



**Visioneering Wichita
Entrepreneurs & Small Business Strategic Alliance
Agenda Meeting
October 31, 2005
Meeting Notes**

Attendees: Jim Holt, Marcia Stevens, Dean Bunting, Frank Choriego, Erik Pedersen, Josh Free, Dan Hartman, Dorothy Nave, Wayne Isaac, James Timoteo, Liz Auer, Joe Goetz, Lonnie Stieben, Steve Thomas, Tim Pett, John Beehler, John Stevens, Treatha Brown-Foster

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

Next Entrepreneurs & Small Business Strategic Alliance Meeting: December 1, 9:00 a.m., Chamber Board Room

Minutes from the September 26th, 2005 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

I. Purposes of the Meeting

- Summarize accomplishments to date
- Provide input on Racial Diversity, Opportunity & Harmony Strategic Alliance Racial Attitudes Survey
- Check in on progress made to address the prioritized action step area of supporting an information clearinghouse accessible by entrepreneurs
- Provide an education opportunity “A Vision for the Future” related to supporting an information clearinghouse including
 - KC Source Link presentation on history and lessons learned
- Begin addressing the prioritized action step of facilitating education and training opportunities for entrepreneurs
 - Introduction of new Education Outreach Director
- Review next steps for December Strategic Alliance meeting

II. Racial Diversity, Opportunity & Harmony Strategic Alliance Racial Attitudes Survey Beta Testing Feedback

Strategic Alliance members participated in a beta testing of a survey which will be used biannually to measure racial attitudes in the Wichita MSA. Strategic Alliance members first took the survey individually and then participated in a full-group discussion of the survey. Feedback provided during the discussion included the following:

- Demographics should include length of time living in Wichita.
- Provide a definition of “community.”
- No way to determine respondents’ rationale for answers – many will want to explain why they answered as they did. Is it possible to add space to allow for comments?
- Items 3, 4, 6, (et. al.) The response in this case is not due to flaws in the education system and the respondent never gets a chance to explain that. The results could carry inaccurate assumptions. Again, the group thought it important to allow for comments at least in one

place on the survey.

- Terms such as “much” or “more” (e.g. Item 5) are subjective terms.
- We have a large Spanish speaking population. How are they being included?
- Will everyone have equal access to the survey?

The discussion feedback will be provided to the survey developers for review and consideration if further development of the survey.

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

A report on the progress made for this action step area was provided by Erik Pedersen, Strategic Alliance Leadership Team Member and Operations Manager for the Kansas Center for Entrepreneurship (KCE). Erik provided members with the recently developed logo, which will be used in all upcoming promotional materials. The KCE is currently continuing work on the development of NetWork Kansas, the statewide information clearinghouse for entrepreneurs and small business owners. Erik reported that all of the action steps of Strategic Alliance members related to the development of NetWork Kansas 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 will follow up with Strategic Alliance members who made commitments to action steps as NetWork Kansas continues to be developed.

IV. Education opportunity “A Vision for the Future”: KC Source Link Presentation

Maria Meyers, Managing Director for the Institute for Entrepreneurship and Innovation/Network Builder, KC Source Link, provided a presentation on KC Source Link, which is an information clearinghouse for entrepreneurs in the KC Metro area. NetWork Kansas, the statewide information clearinghouse currently being created through the KCE, is being modeled after KC Source Link. KC Source Link was created in response to an identified need in the market to provide a “front door” for entrepreneurs in order to connect them to business development information, resources and support services. KC Source Link also helps service providers to: 1) increase community awareness of their services; 2) educate partners and the community on network services; 3) identify gaps in services; 4) increase funding; and 5) measure economic impact. In addition, KC Source Link provides funders with a consolidated view of the entrepreneurial community as a whole, including its needs and resources, gaps in services, and a measurement of economic impact. Maria also provided a demonstration of the KC Source Link website and the database program that tracks callers seeking assistance.

V. 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 December Strategic Alliance meeting, Tim Pett, Director of the Center for Entrepreneurship at WSU, introduced the Center’s new Director for Educational Outreach, Steve Thomas. Steve will work with Strategic Alliance members to build upon the initial identification of education and training opportunities generated by members at the September Strategic Alliance meeting to develop action steps related to this action step area.

III. Next Steps

The next Entrepreneurs & Small Business Strategic Alliance meeting will be held on December 1, 2005 from 9:00 a.m. to 11:00 a.m. in the Chamber Board Room. 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.