Hancock County Business Conference and Trade Show Survey

1. In which activities sponsored by the Hancock County Business Conference & Trade Show did you participate? *(Please check all that apply)*

- _____ Workshops
- _____ Trade show
- _____ Business after hours
- _____ Other (Please specify) ___________________

2. Were you any of the following? *(Please check all that apply)*

- _____ Trade show vendor
- _____ Member of the conference planning team
- _____ Volunteer
- _____ Chamber member
- _____ Current business owner
- _____ Prospective business owner
- _____ Other (Please Specify) ____________________

3. How many workshops did you attend?

- _____ 1-2 workshops
- _____ 3-4 workshops
- _____ 5 or more workshops
- _____ Did not attend any workshops

4. Since you participated in the Hancock County Business Conference & Trade Show, have you

- _____ Started a first business?
- _____ Started a second or replacement business?
- _____ Closed a business?
- _____ Expanded a current business?
- _____ Made no business related changes?
- _____ Made one or more changes in your business?
- _____ Decided not to start a business?

5. To what extent has participation in the Hancock County Business Conference & Trade Show *improved* some aspect of your business? *(Please circle the appropriate response)*

<table>
<thead>
<tr>
<th>A great deal</th>
<th>Some</th>
<th>Not at all</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
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<td>2</td>
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6. To what extent has participation in the Hancock County Business Conference & Trade Show *increased your knowledge* of operating a business? *(Please circle the appropriate response)*

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7. If participating in the Hancock County Business Conference & Trade Show has helped you increase your knowledge, how have you used this knowledge after the conference ended? (Please check all that apply)

Business Planning Changes

_______ Wrote a business plan for the first time
_______ Revised my business plan
_______ Developed new business goals
_______ Contacted a business assist agency or organization
_______ Conducted market research
_______ Have a better understanding of the local economy
_______ Developed new ideas for my business

Marketing Changes

_______ Developed a brochure for the first time
_______ Revised my brochure
_______ Have business cards for the first time
_______ Revised my marketing materials
_______ Developed new Web site
_______ Now use social media as a marketing tool
_______ Developed a brand for my business
_______ Developed marketing strategies
_______ Networked more with other business owners

Financial/Legal Changes

_______ Presented a business plan to a financial institution
_______ Received a bank loan   If yes, how much?___________
_______ Changed my legal form of business ownership (i.e., proprietorship to corporation, etc.)
_______ Obtained business insurance
_______ Contacted the Small Business Advocate’s office

Business Management Changes

_______ Enrolled in or taken a business management workshop/class
_______ Revised my record keeping system
_______ Established a new pricing policy
_______ Improved cash flow management
_______ Increased computer applications
_______ Improved customer service
_______ Improved financial management
_______ Improved time management
_______ Achieved better balance between family and business
Other Changes

_______ Attended a local Tri County Workforce Board meeting
_______ Utilized workforce resources and services
_______ Joined a business association
_______ Joined local chamber of commerce
_______ Shared what I learned with others
_______ Other (please list) ___________________________________

8. If participating in the Hancock County Business Conference & Trade Show has improved your business knowledge, how did it affect your business? (Please check all that apply)

_______ Made more effective decisions
_______ Increased annual sales; How much? $________ and/or _____%
_______ Improved efficiency; Please explain ______________________________
_______ Hired employees; How many? Full-Time______ and/or Part-Time______
_______ Increased annual profits; How much? ______%
_______ Reduced business management risks
_______ Reduced annual costs; How much? $________ and/or _____%
_______ Started a business
_______ Helped you stay in business
_______ Reconsidered my business plans
_______ Expanded my business Please describe _____________________________

9. Please place a value on the knowledge and skills you acquired as a result of participating in the Hancock County Business Conference & Trade Show.

_______ $1- $500 _______ $2,001-$2,500 _______ $4,001-$4,500
_______ $501-$1,000 _______ $2,501-$3,000 _______ $4,501-$5,000
_______ $1,001- $1,500 _______ $3,001-$3,500 _______ other amount (please specify)
_______ $1,501-$2,000 _______ $3,501-$4,000

10. Please share any comments or observations you have about how your participation in the Hancock County Business Conference & Trade Show has made a difference in your life or the life of your business.

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
11. Please help us identify other training needs by checking those topics listed below that you would like to learn more about (**please check all that apply**)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
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<tbody>
<tr>
<td>Business planning</td>
<td>_____</td>
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<tr>
<td>Marketing</td>
<td>_____</td>
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<tr>
<td>Networking</td>
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<tr>
<td>Financing</td>
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<td>Recordkeeping</td>
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<td>Managing employees</td>
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<tr>
<td>E-Commerce</td>
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<tr>
<td>Pricing for profit</td>
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<tr>
<td>Managing costs</td>
<td>_____</td>
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<tr>
<td>Legal issues for small business</td>
<td>_____</td>
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<tr>
<td>Business insurance</td>
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<tr>
<td>Displaying at trade shows</td>
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<tr>
<td>Insuring your business</td>
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<td>Small business taxes</td>
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<td>Energy tips for small business</td>
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<td>Understanding financial statements</td>
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<td>Customer service</td>
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<td>Packing &amp; shipping products</td>
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<td>Social media marketing</td>
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<td>Workforce development</td>
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<td>Other (please specify)</td>
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**Information About You**

I currently own a business ____ Yes _____ No

My business is: _______ Home-based _______ Not home-based

My gender is: _______ Female _______ Male

Stage of business:

_____ I am just thinking about getting into business

I have been in business for _____ 1-3 years; _____ 4-6 years; _____ 7-10 years; _____ over 10 years

Total employees (counting yourself) _______

**Thank you for completing our survey**