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301 Cushman St., Suite 301, Fairbanks, AK 99701

September 18th, 2008

Dear Interior Business Participant,

Welcome to the Certified Bush Friendly program and congratulations on completing step one. The goal of this program is to increase the awareness to Interior businesses of the opportunity available to them in Northern rural communities as well as re-establish the Interior as the “hub” for shipping and ordering. Our rural communities need to know that we care about them, their best interest and most importantly their wishes, desires and needs.

On to Step Two!

To begin step two FEDC recommends that you watch the informational DVD provided to you by FEDC in this packet. This DVD Regional Trade and Your Business: Marketing to Rural Alaska. Will offer some of the basic know how and important information on why to do business and doing business in these rural locations. It also offers a brief over view of the shipping options currently available in the Interior.

The heart of step two is the creation and implementation of your Action plan. You can either select from the options listed in the following pages or create your own plan. You know your business best; use it to your advantage when developing your action plan. There might be an alternative Action plan or another creative implementation you can do to encourage rural growth for your business. Once your action plan has been selected, developed and completed or implemented notify FEDC and they will send you your Certified Bush Friendly stamp. The logo that you will be able to use where ever and whenever you like. Mark your business as an Interior business that cares about the best interest of our rural communities.

It's not all about us. We are working to stamp the Interior Certified Bush Friendly. We want our Northern rural communities to know that we care about them and their needs. As part of this program you will be showing rural residents you care about them and their best interest as well as establishing yourself as a great place to do business with in the Interior.

If you have any questions, comments or concerns don't hesitate to contact Cassie Pinkel by phone 907-452-2185 or email [pinkel@investfairbanks.com](mailto:pinkel@investfairbanks.com) at anytime.

Sincerely,

Cassie Pinkel  
Rural Outreach Project Manager  
Fairbanks Economic Development Corporation