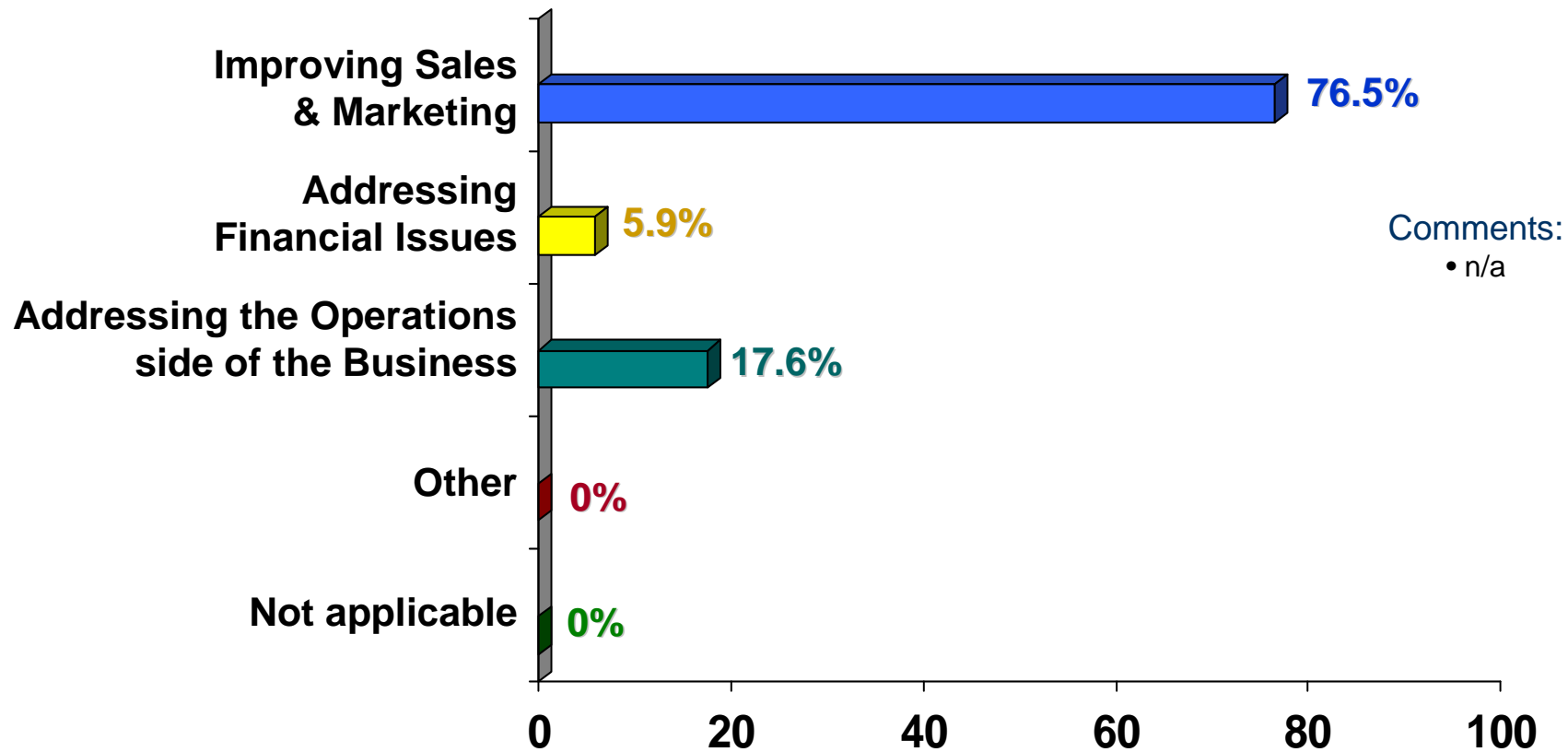


Please identify the primary area are you addressing to improve your company's overall performance:

**Results from Wholesalers**  
(17/52 responses, 33% response rate)



CIPH EconoLink #63 Conducted Sept. 26-30, 2011

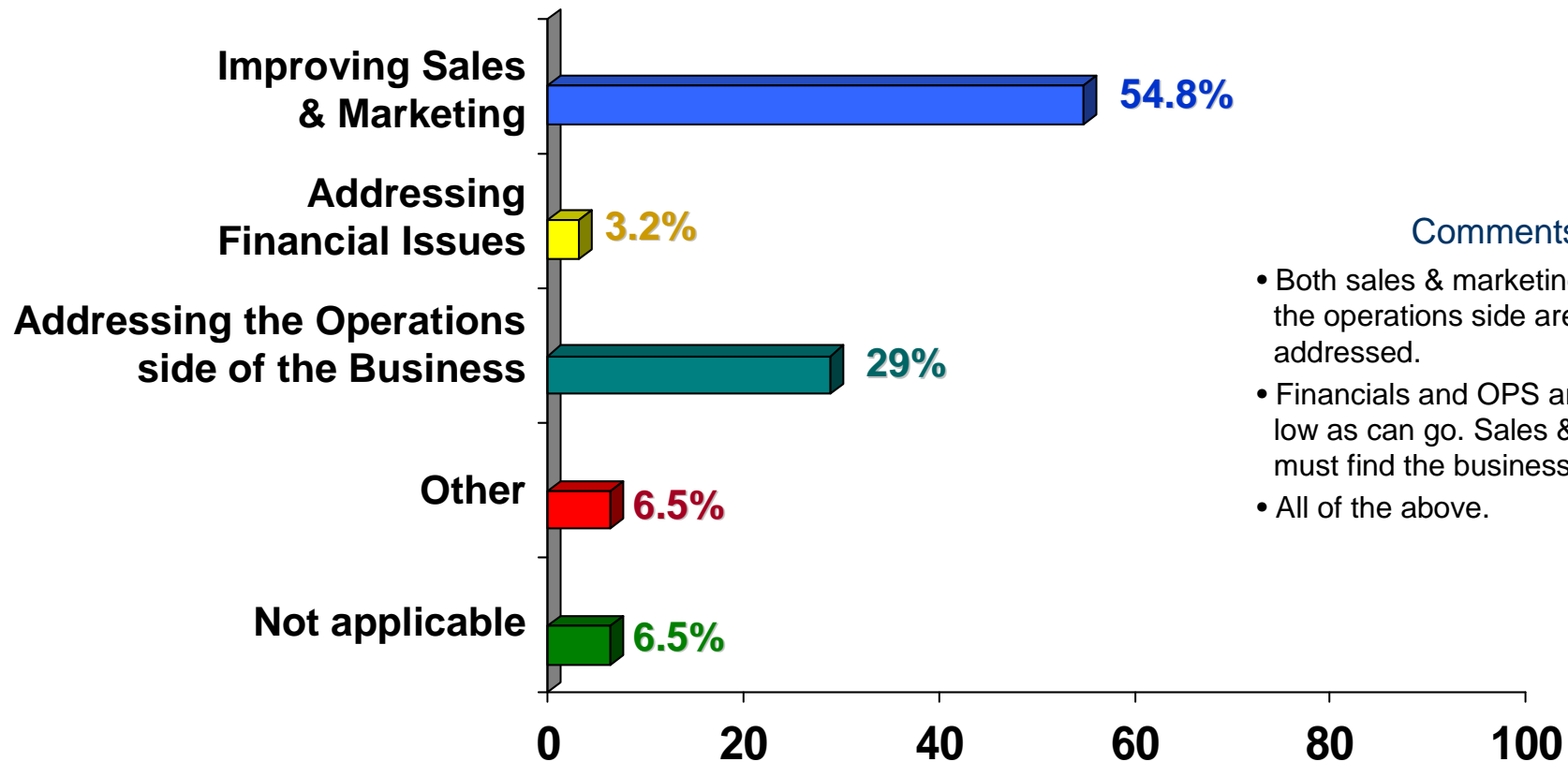


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Please identify the primary area are you addressing to improve your company's overall performance:

**Results from Manufacturers & Master Distributors**  
(31/93 responses, 33% response rate)



**Comments:**

- Both sales & marketing, as well as the operations side are being addressed.
- Financials and OPS are down as low as can go. Sales & Marketing must find the business.
- All of the above.

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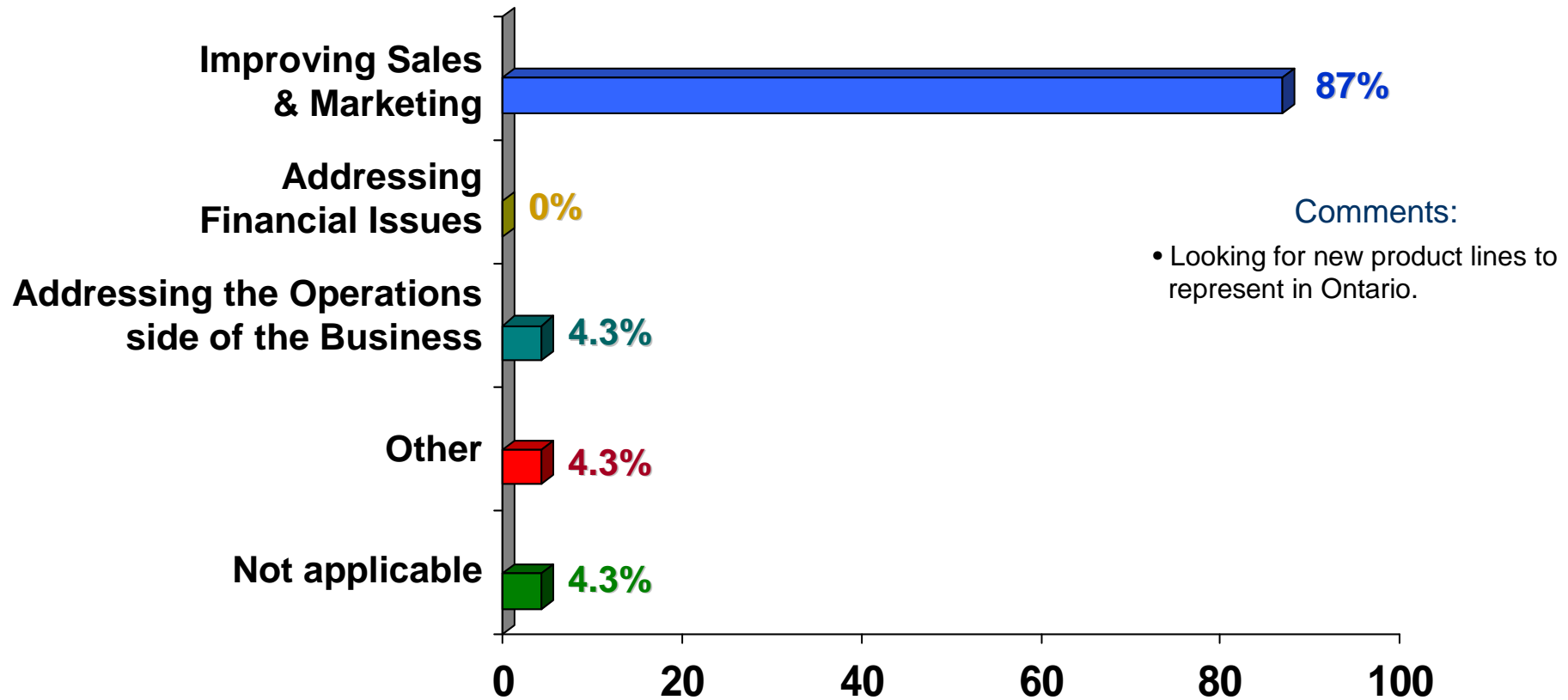


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**CIPH EconoLink**

Please identify the primary area are you addressing to improve your company's overall performance:

**Results from Agents**  
(23/97 responses, 23% response rate)



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