



**Visioneering Wichita
Entrepreneurs & Small Business Strategic Alliance
Agenda Meeting
September 26, 2005
Meeting Notes**

Attendees: Laurene Gast, Nicole Grazu, Randy Bures, Don Grant, John Beehler, Jim Holt, Bob Thurman, Erik Pedersen, Wayne Isaac, Treatha Brown-Foster, John Stevens, Roger Douthett, James Timoteo, Elizabeth Auer, Marcia Stevens, Joe Goetz

Leadership Team: Elizabeth Auer, John Beehler, Jael Van Boening, Jim Graham, Margarita LaFarelle Hunt and Erik Pedersen

Next Entrepreneurs & Small Business Strategic Alliance Meeting: October 31, 9:00 a.m., location to be announced

Minutes from the August 17th, 2005 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

I. Purposes of the Meeting

- Summarize accomplishments to date
- Check in on progress made to address the prioritized action step area of supporting an information clearinghouse accessible by entrepreneurs
- Review education information related to the prioritized action step area of facilitating education and training opportunities for entrepreneurs
- Review next steps for October Strategic Alliance meeting

II. Action Steps Progress Report for Supporting the Information Clearinghouse Accessible by Entrepreneurs

A report on the progress made for this action step area began with a review of the needs requested by the Kansas Center for Entrepreneurship in the development of NetWork Kansas, the statewide information clearinghouse, as well as the offers made by Strategic Alliance members at the August 17th Strategic Alliance meeting.

Following this review, representatives from each of the action step groups identified at the August 17th Strategic Alliance meeting provided a report on the progress each group has made during the past month. All action steps are in progress or are on track for completion in coordination with the Kansas Center for Entrepreneurship's (KCE) schedule for the development of NetWork Kansas.

Erik Pedersen, Operations Manager for the KCE led two discussions with Strategic Alliance members.

The first discussion asked Alliance members to identify additional service provider enrollees for NetWork Kansas. The following were providers were identified by Alliance members.

- Small Business Development Center at WSU

Visioneering Wichita Entrepreneurs & Small Business Strategic Alliance 9-26-05

- SCKEDD
- World Trade Council of Wichita & CIBA
- Workforce Alliance of South Central KS (Keith Lawing is contact at 260-5555)
- Sedgwick Co. Association Of Cities (Laurene Gast, Rick Eberhardt is contact with Kechi Chamber)
- Quest Center (Hutchinson Eco. Dev. Ctr. - Richard French is contact)
- Cities' PRIDE Organizations (Main St. Programs.)

Erik will follow-up on these leads.

The second discussion involved Alliance members identifying additional marketing and promotional methods for and organizations/groups to promote NetWork Kansas. These ideas are listed below.

- SCORE Newsletter model (work w/contact at Eagle, bank loan officers, etc.)
- Phone book advertisement
- Internet
- Free promotion through Clear Channel Communications (primarily billboards)
- Radio Public Service Announcements
- Neighborhood Association newsletters (through WIN newsletter—Bob Wine is contact, John Stevens can assist)
- Newspaper (calendar of events)
- Business Association Newsletters including the 21st Street Business Association (SHN has contact)
- Survey through bankers to provide other contact points (Liz Auer can assist with list of bankers)
- Patent/trademark point of entry (Nan Meyers at WSU Library)
- Wichita Business Journal article or press release
- Bonita Gooch at Community Voice
- Sedgwick County Medical Society (Dwight Allen is contact)
- SCEDD as point of entry

Organizations that can promote awareness were also identified:

- Neighborhood associations
- Banker Networks
- Ks. Society of CPAs
- GWEDC
- Inventor networks
- Bar association
- City of Wichita Housing Dept. (Mary K. Vaughn)
- Commercial Real Estate Agents
- Commercial Insurers
- POWER CDC

- Manpower

Next steps for this action area include: 1) Action step groups continuing to do their work in coordination with the KCE in the development of NetWork Kansas; and 2) The KCE following-up on the ideas generated and organizations identified during the two discussions with Strategic Alliance members.

III. Action Step Preparation Planning for Facilitating Education and Training Opportunities for Entrepreneurs

In preparation for future action planning for this action step area at the October Strategic Alliance meeting, current education opportunities and other related information were presented.

Dr. John Beehler, Dean of the Barton School of Business at Wichita State University (WSU) and Strategic Alliance Leadership Team Member, provided a report on a new director position being hired under the auspices of the Center for Entrepreneurship at WSU. This new director will coordinate statewide education opportunities for entrepreneurs and small business owners throughout the state. Once the new director is hired, he or she will be able to work with Strategic Alliance members in action step planning.

Next, Marcia Stevens, WSU Small Business Development Center and Strategic Alliance member, presented information on the education opportunities currently compiled through her office in partnership with the Small Business Education Consortium. Based upon this information, Strategic Alliance members participated in table discussions and then called out additional education opportunities and providers. This information will help to lay the foundation for action planning at the October Strategic Alliance meeting.

After reviewing a list of training opportunities coordinated by the Small Business Education Consortium, Alliance members identified additional training providers to be contacted by the new education director at WSU:

- WABA
- Plumbing Association
- McConnell AFB & Ft. Riley Retirees (MCD)
- Assoc. of General Contractors (Mick Johnson is contact)
- Unions
- Credit counseling classes (Urban League, etc.)
- Women's organizations (NAFE, etc.)
- Education & Starting a Business Connectors/Providers:
 - High School Counselors (especially rural areas)
 - Extension Services (4H, etc.)
 - Outplacement Services
 - KS Employment Services
 - Workforce Alliances
 - Community Colleges
 - Regional School Districts (e.g., Quest Center in Hutchinson)

Visioneering Wichita Entrepreneurs & Small Business Strategic Alliance 9-26-05

- Business incubator (Perry Bemis is contact, Business Loan Center, formerly of business incubator)
- Professional Societies (ASQC, Purchasing Mgrs. Assoc., etc.). Roger will check on directory of professional societies
- Agriculture:
 - K-State Extension/4H
 - Farm Service Assoc.
 - Ks Livestock Assoc.
 - Future Farmers of America
- Education Centers across state to access inventory of educational opportunities.

Next steps for this action area will be to develop action plans contingent upon the hire of the new education director position at WSU.

III. Next Steps

The next Entrepreneurs & Small Business Strategic Alliance meeting will be held on October 31, 2005 from 9:00 a.m. to noon. The location will be determined at a future date and announced to all Strategic Alliance members. The next steps of the Strategic Alliance will be to hear a further follow-up progress report on the steps taken to address the information clearinghouse action step area and consider any needed course correction. In addition, Strategic Alliance members will begin developing action plans for the education and training opportunities for entrepreneur's action step area.