



July 17, 2017

RE: FINE CHOCOLATE INDUSTRY BUSINESS SURVEY GOES TO NEXT LEVEL

Exciting announcement: As FCIA announced at Elevate Chocolate - Summer 2017 in New York City last month, we are partnering with entrepreneurship and strategy researchers at the University of Washington and Oregon State University to update the annual FCIA Fine Chocolate Industry Business Survey, previously conducted by Curtis Vreeland of Vreeland & Associates. Curtis continues as an integral part of the team as we take the survey to a new level to better serve the fine chocolate industry.

Goal of new survey: Our goal with the new business survey is to increase the insights that we can provide to each member of FCIA about the industry outlook and to better understand member needs. And the more who complete the survey, the more valuable the results.

Added benefit: The survey will also be part of a larger research study titled "Entrepreneurship in the Craft Chocolate Industry in the U.S. 1997-2017." The added benefit of partnering with our academic team is that FCIA and our members will receive a pre-publication report shedding light on success markers for start-ups in our industry - something that will be of great value to many of our members.

Data security: By partnering with an academic institution, we are also able to provide a new level of data security to respondents—only the academic researchers will have access to your individual responses. FCIA and its membership will ONLY see analysis of the aggregated responses and will NEVER see your individual responses. Your company name will NEVER be identifiable in any of their published research.

ADDITIONAL INCENTIVE: As an additional incentive to participate in this survey, everyone who completes the survey will be entered in the drawing for a one-year Professional Membership to FCIA (or \$195 credit toward a membership at either a Small Business, Corporate or Sustaining Member level).

Questions: If you have any questions about this Fine Chocolate Industry Business Survey, please contact our academic partners, Dr. Emily Pahnke from the University of Washington (eacox@uw.edu) or Dr. Manuela Hoehn-Weiss from Oregon State University (Manuela.HW@oregonstate.edu).

Please participate today! The survey will be available until August 31, 2017, and should take approximately 10 minutes to complete. [Please click here to take the FCIA 2017 Business Survey.](https://washington.co1.qualtrics.com/jfe/form/SV_9vk5OXmXAqrShBr) Or copy and paste the URL below into your internet browser:
https://washington.co1.qualtrics.com/jfe/form/SV_9vk5OXmXAqrShBr

Thank you!

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