

618 - MINNEAPOLIS

UNITED STATES OF AMERICA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER

RESULTS REPORTED

QUARTER : 1

FOLLOW-UP ON HEALTH CARE DIRECT MAIL CAMPAIGN.
DOING BUSINESS WITH CANADA SEMINARS, SIOUX CITY,
IOWA AND DAVENPORT, IOWA MAY 24 & 26, 1988.
AGRI-BUSINESS DIRECT MAIL CAMPAIGN.

RESULTS DISAPPOINTING. ONLY 2 GOOD LEADS
DEVELOPED TO DATE.
SUCCESSFUL EVENTS; SEVERAL PROMISING LEADS
DEVELOPED; EXCELLENT CONTACTS ESTABLISHED.
POSTPONED AGAIN PENDING RECEIPT OF D.R.I.E.
PUBLICATION.

QUARTER : 2

Undertake Direct Mail Campaign to Nebraska bus-
iness community inviting them to breakfast in
Lincoln, NE Oct. 27.
2. Agri-Business Direct Mail Campaign.
3. Attend World Ag Expo in Amana, Iowa, Sept.
7-10, 1988 and Husker Harvest Days, Grand Island
NE, Sept. 12-14, 1988.

Mailing list of 210 companies have been compiled
- mailing to commence shortly.
2. Postponed yet again as DRIE publication to u\
be used in mailing contains error. We are await-
ing corrective sticker.
3. Investment literature given away at both
events.

QUARTER : 3

Commence planning and organization for Invest-
ment seminar to be held in Minneapolis in March
1989.
Direct mail campaign to Nebraska manufacturing
firms/breakfast meetings.
Doing Business with Canada seminar in Duluth,
Minnesota.
Agri-business direct mail campaign.

Planning well underway; event to take place
March 16.
Response to mailing was poor; only 17 replies we-
re received of which 11 expressed interest in
investing in Canada. Only 3 cos were able to at-
tend breakfast meeting.
Successful event - 45 cos attended seminar. Sep-
arate reception drew 150 people. Several promi-
sing leads developed.
Stickers received. Mailing to take place next qt

QUARTER : 4

1. INVESTMENT SEMINAR - MNPLS, MARCH 22/89
2. AGRI-BUSINESS DIRECT MAIL CAMPAIGN

1. EVENT COMPLETED; HIGHLY SUCCESSFUL. 142 CO'S
REGISTERED, 102 ATTENDED. NUMEROUS HIGH QUALITY
LEADS DEVELOPED.
2. POSTPONED DUE TO PRESSURES OF OTHER
ACTIVITIES. WILL TAKE PLACE NEXT QUARTER.