Tribal Nations of  
BAD RIVER • LAC COURTE OREILLES  
LAC DU FLAMBEAU • RED CLIFF • ST. CROIX

[date field]

Dear [name]

The Visions Northwest Regional Economic Development Group has partnered with the Wisconsin Economic Development Corporation (WEDC) and the Northwest Wisconsin Manufacturing Outreach Center (NWMOC) to conduct an "Export Assessment Survey" of manufacturing businesses with the Northwest Wisconsin region.

Attached is a brief survey for you complete and return. The purpose of the "survey" is:

1. To identify those companies in the northwest region already exporting products;
2. Companies that are interested in exporting or increasing export activity; and,
3. Manufacturers that would like to learn more about how to export products.

Completion of the survey will entitle you to attend an informational "Exporting Roundtable" facilitated by Northwest Wisconsin Manufacturing Outreach Center (NWMOC) and the Visions Northwest Regional Economic Development Group. The roundtable is scheduled for June 27<sup>th</sup>, 2013 from 10-noon at the Flat Creek Inn located in Hayward, WI. A free 'networking' luncheon will follow the roundtable discussion.

Please indicate on the "Export Assessment Survey" if you plan to attend the exporting roundtable, and the names of those persons that will be attending. It is our desire to identify potential prospects to participate in the "Exportech"™ Program that wish to increase their exports.

For more information about attendance at the Exporting Roundtable please contact Wayne Lindemans – Northwest Regional Planning Commission – at: 715.635.2197; or, visit the following link located on the NWRPC home page: [\_\_\_\_\_].

Sincerely,

Myron Schuster  
Executive Director  
NWRPC

## EXPORT ASSESSMENT SURVEY

1. What percent of your sales is international? \_\_\_\_\_.
2. Have you received international inquiries? Yes\_\_\_\_, No\_\_\_\_. If yes, how many? \_\_\_\_\_.  
How many have you capitalized on? \_\_\_\_\_.
3. Have you 'proactively' solicited international sales? Yes\_\_\_\_, No\_\_\_\_.
4. Have you 'reactively' responded to international sales? Yes\_\_\_\_, No\_\_\_\_.
5. Is much of your new market potential now overseas? Yes\_\_\_\_, No\_\_\_\_.
6. Are you experiencing a more difficult domestic market, dwindling customer base, or saturation of the US market for your product? Yes\_\_\_\_, No\_\_\_\_.
7. Is there seasonality in your product sales? Yes\_\_\_\_, No\_\_\_\_.
8. Is your company dependent on domestic sales, and do sales fluctuate with domestic economic conditions? Yes\_\_\_\_, No\_\_\_\_.
9. How many years of export experience does your company have? \_\_\_\_\_.
10. Company Name and city: \_\_\_\_\_.
11. Do you plan to attend the Exporting Roundtable on June 27th in Hayward, WI? Yes\_\_\_\_, No\_\_\_\_.  
If yes, how many persons from you company will be attending? (List names)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### OPTIONAL QUESTIONS:

1. Describe your product:
2. No. of Employees: \_\_\_\_\_, Sales goal for next year: \$\_\_\_\_\_
3. What/how many countries do you currently sell to:
4. Do you have a country or region of interest for growth or expansion? \_\_\_\_\_.
5. What do you see as your company's key challenges in exporting/international sales?