



**Visioneering Wichita  
Entrepreneurs & Small Business Strategic Alliance  
Agenda Meeting  
December 1, 2005  
Meeting Notes**

Attendees: John Stevens, Jessica Rajtar, Kristy Vogel, Roger Douthett, John Beehler, Laurene Gast, Jim Holt, Don Grant, Steve White, Marcia Stevens, Karyn Page, Treatha Brown-Foster, Randy Bures, Lonnie Stieben, Dan Hartman, Wayne Isaac, Liz Auer, Jamie Hofling, Erik Pedersen, Steve Thomas

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

Next Entrepreneurs & Small Business Strategic Alliance Meeting: January 17, 9:00 a.m., Self-Help Network, 358 N. Main, Kansas Meeting Room

Minutes from the October 31, 2005 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

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I. Purposes of the Meeting

- Summarize accomplishments to date
- Check in on progress made on Action Step Area #1: Supporting an Information Clearinghouse for Entrepreneurs
  - Demo of NetWork KS
- Introductory Discussion on Action Step Area #2: Facilitating Education and Training Opportunities for Entrepreneurs
  - Introduction to Education Outreach Opportunity Act and how Center is responding to Act, especially in relation to rural mandate
- Action Steps Discussion on Action Step Area #3: Facilitating Technical Assistance and Mentoring for Entrepreneurs
  - Brainstorm action steps and identify related data needs
- Review next steps for January Strategic Alliance meeting

II. Action Step 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 an update on the recent move of the KCE to the WSU Metroplex and the timeline for the launch 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. Erik also provided a brief demonstration of NetWork Kansas, which is modeled after KC Source Link, an information clearinghouse for entrepreneurs in the KC Metro area.

III. Action Step Introductory Discussion for Facilitating Education and Training Opportunities for Entrepreneurs

Steve Thomas, Strategic Alliance Leadership Team Member and Director for Educational Outreach for the WSU Center for Entrepreneurship provided an overview of the Education Outreach Opportunity Act and how the Center plans to respond to the Act. The Center is responsible for conducting an inventory and indexing of all existing entrepreneurship programs and educational opportunities within the State of Kansas. This process will include, but not be limited to, investigating partnerships, facilities, and capabilities on a statewide basis so KCE's plan for initial educational outreach can be developed in conjunction with all available partners. Specific activities will include:

- Inventorying all current entrepreneurial educational programs and offerings (K-12, post-secondary, etc.) in the State of Kansas
- Creating a comprehensive index organized by:
  - type of programming, (i.e., adult, post-secondary, & K-12)
  - service provider, type (i.e., for profit or non-profit), and contact information
  - program's target audience and fee base, if applicable
  - program's delivery methods

Steve plans to work with Strategic Alliance members in the future as educational outreach efforts are developed for the south-central region.

IV. Action Step Discussion for Facilitating Technical Assistance and Mentoring for Entrepreneurs

The action step planning discussion began with Strategic Alliance members considering all of the possible ways to achieve this action step area. Initial ideas were identified and discussed, which included both specific programs and effective approaches to providing mentoring and technical assistance as follows:

<b>Effective Approaches:</b>
<ul style="list-style-type: none"> <li>• <u>Building trust</u> within the minority business community, using identified existing leaders, community-based programs/services (e.g., business incubator) and other outreach</li> </ul>
<ul style="list-style-type: none"> <li>• Address current gaps and overlaps, by bringing together a seamless network of service providers that coordinate efforts, communicate with one another and focus on a regional approach</li> </ul>
<ul style="list-style-type: none"> <li>• Offer <u>individualized</u> support that emphasizes a "human touch," one-on-one relationship, and identifies and focuses on the most salient needs of the mentee/technical assistance recipient</li> </ul>
<ul style="list-style-type: none"> <li>• Provide various incentives and supports for mentors, including: 1) mentoring for mentors; and 2) mentor meetings and networking opportunities that generate further mentoring opportunities and business</li> </ul>
<ul style="list-style-type: none"> <li>• Keep in mind the Strategic Alliance benchmark (to increase the number of direct, value-added jobs) and advance ideas that are the most effective in achieving the benchmark</li> </ul>
<b>Programs that Incorporate Effective Approaches Identified:</b>
<ul style="list-style-type: none"> <li>• Business incubator</li> </ul>
<ul style="list-style-type: none"> <li>• Clearinghouse of mentors</li> </ul>

Next, Strategic Alliance members identified informational needs related to the ideas generated in order to move forward and set priorities at a future meeting. Based upon the informational needs identified, presentations and related data will be presented at the January Strategic Alliance meeting. Additional next steps include a continued discussion of all of the possible ways to achieve this action step area and the related informational needs.

V. Next Steps

The next Entrepreneurs & Small Business Strategic Alliance meeting will be held on January 17, 2006 from 9:00 a.m. to 11:00 a.m. at The Self-Help Network, 358 N. Main, in the Kansas Meeting 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 continue the development of the technical assistance and mentoring for entrepreneur's action step area, which will include hearing presentations on identified informational needs, as well as continuing to identify ideas and next steps for addressing the action step area.