

RAMAC 2011 Economic Outlook Survey

1. Organization Type

	Number of Response(s)	Response Ratio
Education	1	2.0%
Financial	1	2.0%
Government	0	0.0%
Hospital/Health	1	2.0%
Manufacturer	16	32.0%
Professional	3	6.0%
Retail	5	10.0%
Service	12	24.0%
Other	11	22.0%
No Responses	0	0.0%
Total	50	100%

2. Total Local Employment

	Number of Response(s)	Response Ratio
Under 100 employees	40	80.0%
100-500 employees	7	14.0%
501-1,000 employees	0	0.0%
Over 1,000 employees	2	4.0%
No Responses	1	2.0%
Total	50	100%

3. Do you expect your business during the next six months to be:

	Number of Response(s)	Response Ratio
Much better than now	4	8.0%
Better than now	29	57.9%
About the same as now	15	30.0%
Slower than now	1	2.0%
Weak	0	0.0%
Too uncertain to predict	1	2.0%
No Responses	0	0.0%
Total	50	100%

4. In your industry nationwide, during the next six months, will business:

	Number of Response(s)	Response Ratio
Improve	28	56.0%
Stay about the same	20	40.0%
Decline	2	4.0%
No Responses	0	0.0%
Total	50	100%

5. Do you expect general business conditions in the local area during the next six months to be:

	Number of Response(s)	Response Ratio
Much better than now	3	6.0%
Better than now	21	42.0%
About the same as now	20	40.0%
Slower than now	3	6.0%
Weak	2	4.0%
Too uncertain to predict	1	2.0%
No Responses	0	0.0%
Total	50	100%

6. During the next six months, will the national economy:

	Number of Response(s)	Response Ratio
Improve	28	56.0%
Stay the same	15	30.0%
Decline	4	8.0%
Too uncertain to predict	3	6.0%
No Responses	0	0.0%
Total	50	100%

7. Compared to January last year, has local employment at your organization:

	Number of Response(s)	Response Ratio
Increased	19	38.0%
Stayed about the same	20	40.0%
Decreased	9	18.0%
No Responses	2	4.0%
Total	50	100%

8. During the next six months, do you expect your organization's workforce to:

	Number of Response(s)	Response Ratio
Increase	16	32.0%
Stay about the same	34	68.0%
Decrease	0	0.0%
No Responses	0	0.0%
Total	50	100%

9. On capital equipment purchases and/or expansion of facilities during the next six months, will your organization:

	Number of Response(s)	Response Ratio
Increase expenditures	13	26.0%
Spend about the same as the past six months	18	36.0%
Decrease expenditures	4	8.0%
None are planned in the next six months	15	30.0%

No Responses	0	0.0%
Total	50	100%

10. During the next six months, do you plan to provide: (check all that apply)

	Number of Response(s)	Response Ratio
General pay increase	18	36.0%
Pay range increases	11	22.0%
No increases	22	44.0%
Wage cuts	2	4.0%
Total	50	100%

11. What measures will your company take to cope with the impact of the current economy?

We are currently in a hiring mode to align capacity with business levels.
Continue to educate and grow our internal staff
We stay closely focused on our mission and back up all projects with a Plan B and a Plan C in case externals change substantially.
Our property requires a certain amount of hours and employees to maintain and manage the property. We will not have fewer or more employees than we do now.
We are having record sales
On-going cost control measures are in place. Continuous improvement culture with emphasis on 1) cost reduction; 2) Process improvement
We are conservative with our spending.
Maintain a lean workforce and try to keep ahead of changes that will take place.
Freeze Wages
Increase our marketing efforts.
Increase sales force and try to add services
Expand our geographical area. Continue to streamline our operations. Be aggressive in looking and bidding on work
More people are using the public library than ever; unemployed people are using the Internet to apply for jobs and services; people aren't purchasing books and DVDs, they are borrowing them from the library either physically or by downloading audio and eBooks.
We intend to expand our facilities to allow us to serve additional people as well as to diversify our services.
Hire as necessary.
Over the past 24 months we have been forced to cut positions (jobs), reduce wages by 10% and provide more costly health insurance to our employees due to a decrease in business of approximately 30%. We are currently working with a Trade organization to improve sales and productivity with the goal of increasing/achieving profits.
Add People and equipment
Already have taken them. Half of the workforce is laid off. Projects has been awarded and removed. Work seems to be starting to free up but recovery will be slow and the margin will be hit hard. We just hope to survive this go round.
We are looking at alternative funding models.
Tight rein on employment and fringe benefit costs.
Reduction of buildings owned
Cover more sales area. Increase product lines carried.
We look to partner with other organizations
Operate more efficiently. Lean management practices.
Cut our expenses at every level, in every area

12. What national economic and business problems will impact your business in 2011?

Getting the Federal Budget under control to insure stable government conditions. Will we have increased tax burden to cover government shortfalls? Will new requirements increase our regulatory burdens? When government budgets are sustainable the rules for business become clearer.
Levels of employment, discretionary income and the price of gasoline impact us the most.
If Social Security doesn't see an increase in the next couple of years, and if the housing market continues to be stagnant, seniors will not be able to sell their homes, or for a fair amount, thereby limiting their ability to move and eligibility for affordable housing.
Insurance

Obamacare mandates and funding. Changes in tax law and employment law.
Cuts in Federal Human Services Funding
Increasing regulations and taxation to overcome our Government debt.
Old and outdated infrastructure
federal deficit; political partisanship at state and federal level;
Benefits/ Taxes and consistency in direction from Washington And Madison
Cuts to Medicaid and other programs that serve the disadvantaged will impact us.
Taxation
Continued negative slide in production of printed matter, such as brochures, newspapers, magazines and advertising. Further closures of paper mills in the USA.
If the housing market improves then consumers need new furniture.
Only the unforeseen
I anticipate it will all improve with a Republican landslide followed by fiscal responsibility on city, state and federal levels.
As always new taxes hurt our size business. Cost of healthcare and union welfare is cutting pretty deep. We are bidding against a whole new crop of start up businesses that don't know what the word profit means.
I wouldn't call it a problem, but the fact that business travel is starting to improve will greatly aid our business.
Financial reform law enacted last year.
National economy
National healthcare
Pricing pressure from imports.
Governments need to cut expenses filters to social services. Healthcare reform affects our business in some positive ways, but also some negative ways.
Fuel prices. Interest rates

13. What state or local issues and/or business problems will impact your business in 2011?

Similar issues as the Federal Government. Budgets on both state and local levels need to be sustainable. With sustainable government budgets the rules businesses need to live by become clearer.
State and local budget problems could impact us, but it's too early to tell.
Housing market.
State deficit situation and how it will be resolved.
Lack of qualified workforce in the area.
Cuts in State Human Services Funding
A decline in labor that has problem solving and communication skills.
No political vision for progress and development to a modern society
State and local government fiscal crises
If Walker's budget passes it affects all library workers and will increase business at the library as more people use library services and have to wait in line to use the Internet or check out materials. Special note: no new funds are being proposed to help meet this increased need.
Same as above, cuts to programs serving the disadvantaged will affect us.
Cost of Health Insurance
Taxes
Finding talent and skilled employees.
see # 12 - It will take a number of years to overcome the spending damage and political carnage that has been done in the last 24 months
Shortage of raw materials is impacting lead times with suppliers
Our fine city of Racine drags its feet with new development The simplest things have too much red tape attached. Red tape that other cities try and work with you on. At a recent meeting I attended, I mentioned that the surrounding area work with us to try and resolve issues. The response from E. Marcus, were not Kenosha. Getting our butts kicked here.
Individual and corporate tax rates.
State economy
Keep business in Racine and attract new business.
Duplication of services in a mid-sized area
Lack of new construction both residential and commercial.
We are primarily a B2B service, there are a lot of empty buildings in the Racine area. These are potential clients.