***LEVEL UP 2020***

Trade & Manufacturing Profile Questionnaire

Thank you for being part of **LEVEL UP 2020**! Below is the detailed questionnaire we will use to create your profile for this publication. ***Please provide as much information as you can and return it to*** ***peters@businesswest.com******.***

Our goal is to help you make your company profile concise, and interesting to students and workers looking into careers in area trades and manufacturing. Please adhere to word counts. There are several possible elements to the profile, and we’ve asked enough questions to fit a one- or two-page profile, so please provide the strongest selling points for your company and we’ll make sure they are part of your profile. Also, please submit a high-resolution company logo and photos of company products - best shown with people in them (JPEG, four-color, 300 dpi and 3 inches large) when you return this questionnaire. We’ll edit and design the profile page, call you for any clarifications and produce a proof for your approval.

**Date:**

**Key Contact Name:**

**Contact Phone:**

**Contact Email:**

**Company Name:**

**Street address:**

**City:**

**State:**

**ZIP:**

**Main phone number:**

**AT A GLANCE**

**Website**:

**Full-time/ FTE employees: \_\_\_/\_\_\_**

**Year company founded**:

**Please list any additional company locations:**

**Top Local Executive/Owner/CEO**: (Name, title)

**BRIEF DESCRIPTION OF COMPANY:** (What service does your company provide or what does your company manufacture? What niche(s) do you serve? 50 words or less)

**PRODUCTS:** (What products does your company make? How are these products used? 50 words or less)

**MARKETS/CUSTOMERS:** (Who do you sell to? Who buys your products? Who are your biggest customers? 50 words or less)

**CAREER/JOB OPPORTUNITIES:** (What kinds of jobs do you offer at your company? What kinds of positions are you looking to hire for? What kind of background/training do applicants need? 100 words or less)

**Do you have an internship program? Y/N**

**If yes, please list contact person and phone/email**

**Optional question: up to 30 words for one-page profile, 60 words for two-page profile COMPANY BENEFITS: Are there any unique company benefits that you want to emphasize (education, training, etc.)?**

**Optional question: up to 30 words for one-page profile, 60 words for two-page profile COMMUNITY ENGAGEMENT: How does your company give back/participate in the community?**

**Optional question: up to 30 words for one-page profile, 60 words for two-page profile ENVIRONMENTAL AWARENESS: What is your company doing to help the environment?**

**EMPLOYEE PROFILE:** Select a younger employee (preferably in their 20’s or early 30’s) who has moved up the ranks and contributed to the growth of the firm, someone you’re proud of and/or can point to as an example of a younger employee taking on more responsibility at the company.

**Employee Name**:

**Age:**

**Years at Company:**

**Career Overview**

**Position:**

**Education/School:**

**Compensation Range:**

Describe this person’s role, how they view of the company and the opportunities they have received, and anything else they have to say about the positive aspects of working for your organization. Please include a direct quote from the individual on how they feel about the job/organization/their opportunity for growth. **Please provide up to 40 words for a one-page profile, up to 70 words for two-page profile**

*PICTURES: We will need a photo of the employee for the profile and if you choose to include your CEO, a short of them as well. (CEO photo in the profile is optional).* The page measured 8-3/8” wide x 10- 7/8” tall for one page, or, 17” wide x 10-7/8 for a two-page profile.)

**Please complete this form and return to BusinessWest:**

Bevin Peters

peters@businesswest.com

413.781.8600 ext. 100

*The* ***LEVEL UP*** *editors will edit the questionnaire for length, spelling and grammar, emphasizing the points that show your company in the best light, and our designers will format the text into a final page/two pages for your review and approval. Two proofs are given to allow for any corrections, any changes made after the second proof will be done at $50 per hour. Thank you for being part of this exciting project!*

Submission checklist:

□ **Questionnaire**

□ **Logo** (JPEG or EPS, four color, 300 dpi, 3 inches large)

□ **Headshot, Top Executive/CEO** (optional) (JPEG or TIFF, four-color, 300 dpi, 3 inches large)

□ **Headshot, Employee Profile** (JPEG or TIFF, four-color, 300 dpi, 3 inches large)

□ **Additional photos, of products, team, production area** (JPEG or TIFF, four-color, 300 dpi, 3 inches large) these extra photos are more likely to fit in the two-page profile than the one page; we’ll work with you to create the best possible profile.