



Data-Driven Strategies Questionnaire Content & Design

National Association of Wholesaler-Distributors

January 28, 2008

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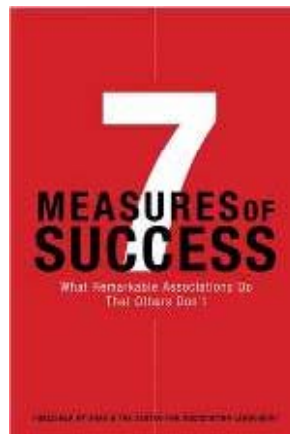


Outline

- *7 Measures* Methodology
- Data-Driven Strategies
- Research Tools
- Response Rates
- Questionnaire Design
- Incentives

Outline

- **Review of Surveys & Questions**
 - General
 - Demographics
 - Content
 - Rating Scales
 - Ranking
 - Lists
 - Format
- **Golden Rules of Surveys**



What Remarkable Associations Do That Others Don't



Measure 3

- **Data-Driven Strategies**



Data, Data, Data

- Gather
- Analyze
- Use



Research Tools

- Member Needs Surveys
- Meeting Evaluations
- Readership Surveys
- Customer Service Metrics
- Exit Surveys



Research Tools

- Educational Needs Assessments
- Government Affairs Priorities
- Financial Performance
- Web Metrics
- Meeting Statistics

Response Rates

- 15%-50% Typical
- Declining
- Respondents should be representative
- Good questions encourage good response

Questionnaire Design

- State purpose
- Time required
- Confidentiality
- Minimize burden
- Avoid open-ended
- Online: follow up often



Incentives

- Drawings
- Discounts
- Donations



Review of Surveys & Questions

General

Associate Membership Renewal Form

DISTRIBUTION STRUCTURE

1. Identify the character of your distribution structure:

_____ % of our product is sold through	Full-service Wholesaler/Distributors
_____ % of our product is sold through	Manufacturer's Reps
_____ % of our product is sold through	Retail Farm Equipment Dealers
_____ % of our product is sold through	_____*
_____ % of our product is sold through	_____*
_____ % of our product is sold through	_____*

*Please be as specific as possible (ie. farm store, farm co-op, direct to end-user)

SURVEY?

Strategic Planning Session Survey

Please return your response to Barbara by Wednesday morning, Dec. 12

We are sending out this short survey in preparation of the upcoming Dec 13 Staff Training session regarding **2014's Strategic Plan**. Your input on the following statements will help us gauge our strengths and areas for increased focus as they relate to our strategic growth, sustainability, and leadership objectives. Please be as honest as possible in order to truly help us help you and our members. Individual respondents will not be identified. Thanks in advance.

All responses will be anonymous. *VS. CONFIDENTIAL*

1. When did you complete the Inside Sales Correspondance Course
 More than two years ago Within the last two years

Please rate the following questions: 1=excellent, 7=poor

2. Your overall rating of the course *IMPORTANT*
 1 2 3 4 5 6 7

3. Relevance of the course material to your current job
 1 2 3 4 5 6 7

G-GOOD

Services and Member Benefits

How important are the following information services to your company?

	Very Important	Important	Neutral	Unimportant	Very Unimportant
SafetyLetter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe Practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Video Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mailbag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TulsaLetter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email updates about association news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the quality of the information received from

	Very Good	Good	Neutral	Bad	Very Bad
SafetyLetter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe Practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Video Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mailbag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TulsaLetter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email updates about association news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are the following benefits to your company?

TWO RATINGS

7. Please indicate other industry trade press you consider important.

- MDM
- MRO
- Industrial Distribution
- Machine Design
- Modern Purchasing
- Motion System Design
- PTDA
- Other. Please specify. _____

**DO YOU READ?
HOW?**

2005 COMMUNICATIONS SURVEY
PLEASE RETURN BY: DATE

In our efforts to continue to improve _____'s communications vehicles and remain responsive to your needs, we ask you to complete this survey and return it in the enclosed envelope to:

OR fax it to _____
THANKS!

1. Which statement *best* describes how you normally read _____ *Essentials* (formerly *Tidings*)? (Check one)

I read it from cover to cover I skim or look through it quickly I read articles of interest and skim remaining pages I seldom or never read it **GOOD**

2. How much time do you usually spend reading an issue of _____ *Essentials*? (Including all times you use that issue) **GOOD**

Less than 15 minutes 30 to 60 minutes More than 2 hours
 15 to 30 minutes 1 to 2 hours

3. Which of the following actions have you taken as a result of reading _____ *Essentials*? (Check all that apply) **GOOD**

Clipped, photocopied, and/or saved an article Directed a colleague's attention to an article
 Referred to saved articles/issues for information Contacted author or magazine for more information
 Contacted an advertiser directly Adopted a new process or modified a procedure
 Purchased a product/service from an advertiser None of the above

Demographics

GREAT IDEA

Copy of [redacted] Former Member Survey

1. Why We'd Like Your Input...

[redacted]'s Steering Committee will conduct a planning session in fall 2005 to shape the Association's future strategies as a member-driven organization.

The most integral step in this process is to scan the [redacted] Members and former Members to learn your thoughts about how [redacted] should be addressing issues and challenges of importance to you.

We realize that you are busy but the survey should take you only 5-10 minutes to complete, and we'd really like to get your input!

Please Click "Next" to enter the survey.

2. Please Tell Us...

1. Please check off the type of [redacted] Membership your Company had held:

Distributor Member Manufacturer Member Service/Vendor Member Publication Member

2. Please indicate the number of people your Company employs:

1 - 10
 11 - 25
 26 - 50
 51 - 100
 101 - 150
 151 - 200
 201 - 250
 251 - 350
 351 - 500
 501 or more

FT?
FTE?

[redacted] 2007 Fall Meeting Evaluation Survey

1. Who Are You?

1. My company is a:

2. Were you a first time attendee?

Yes
 No

GOOD

3. What was your MOST important reason for attending this meeting?

Exit this survey >>

Roadshow Exhibitor Survey -

Please complete the following short survey so we can improve any future shows.
Please rate the following: Outstanding = 1 - Very Poor = 6

1. Your overall assessment of the Roadshow ?

1 2 3 4 5 6

2. Comments: ARE ALL RESPONSES EQUAL?

NEW EXHIBITOR?
SIZE
BOOTH LOCATION
PRODUCTS

2006 Membership Survey
November, 2006

GOOD

Q16) Are you currently or have you been a Region Board member within the past 5 years?

Yes ①

No ② → PN: GO TO Q19

**SECTION III
GENERAL CLASSIFICATION DATA AND INDUSTRY INFORMATION**

1. My company is organized as a: (CHECK ONE BOX ONLY)
- Public Corporation ... 1 Private Corporation ... 2 Partnership/Proprietorship ... 3 LLC ... 4
2. What were your firm's total sales in 2006 or your most recent fiscal year? (CHECK ONE BOX ONLY)
- \$50 million and under 1
 - \$51 to \$100 million 2
 - \$101 to \$250 million 3
 - \$251 to \$500 million 4
 - \$501 to \$999 million 5
 - \$1.0 billion and over 6
3. Do you consider your firm primarily a: (CHECK ONE BOX ONLY)
- Broadline foodservice distributor 1
 - Specialty foodservice distributor 2
 - System foodservice distributor 3
4. Which of the following best describes your PRESENT JOB CLASSIFICATION? (CHECK ONE BOX ONLY)
- Owner/President 1
 - President but not owner 2
 - VP/Director—Marketing/Sales 3
 - VP/Director—Finance/Accounting 4
 - VP/Director—Information Technology 5
 - VP/Director—Warehouse/Operations 6
 - VP/Director—Transportation 7
 - VP/Director—Procurement/Purchasing... 8
 - VP/Director—Human Resources 9
 - Other (Specify: _____) 10
5. What is your age group? (CHECK ONE BOX ONLY)
- Under 35 years old 1 45 to 54 years old 3 65 years or older 5
- 35 to 44 years old 2 55 to 64 years old 4
- YEAR BORN*
- GENDER ?*

Content

2. THE ABC/2007 PROGRAM SCHEDULE WAS:

Too organized *APPLE?*

Not enough free time *ORANGE?*

Just Right

Too Much Free Time

Comments:

Communications Center

Usefulness Poor Below Average Average Good Excellent

e-Message system Poor Below Average Average Good Excellent

Comments:

Printed Convention Program Book:

CHANGE LABELS

Worth to you Poor *NO VALUE* Below Average Average Good Excellent *VERY UNUSABLE*

Presentation & Layout Poor Below Average Average Good Excellent

Did you access the online attendee lists? Yes No

Comments:

know

TWO QUESTIONS

*The Board receives sufficient information and in a timely manner to plan and make responsible decisions.

1 2 3 4 5

Don't know

Communication

Please indicate your opinion on each of the following statements.

	Agree	Disagree	No opinion
I frequently read the Friday Fast Facts to keep up-to-date on association activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently visit www. .org to access information about the association and its activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The value of membership is being effectively marketed to current members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the volunteer structure of <u>and my</u> opportunities for participation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 QUESTIONS

Member Services and Education Continued

Are you aware of the following offerings? USED?

	Aware	Not Aware
Spring (Mid-Year) Management Conference	<input type="radio"/>	<input type="radio"/>
Canadian Conference	<input type="radio"/>	<input type="radio"/>
Midwest Charitable Golf Tournament	<input type="radio"/>	<input type="radio"/>
Regional Mechanical Plastics Seminars	<input type="radio"/>	<input type="radio"/>
University of Industrial Distribution	<input type="radio"/>	<input type="radio"/>

SPLIT

4. Please indicate how often you read each of the following **Essentials** columns and features:

	Always	Sometimes	Never/Not Familiar		Always	Sometimes	Never/Not Familiar
Legislative Updates.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Store Owner.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All In the Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Products.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Management News.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Member Voices.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tech Talk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It's A Date Calendar.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News Bites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Your Dues At Work.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catalogs & Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Workshop Descriptions.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awards & Recognition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cover/Feature Articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face-to-Face.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Show Wrap-up Articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From the Marketing Side.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Show Preview Articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	International Update	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rate the presenters and the presentations given during the 2007 Fall Meeting General Sessions:

	Excellent	Good	Average	Mediocre	Poor
Friday: "Competitive Advantage" Speaker: Jayne L. Smith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday: "Strategic Pricing Management" Speaker: David Bauders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday: "Markets In Motion" Speaker: Jeff Dietrich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday: "America's Economic Future" Speaker: Barry Asmus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

UNUSUAL

DIFFERENT THINGS ??

Traditional Hospitality Suite Holder

21. How would you rate the ease of access to your suite during set-up?

Extremely Easy

Fairly Easy

Uneasy

Very Uneasy

Not Applicable

NOT EASY

15. Please check each of the offerings that your company utilizes on an ongoing basis.

- The Profit Report
- The Salary (compensation) Survey
- Safety Week's annual meeting
- Networking opportunities with vendors and distributors
- The QSSP (Qualified Safety Sales Professional) course
- The Fundamentals of Safety and Health course.
- Information on OSHA and other government activity, news, or trends in our industry.
- Discounts provided to your firm for people attending the University of Industrial Distribution.
- The Scene newsletter which provides information on association and member updates as well as OSHA, government activities, news, and trends in our industry

IMPORTANCE
SATISFACTION
USEFULNESS

Q9) Following is a number of paired statements (one negative and one positive) regarding performance. For each of the pairs of statements, please check the circle that represents which end of the spectrum between "worst case" and "best case" best describes how you feel about

Worst Case	1	2	3	4	5	6	7	Best Case
a) It reacts to situations when they develop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	anticipates issues and develops appropriate positioning strategies
b) spends far too much for the results it produces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	is a cost effective organization
c) spends our money on priorities that are not important to my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spends our money on the right priorities
d) Being a member provides my company with no competitive advantage whatsoever	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Being a member provides my company with a significant competitive advantage
e) Members get very little bang for the buck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	achieves outstanding results relative to the fees we pay
f) Decisions are made by a small group of people behind closed doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	decision processes are open and democratic
g) Members have no influence over how ... sets its priorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Members have considerable influence over how ... sets its priorities
h) I have little or no confidence in the ability of our Board of Directors to get the right things done	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I have complete confidence in the ability of our Board of Directors to get the right things done

COMPLICATED

4. Convention Format

A. Was there proper "balance" between business sessions and recreational activities/free time? ___ Yes ___ No

Comments: IF NO, WHAT?

Q6) Following is a list of the services currently provided by _____ For each service, please indicate if you were or were not aware the service was offered. If you ARE aware of the service, please indicate whether or not you have used the service. If you ARE NOT aware of the service, please indicate whether or not you would use the service.

??

	Aware and Use	Aware But Don't Use	Not Aware but Might Use	Not Aware and Won't Use
a) Trade show	①	②	③	④
b) Website	①	②	③	④
c) Annual membership directory	①	②	③	④
d) Region's Newsletter	①	②	③	④
e) Region business programs	①	②	③	④
f) Annual business conference	①	②	③	④
g) Professional development programs	①	②	③	④
h) Employee benefits programs	①	②	③	④
i) Industry statistics	①	②	③	④

5. Are there adjustments you would like to make in the current format of News & Views?

WHAT IF NO CHANGE?

	Yes	No
Smaller type face	<input type="checkbox"/>	<input type="checkbox"/>
Larger type face	<input type="checkbox"/>	<input type="checkbox"/>
Shorter	<input type="checkbox"/>	<input type="checkbox"/>
Longer	<input type="checkbox"/>	<input type="checkbox"/>
More graphic content	<input type="checkbox"/>	<input type="checkbox"/>

Rating Scales

UNBALANCED

2 POSITIVE

1 NEGATIVE

COMMITTEE MEETINGS:

	Very Informative	Informative	Uninformative	Did not Attend
2008 Convention Planning Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Technology & Logistics Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distributor/Manufacturer Relations Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational Services Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Past Presidents Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long Range Convention Planning Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Board of Directors Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GOOD
BALANCED

USE
N/A

FACILITIES AT THE HILTON SUITES CHICAGO/MAGNIFICENT MILE

	Exceeded Expectations	Met Expectations	Did Not Meet Expectations	No Comment
Reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-in/Front Desk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sleeping Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cocktail Lounges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting Rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise Levels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temperature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banquet Food Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Hotel Rating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GOOD

16. Please rate the value of the following safety resources as they apply to your company's safety program.

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Video Lending Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SafetyLetter newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe Practices newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Posters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety Resources CD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dos & Don'ts brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommended Practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Safe newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

UNBALANCED

HOW DO YOU RATE THE DELTA PRINCE EDWARD HOTEL?

	Excellent	Good	Fair	Poor
a. Check In/Check Out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Quality of Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Housekeeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Hotel Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Food Service at Functions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Food & Service during "Free Time"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

POSITIVE **NEGATIVE**

General Business Session

53. How would you rate keynote speaker Mitch Albom?*

Excellent
 Good
 Fair
 Poor
 Did Not Attend

POSITIVE
NEGATIVE

17 Please rate the following aspects of your overall Distribution Conference Experience

NEGATIVE | 2 | 3 | 4 | 5 | POSITIVE
 Poor Fair Average Good Excellent N/A

Your stay in Louisville	1.0	2.0	3.0	4.0	5.0	6.0
The on site registration process, i.e. picking up your badge, etc.	1.0	2.0	3.0	4.0	5.0	6.0
The GFS/Sysco facility tours	1.0	2.0	3.0	4.0	5.0	6.0
The Monday evening networking reception at the Marriott	1.0	2.0	3.0	4.0	5.0	6.0

POSITIVE
NEGATIVE

8. **Social Events/Meal Functions**
 Please rate the following by circling as follows:

1. Excellent
 2. Good
 3. Fair
 4. Needs Improvement
 5. Did not participate

A. Wednesday evening dinner w/ pre-arranged seating	1	2	3	4	5
B. Thursday's Welcoming Breakfast	1	2	3	4	5
C. Thursday's Theme Party	1	2	3	4	5
D. Golf Tournament	1	2	3	4	5
E. Friday's Banquet/Dinner Dance	1	2	3	4	5
F. Saturday's Awards Breakfast	1	2	3	4	5

Comments (if "needs improvement" is marked for any item, please use this space to offer suggestions):

Ranking

19. Please rate these sections of the **printed** Directory in order of importance (1 through 8). Rank these items as they relate to your company listing(s) by entering 1 for most important, 2 for next important, and so on.
 Rank the items below, using numeric values starting with 1.

Company	<input type="checkbox"/>
Address/Telephone	<input type="checkbox"/>
Web Site Address	<input type="checkbox"/>
Personnel	<input type="checkbox"/>
Operations	<input type="checkbox"/>
Lines/Products	<input type="checkbox"/>
Email Index	<input type="checkbox"/>
Product Index	<input type="checkbox"/>
Index of Members	<input type="checkbox"/>

DIFFICULT
RATE EACH

9. Please indicate the primary reason(s) you attend _____'s convention and tradeshow. Check all that apply.

Learn what others are doing

Support

Education

Networking

Gain insights into the industry

See new products

Conduct business

Maintain relations with current vendors & customers

Take on new lines

Other, please specify _____

RATE
EACH

10. For those organizations of which you ARE A MEMBER, rank the importance of their programs and services to YOU. (RANKINGS: 1-HIGHEST IMPORTANCE, 2-NEXT HIGHEST IMPORTANCE, 3, 4, 5 etc.-Please do not assign the same ranking more than once.)

ORGANIZATION	RANK
• International Association	_____
• National Association	_____
• State Association	_____
• Your buying group (rank only non-revenue meetings, education programs, information, etc.).....	_____
• Other (Specify: _____)	_____
• Other (Specify: _____)	_____

DIFFICULT

30. FUTURE PRIORITIES/VALUE OF ... MEMBERSHIP

Below, are listed several major programs related to ... membership. Please estimate the Future Priorities/Value of each program or service TO YOU by dividing 100 points among one or more of these items. If you feel one or more items should contribute greatly to the future value of your ... membership, place a higher score in the appropriate space. Conversely, if one or more of the items should contribute little or nothing to the future value of your membership, it should receive a low score or a "0". You may assign any number between "0" and "100" to any of the items, as long as the total score sums to 100 points.

MAJOR BENEFITS OF ... MEMBERSHIP	POINTS
• industry/association communications and news	_____
• Distribution Conference & Expo	_____
• Sales and Marketing Conference and Truck Driving Championship	_____
• Partners Executive Forum	_____
• President's Conference	_____
• Government lobbying, grassroots efforts, Political Action Committee (... PAC), and ... Day in Washington and Thomas Jefferson Awards	_____
• web seminars	_____
• Government relations issues dissemination/communications	_____
• Industry networking, peer interaction and sharing.....	_____
• Industry information/statistical data (... Distributor Productivity Financial Report, Executive Compensation Survey, etc.)	_____
• TOTAL POINTS SHOULD EQUAL	<u>100</u>

DIFFICULT / USE FORCED RANKING

Q23) In your opinion, what percentage of _____'s time and effort should be devoted to the following areas?
PLEASE ENSURE THAT YOUR RESPONSES TOTAL 100%

a) Lobbying government (codes and standards)	DIFFICULT }	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
b) Promoting certification of hydronic heating		<input type="text"/>	<input type="text"/>	<input type="text"/>	%
c) Continuing education for members		<input type="text"/>	<input type="text"/>	<input type="text"/>	%
d) Growing the membership base		<input type="text"/>	<input type="text"/>	<input type="text"/>	%
e) Promoting the industry to the public		<input type="text"/>	<input type="text"/>	<input type="text"/>	%
f) Other (specify _____)		<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Total	USE FORCED TOP 2ND CHOICE	1	0	0	%

5. What are the best ways to communicate with you about _____ Services, News and Events? (Check all that apply)

Email	} PRIORITY?
..... Connection e-Newsletter	
Brochure	
Letter	
Fax	
All of the above	
Other (please specify)	<input type="text"/>

Lists

7. Which feature of the 2007 Fall Meeting did you consider the highlight?

LIST

2. Why did your firm join? LIST

3. Why did you drop your membership in _____? LIST

4. What was the main reason your Company dropped its Membership?

LIST

Format

TOO SPREAD OUT.

SECTION II EVALUATION OF EXISTING AND POTENTIAL PROGRAMS							
DIRECTIONS: The following sentences describe general aspects of membership programs and services. Circle the response that represents your level of agreement/disagreement with each statement...if you <i>strongly agree</i> , are <i>uncertain</i> , <i>disagree</i> , etc.							
1.	's communications are effective in informing me about its programs and services.	STRONGLY AGREE	AGREE	UNCERTAIN	DISAGREE	STRONGLY DISAGREE	NO OPINION
2.	Overall, The Distribution Conference and Expo in Atlanta was effective.	STRONGLY AGREE	AGREE	UNCERTAIN	DISAGREE	STRONGLY DISAGREE	NO OPINION
3.	Partners Executive Forum is effective.	STRONGLY AGREE	AGREE	UNCERTAIN	DISAGREE	STRONGLY DISAGREE	NO OPINION
4.	The Quarterly Executive Update newsletter is informative.	STRONGLY AGREE	AGREE	UNCERTAIN	DISAGREE	STRONGLY DISAGREE	NO OPINION

Thank you for attending the 2007 . . . Annual Meeting and Convention in New Orleans. In order to make next year's Convention even better, please take a moment to fill out this questionnaire and return it to the . . . office at your earliest convenience.

Name: _____
 Firm: **LABELS ON TOP**

How would you rate New Orleans as a convention site?

Getting to and from New Orleans	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent
General Expenses of the Area	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent

Comments: _____

The Sheraton New Orleans hotel:

Hotel Accommodations	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent
Hotel Staff	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent
Ease of Check-in/Check-out	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent
Meeting Rooms	<input type="checkbox"/> Poor	<input type="checkbox"/> Below Average	<input type="checkbox"/> Average	<input type="checkbox"/> Good	<input type="checkbox"/> Excellent

Comments: _____

Handwritten labels above the Sheraton section: POOR, BELOW AVERAGE, AVERAGE, ABOVE AVERAGE, EXCELLENT

9. 2007 ADVANCE INFORMATION & CONFIRMATION LETTER

1. Poor	2.	3.	4.	5.	6. Excellent	Not Applicable
---------	----	----	----	----	--------------	----------------

Comments: _____

10. REGISTRATION DESK – SATURDAY OR SUNDAY

1. Poor	2.	3.	4.	5.	6. Excellent	Not Applicable
---------	----	----	----	----	--------------	----------------

Comments: _____

Handwritten note: COMBINE INTO TABLE

SA A D SD
SA A D SD

Topics and speakers at meetings are better than those found at other industry-related conventions.

Education and Certification

The scope and breadth of educational materials offered by meets my company's needs. SA A D SD

The educational programs are useful in training me and/or my employees. SA A D SD

I would like to see more education delivered online. SA A D SD

I would purchase textbooks translated into Spanish for my business. SA A D SD

Having an certification helps one's business. SA A D SD

Potential customers know that by hiring a certified irrigation professional, you will get better results. SA A D SD

There is a need to recruit more competent individuals into the irrigation industry. SA A D SD

My company would contribute annually to an Education Foundation to help support the efforts of training future irrigation professionals. SA A D SD

I encourage my customers to buy "smart" products to help conserve water. SA A D SD

SPELL OUT ↓

Rating Scale: 1 - strongly disagree, 2 - Disagree,
3 - Neither agree or disagree, 4 - Agree, 5 - Strongly agree, Don't know.

Please rate each statement based on your view of the overall Board performance by checking the number that is applicable.

*** GOVERNANCE** *SHOW LABELS*

Mission By-laws, Policies are reviewed and revised on a timely basis.

1 2 3 4 5 Don't know

*** Directors are familiar with these documents.**

1 2 3 4 5 Don't know

Education Sessions, Monday, July 28

Rate the overall pertinence and effectiveness of the education sessions on a scale of 1 to 5.

5 indicates a session that was most effective and 1 indicates a session that was least effective.

3 1:00 pm – 2:00 pm: Surviving in Today's World of Rising Costs and Shrinking Margins

5

4

3

2

1

USE LABELS

Please rate the following items (#5, #6, and #7) on a scale of 1-10 with "10" being the highest

5. Overall evaluation of Annual Meeting WRITE OUT SCALE

6. Overall Evaluation of Meeting Facility (Sheraton Wild Horse Pass Resort)

Golden Rules of Surveys

- *Don't ask if you don't want to know the answer.*
- *Don't ask if you are not willing to make changes.*
- *Don't use a survey to promote products/services.*
- *Don't survey if the report is destined for the shelf.*
- *Don't ask for more than you need.*

