



**Visioneering Wichita  
Entrepreneurs & Small Business Strategic Alliance  
Agenda Meeting  
June 15, 2005  
Meeting Notes**

Attendees: Jim Ashcraft, Elizabeth Auer, John Beehler, Allen Bell, Bill Bolin, Rosalie Bradley, Treatha Brown-Foster, Tyler Brown, Rhonda Cott, Roger Douthett, Melanie Fox, Mary Galvin, Joe Goetz, Jim Graham, Janet Harrah, Jan Hiebert, Jim Holt, Margarita LaFarelle Hunt, Ron Laroe, Erik Pedersen, John Stevens, Marcia Stevens, Deborah Temanson, James Timoteo, Jael Van Boening, Steve White, Ed Wolverton and Jim Wright

Leadership Team: Elizabeth Auer, John Beehler, Jael Van Boening

Next Entrepreneurs & Small Business Strategic Alliance Meeting: July 20, 9:00 a.m., Metroplex

Minutes from April 20<sup>th</sup>, 2005 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

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I. Purposes of the Meeting

- Understand the roles within Strategic Alliance's activities and Visioneering common "terms."
- Revisit the draft benchmark from the previous Strategic Alliance meeting and refine it by gaining a shared understanding of the definition of "direct, value-added jobs" and relevant data.
- Review the action steps of the strategy in order to identify who is already working on them.
- Determine who else is needed to participate in the Strategic Alliance (Stakeholder Mapping).

II. Visioneering Wichita

Suzie Ahlstrand reviewed handouts that were provided at the meeting, which included the key benchmarks of Visioneering Wichita, a list of vision partners, an invitation to become a vision partner, a vision glossary of terms and information from the 2002 U.S. Census regarding the diversity of Sedgwick County.

III. Entrepreneurs & Small Business: Vision, Strategy & Benchmark

The Economic Development Foundation Vision and Entrepreneurs & Small Business strategy were reviewed. Background information was presented on the definition of direct, value-added jobs and related data. Based upon this information, the Leadership Team proposed the following benchmarks:

- Create 7,000 jobs per year for 5 years
  - Of these, **3,000** would be value-added jobs
- Create 2,000 value-added manufacturing jobs per year for 5 years
  - Of these, **25% or 500** should come from small/medium-sized businesses\*
- Create 1,000 value-added non-manufacturing jobs per year for 5 years
  - Of these, **25% or 250** should come from small/medium-sized businesses\*

\*-Note: Small/medium-sized businesses were defined as having 500 or fewer employees.

In summary, the following two benchmarks were proposed by the Leadership Team:

- There will be 500 direct, value-added new manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.

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- There will be 250 direct, value-added new non-manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.

Next, The Self-Help Network facilitated table discussions and call-outs regarding the proposed benchmarks. Consensus among the Strategic Alliance members was reached regarding the proposed benchmarks. The following benchmarks were approved by Strategic Alliance members:

- There will be 500 new direct, value-added manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.
- There will be 250 to 500 (stretch goal) new direct, value-added non-manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.

IV. What Other Stakeholders Need to be Involved?

Participants reviewed the action steps (a through k) of the Entrepreneurs & Small Business Strategy in breakout table groups in order to identify and acknowledge the efforts of groups who are already working to address these action steps in the Wichita MSA. The following is a list of groups that were identified by each action step:

<p><b>Action Step A</b>                  Building on the Wichita MSA’s entrepreneurial tradition.</p>	
<ul style="list-style-type: none"> <li>• WSU Center for Entrepreneurship</li> <li>• Kansas Center for Entrepreneurship</li> <li>• DECCA</li> <li>• Sam’s Club Small Business Program</li> <li>• Association of Collegiate Entrepreneurs (ACE)</li> </ul>	<ul style="list-style-type: none"> <li>• Small Business Administration (SBA)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• South Central KS Economic Development District (SCKEDD)</li> <li>• Students in Free Enterprise (SIFE)</li> <li>• Junior Achievement</li> </ul>
<p><b>Action Step B</b>                  Supporting entrepreneurs with a positive business creation environment –low taxes, regulatory friendly, customer friendly government support and legal and regulatory structures friendly to the creation of new business.</p>	
<ul style="list-style-type: none"> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• Young Entrepreneurs of Kansas (YEK)</li> <li>• WIBA (Wichita Independent Business Assoc.)</li> </ul>	<ul style="list-style-type: none"> <li>• State of Kansas</li> <li>• Political Action Committees (PAC)</li> <li>• Kansas Chamber of Commerce &amp; Industry</li> </ul>
<p><b>Action Step C</b>                  Developing sources of capital from angel investors to venture capital firms including small business loans and Small Business Innovation Research Grants (SBIR).</p>	
<ul style="list-style-type: none"> <li>• South Central KS Economic Development District (SCKEDD)</li> <li>• Wichita Technology Corp. (WTC)</li> <li>• Foundations</li> <li>• Small Business Administration (SBA)</li> <li>• Small Business Innovation Research Grants</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Technology Enterprise Corp. (KTEC)</li> <li>• Kansas World Trade Center</li> <li>• Great Plains Capital Conference</li> <li>• MVA</li> <li>• Kansas Dept. of Commerce &amp; Housing (tax code change)</li> </ul>

Action Step D Developing an entrepreneurial network.	
<ul style="list-style-type: none"> <li>• Small Business Consortium (SBC)</li> <li>• Small Business Administration (SBA)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• Consultants</li> <li>• WSU Center for Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Center for Entrepreneurship</li> <li>• Small Business Development Corps. (SBDC)</li> <li>• Mid-America Manufacturing Technology Corp. (MAMTC)</li> <li>• Wichita Technology Corp. (WTC)</li> <li>• "LEADS" Group</li> </ul>

Action Step E Providing leadership/mentoring from successful entrepreneurs.	
<ul style="list-style-type: none"> <li>• WSU Center for Entrepreneurship</li> <li>• Students in Free Enterprise (SIFE)</li> <li>• Small Business Development Corps. (SBDC)</li> <li>• Young Entrepreneurs of Kansas (YEK)</li> <li>• Sedgwick County Extension Service</li> <li>• WSU Co-op Education Program</li> </ul>	<ul style="list-style-type: none"> <li>• Venture Kids</li> <li>• Association of Collegiate Entrepreneurs (ACE)</li> <li>• Wichita Technology Corp. (WTC)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• Junior Achievement</li> </ul>

Action Step F Recruiting entrepreneurs to the Wichita MSA. Recognize and celebrate risk taking and successful entrepreneurs (i.e. Entrepreneur of the Year).	
<ul style="list-style-type: none"> <li>• Greater Wichita Economic Development Council (GWEDC)</li> <li>• Small Business Administration (SBA)</li> <li>• 40 Under 40 Awards</li> <li>• Private Site Selectors</li> <li>• Commercial Realtors</li> <li>• Kansas Economic Developers Assoc. (KEDA)</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Chamber of Commerce &amp; Industry</li> <li>• Metro Awards</li> <li>• TCV Publishing (The Big Voice)</li> <li>• Recognition of Entrepreneurs</li> <li>• Kansas Bio Science Initiative</li> <li>• Kansas Dept. of Commerce &amp; Housing (KDOC)</li> </ul>

Action Step G Providing entrepreneurial education and training.	
<ul style="list-style-type: none"> <li>• WSU Center for Entrepreneurship</li> <li>• Young Entrepreneurs of Kansas (YEK)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• WSU Center for Management Development</li> <li>• Kansas Center for Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Small Business Development Corps. (SBDC)</li> <li>• KS Council for Economic Education</li> <li>• Local Colleges/Universities</li> <li>• High Schools</li> </ul>

Action Step H Building strong small business associations to help with research.	
<ul style="list-style-type: none"> <li>• Trade Organizations</li> <li>• Merchants of Old Town Association</li> <li>• Kansas Technology Enterprise Corp. (KTEC)</li> <li>• Mid-America Manufacturing Technology Corp. (MAMTC)</li> <li>• WSU Center for Economic Development &amp; Business Research</li> <li>• Service Corp. of Retired Executives (SCORE)</li> </ul>	<ul style="list-style-type: none"> <li>• 21<sup>st</sup> Street Business Coalition</li> <li>• Neighborhood Revitalization Plan</li> <li>• WSU Center for Entrepreneurship</li> <li>• Delano Business Association</li> <li>• Wichita Independent Business Association (WIBA)</li> <li>• Wichita Independent Neighborhoods (WIN)</li> </ul>

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Action Step I Enhancing and supporting agencies that assist with marketing and accounting issues.	
<ul style="list-style-type: none"> <li>• Online Resources</li> <li>• South Central KS Economic Development District (SCKEDD)</li> <li>• Mid-America Manufacturing Technology Corp. (MAMTC)</li> <li>• Downtown Development Corp. (DDC)</li> <li>• Independent Accounting Firms/Consultants</li> <li>• Beta Alpha Psi</li> </ul>	<ul style="list-style-type: none"> <li>• Greater Wichita Economic Development Council (GWEDC)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• Small Business Development Corps. (SBDC)</li> <li>• Media Outlets</li> <li>• American Marketing Assoc. (AMA)</li> </ul>

Action Step J Providing technical assistance and incubators for entrepreneurs – a one-stop place to find available information on entrepreneurial assistance.	
<ul style="list-style-type: none"> <li>• Wichita Technology Corp. (WTC)</li> <li>• Entrepreneur’s Source</li> <li>• Heartland PTAC</li> <li>• One Stop Clearinghouse (Ks. Ctr. for Entrepreneurship)</li> <li>• The Quest Center</li> </ul>	<ul style="list-style-type: none"> <li>• Mid-America Manufacturing Technology Corp. (MAMTC)</li> <li>• Small Business Development Corps. (SBDC)</li> <li>• Service Corp. of Retired Executives (SCORE)</li> <li>• Small Business Development Corps. (SBDC)</li> </ul>

Action Step K Developing a website to share ideas and concepts that have potential for development and commercialization.	
<ul style="list-style-type: none"> <li>• WSU Center for Entrepreneurship</li> <li>• Wall Street Journal</li> <li>• Wichita Business Journal</li> <li>• Yahoo Groups (Wichita Barter and Trade, Wichita Weekend Warriors, Free Cycle Wichita, FC Wichita Chat)</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Technology Enterprise Corp. (KTEC)</li> <li>• Kansas Center for Entrepreneurship</li> <li>• 360wichita.com</li> </ul>

A comprehensive listing of the groups identified above is included in Appendix A of the meeting notes.

The meeting came to a close with the identification of other individuals, groups, and organizations that should be invited to participate in future Entrepreneurs & Small Business Strategic Alliance meetings in addition to those identified above working to address the strategy action steps. The following list was developed:

Who Else Needs to be Involved in the Entrepreneurs & Small Business Strategic Alliance?	
Who Else?	Who Will Follow-Up?
Urban League-Brian Black	Treatha Brown-Foster
School Board Representatives & Business Teachers	Jim Graham
Neighborhood City Halls & WIN (as information distribution points)	Susie Ahlstrand Rosalee Bradley
State Economic Dev., KS Dept. of Commerce-Rod Winemiester	Suzie Ahlstrand Allen Bell

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Wichita Eagle Business Section-Cynthia Wilson, Dan Vorhees	Suzie Ahlstrand Ed Wolverton
Tiempos	Margarita LaFerelle Hunt
World Today-Mr. Lee	Margarita LaFerelle Hunt
NexLearn-Mike Cooper	Suzie Ahlstrand
Hispanic Chamber	Treatha Brown-Foster
Elected Officials-City Council & Sedgwick Co. BOCC Representatives (each selects a representative to the Strategic Alliance)	Chamber
Bonita Gooch	Jael Van Boening
Wichita Business Journal-John Ek	Mary Galvin
F5-Mike Marlett	Jael Van Boening
Channel 49-Mary Knecht	Rosalee Bradley
Trade Organizations-AFL/CIO	Rosalee Bradley

Those listed above agreed to follow-up with and extend invitations to the identified groups/individuals listed to participate in the next Entrepreneurs & Small Business Strategic Alliance meeting in July.

V. Next Steps

Margarita LaFarelle Hunt and Jim Graham volunteered to join the Entrepreneurs & Small Business Leadership Team.

The next Entrepreneurs & Small Business Strategic Alliance Meetings will be held:

- July 20, 2005 from 9:00 a.m. to noon at the WSU Metroplex (29<sup>th</sup> and Oliver).
- August 17, 2005 from 9:00 a.m. to noon at the WSU Metroplex (29<sup>th</sup> and Oliver).

## Appendix A

### **Groups Already Working to Address Entrepreneurs & Small Business Strategy Action Steps in the Wichita MSA:**

American Marketing Association (AMA)  
Association of Collegiate Entrepreneurs (ACE)  
Beta Alpha Psi  
Commercial Realtors  
Consultants  
DECCA  
Downtown Development Corporation (DDC)  
Delano Business Association  
Entrepreneur's Source  
Foundations  
40 Under 40 Awards  
Great Plains Capital Conference  
Greater Wichita Economic Development Council (GWEDC)  
Heartland PTAC  
High Schools—DECCA, Young Entrepreneurs of Kansas (YEK), Kansas Council for Economic Education (KCEE)  
Independent Accounting Firms/Consultants  
Junior Achievement  
Kansas Economic Developers Association (KEDA)  
Kansas Technology Enterprise Corp. (KTEC)

- Mid-America Manufacturing Technology Corp. (MAMTC)
- Wichita Technology Corporation (WTC)

Kansas Bio Science Initiative  
Kansas Center for Entrepreneurship

- One Stop Clearinghouse
- Website
- Call Center
- Educational Outreach (WSU Center for Entrepreneurship)
- Venture Capital Fund (for tax credits)

Kansas Chamber of Commerce & Industry  
Kansas Council for Economic Education (KCEE)  
Kansas Dept. of Commerce & Housing (KDOC)  
Kansas World Trade Center  
"LEADS" Group  
Local Colleges/Universities  
Media Outlets—KMUW, KPTS, Local Stations (KFDD, etc.)  
Merchants of Old Town Association  
Metro Awards—WSU & WBJ  
MVA  
Neighborhood Revitalization Plan  
Online Resources  
Political Action Committees (PAC)  
Private Site Selectors  
The Quest Center  
Sam's Club Small Business Program  
Small Business Development Corps. (SBDC)  
South Central KS Economic Development District (SCKEDD)  
Service Corp. of Retired Executives (SCORE)  
Sedgwick County Extension Service  
Small Business Administration (SBA)  
Small Business Consortium (SBC)

## Appendix A

Students in Free Enterprise (SIFE)

360wichita.com

TCV Publishing

- The Big Voice

Trade Organizations

- Wichita Area Builders Assoc. (WABA)

21<sup>st</sup> Street Business Coalition

Venture Kids

Wall Street Journal

Wichita Business Journal

Wichita Independent Neighborhoods (WIN)

Wichita Independent Business Assoc. (WIBA)

WSU Center for Economic Development & Business Research

WSU Center for Entrepreneurship

- Education Outreach

WSU Center for Management Development

WSU Co-op Education Program

Small Business Innovation Research Grants (SBIR)

Yahoo Groups (Wichita Barter and Trade, Wichita Weekend Warriors, Free Cycle

Wichita, FC Wichita Chat)

Young Entrepreneurs of Kansas (YEK)