



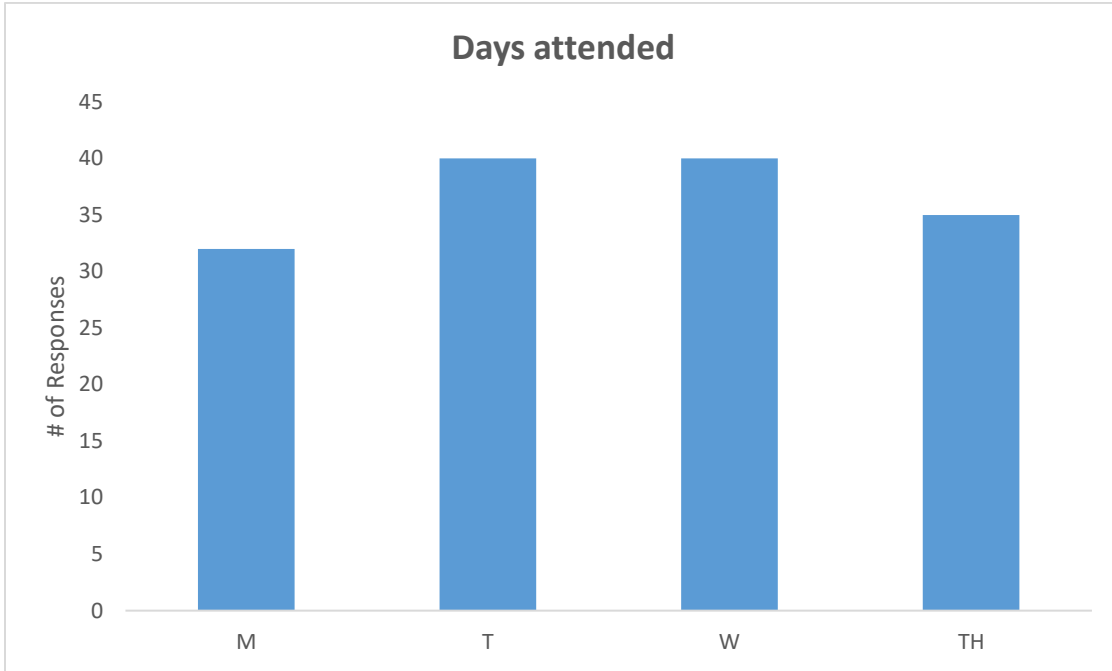
2019 SBEAP/SBO Annual Training Evaluation

Chicago, Illinois

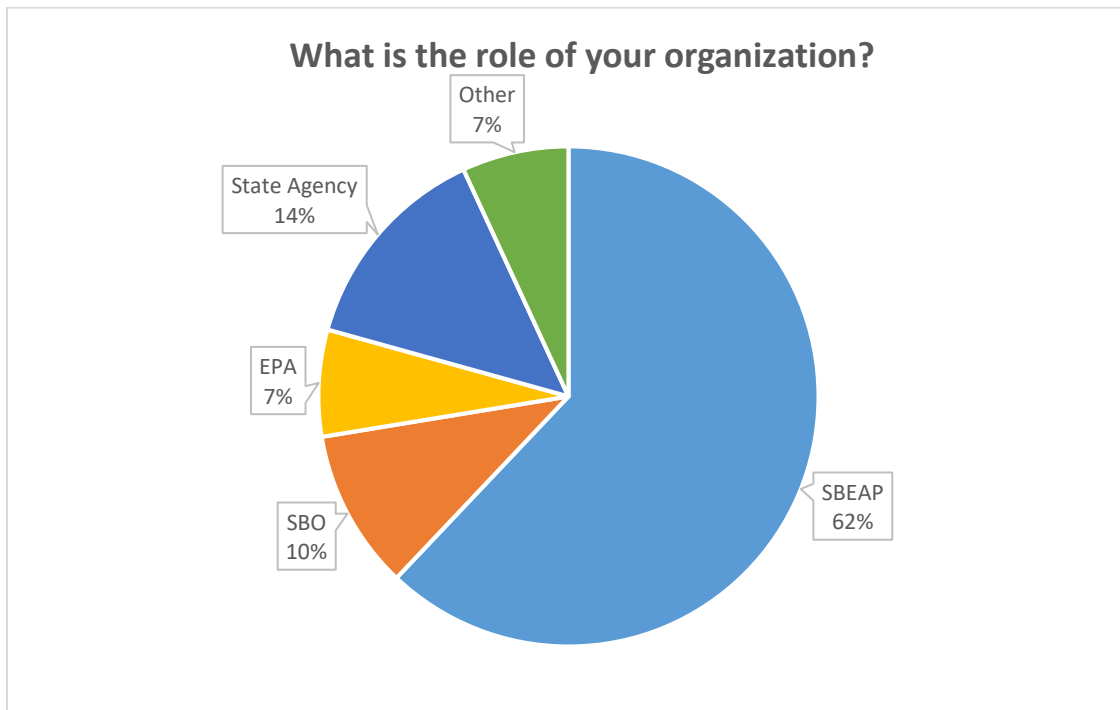
May 13-16, 2019

** "1" = hash mark (e.g. "11" = 2)

Days attended (circle all that apply):

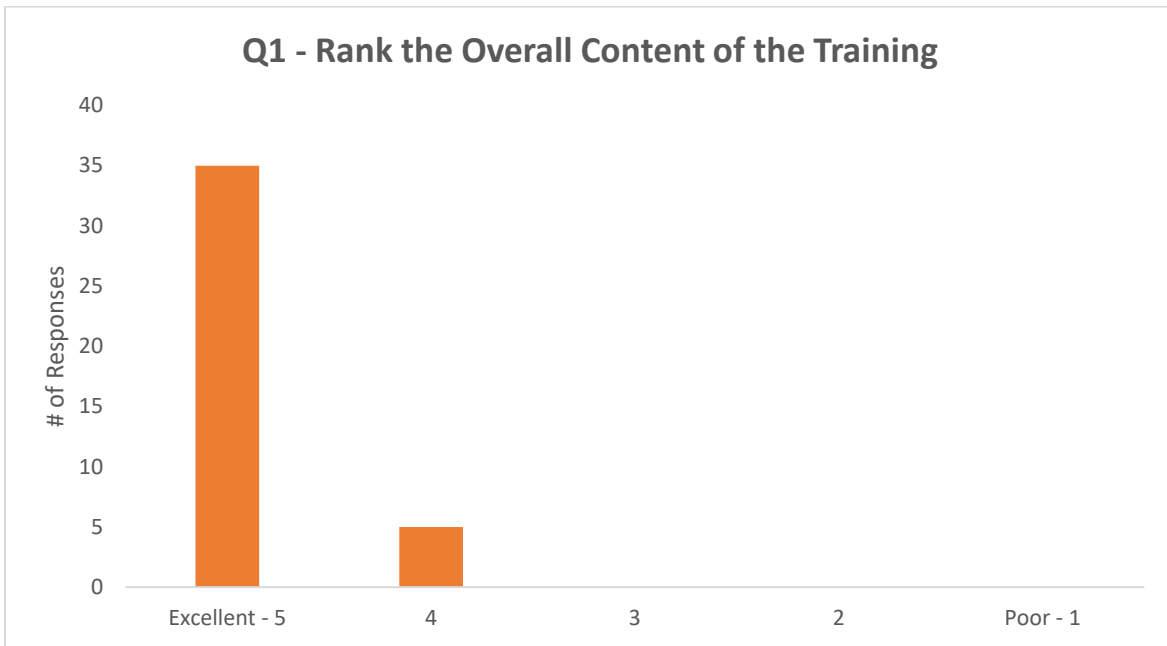


Your role? (SBEAP, SBO, CAP, EPA, State Agency, other): _____



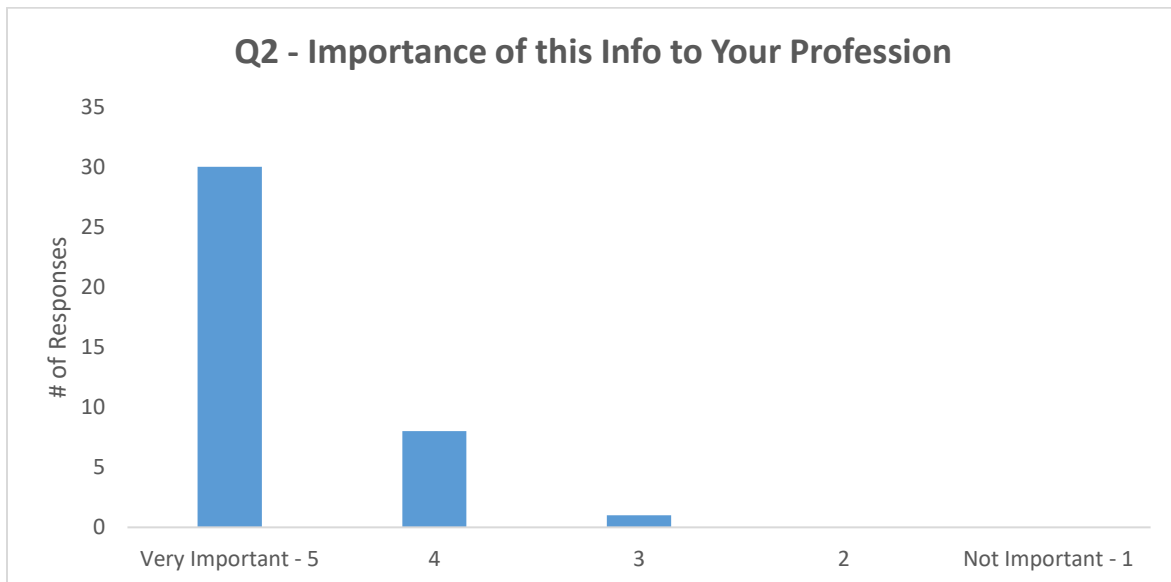
1. On a scale of 1 to 5, please rank the overall content of the training.

Excellent 5 4 3 2 1 Poor



2. On a scale of 1 to 5, how would you rank the importance of this information to your profession?

Excellent 5 4 3 2 1 Poor

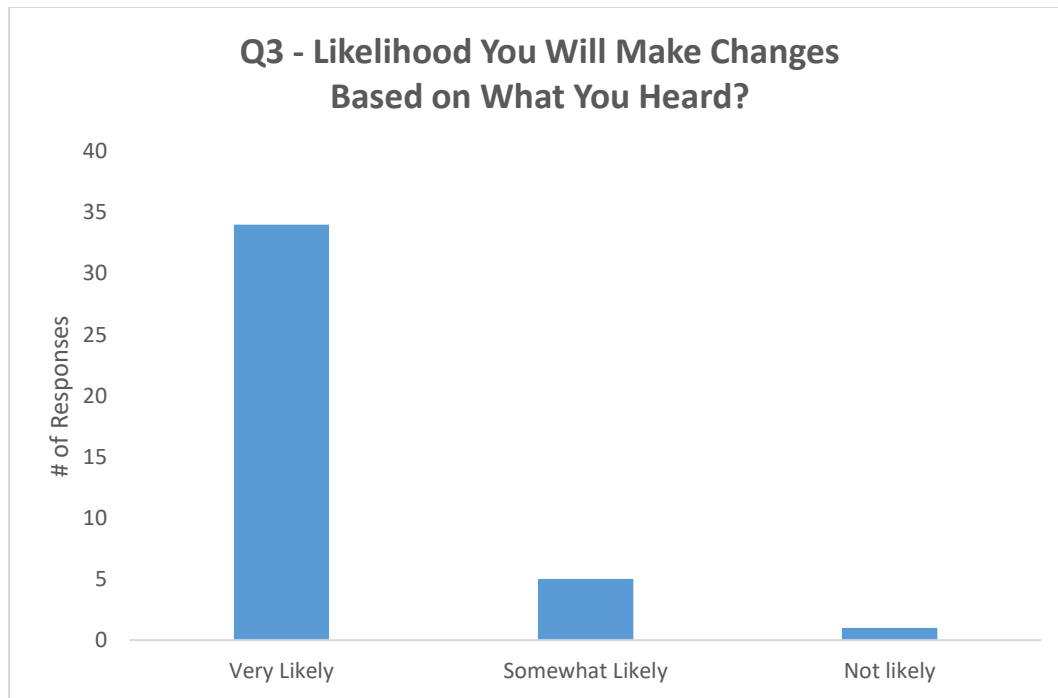


3. What is the likelihood you will make changes as a result of what you learned?

Very likely

Somewhat likely

Not likely



4. If *likely*, what will the changes be? _____

- a. Marketing plan improvements.
- b. Changes to marketing, developing relationships with other SBEAPs, SBA, and EPA
- c. Marketing, metrics, strat planning.
- d. Look @ into improving marketing and SBEAP assistance evals.
- e. Improve marketing materials
- f. Love the follow-up checklist
- g. We have input to help develop new strategies for SB engagement
- h. Incorporate more air regulations
- i. We will use this data and change who we thought was our customer base.
- j. We will use the input to help develop OAQPS small business program.
- k. Evaluation processes/technologies
- l. Evaluations; Pre-assessment/Post-assessment; Rule updates & connect w/ OAQPS.
- m. Incorporating marketing ideas; contacting regional SBA Advocate
- n. Changes to marketing our program
- o. Partnerships and evaluation tools
- p. Potential changes to marketing; connection to SBA; incorporation of materials learned about
- q. My state is developing its SBEAP program from the ground up, so everything that we covered was relevant. Very informative; appreciated hearing specifics of who is utilizing various states' SBEAP programs and how they are being utilized.
- r. Social media, advocacy
- s. Marketing
- t. Direct impacts to outreach planning in the immediate future
- u. 1) revise my program's brochure to something more catchy; 2) contact more associations and do more outreach w/ them
- v. Surveys both before and after site visits and hotline calls.

- w. Some marketing strategy changes; looking at PTE calculators
- x. Reaching out to my new connections for advice and resources
- y. More CFR training
- z. Promotion/marketing/measures
- aa. Rethink marketing plans
- bb. Implement project ideas from other states
- cc. Access to emission calculators, now we brand our Agency messages
- dd. Providing emission calculators to all staff; More interaction w/ associations.
- ee. Talk to our reg about chrome platers and PFOs
- ff. Modeling our pre-site visit form on SBEAP example. Considering SBA Advocates. Changing approach to customer service strategy to better reach our target audience. Evaluations for customers to submit to rate service quality. Include follow-up evaluations to site visits.
- gg. Marketing approach
- hh. Network of SBEAP experts. Making/follow-up with contacts. Enhancing on-going initiatives.
- ii. Marketing plan improvements
- jj. Use other states tools (MN)

5. What were the top three sessions that you found helpful?

- a. Marketing, SBA, association panel
- b. Marketing, evaluating/reporting, P2
- c. Marketing; SBA, Small business advocacy; Strategy session
- d. Surface coating 6H, 6X, 6W; Marketing strategy; trade association
- e. Marketing; SBA presenters
- f. OAQPS; US SBA – Office of Advocacy; Nancy Larson
- g. SBA Office of Advocacy; PFOs/PFAs, trade association discussion
- h. OAQPS update; Leading the way – strategic planning for your audience; SBA, Office of Advocacy
- i. Leading the Way; SBA, Office of Advocacy session
- j. Nathan Frank's; Intention; café style workshops
- k. Break-out group session; EPA Regulator session; Marketing
- l. Strategic planning session; Feedback on the session I presented in; I appreciated the back-and-forth.
- m. Marketing, evaluating compliance assistance, trade associations
- n. Rule updates from Laura McKelvey; Evaluating outcomes session; Surface coating update from Air.
- o. USEPA Office of Air Quality & Planning standards update (Laura McKelvey); Marketing w/ no or little budget; Trade Association panel discussion
- p. Marketing
- q. SBA's Office of Advocacy; Evaluating compliance – outcomes; strategy session & National SBEAP.org website
- r. SBA; marketing
- s. 1) PFAs presentation: Intuitive, accessible, engaging, phenomenal presentation and presenter.
2) NSC strategy session: The breadth of subject matter and representation was excellent.
3) Surface coating: NESHAP 6H, 6X, and 6W → some outstanding insights in this panel.
- t. Interactive trainings
- u. Marketing; emission calculations; surface coating
- v. Wednesday afternoon's sessions – calculating PTE, PFAs, and Trade Association
- w. NESHAPs; Oklahoma outreach; networking w/ others/Resources from other states; planning; Lloyd Kirk
- x. Marketing w/ little or no budget; NSBEAP resources poll; Advocacy panel; Associations panel;

Cathy Stepp gave a really nice welcoming. I wish she'd be Region 8's Administrator!

- y. ISTC Pollution Prevention; Marketing w/ no or little budget
- z. Marketing on a budget; Trade associations; Networking
- aa. Marketing w/ limits; The PFOs presentation! Sustainable Tech Center (Super applicable to one of my programs).
- bb. Trade panel; CFR training; office of advocacy
- cc. Marketing; Networking; OECA update
- dd. Marketing P2; Mike Harris!; PFAs
- ee. Marketing. Potential to emit. Trade panel.
- ff. Strategy style-world café style; PFos/PFAs; polling session
- gg. Marketing, PFOs/PFAs; Larson's live polling exercise.
- hh. PFOs, marketing, eval compliance
- ii. NESHAPs 6H, 6X, 6W. Marketing w/ Little to No Budget. SBA Office of Advocacy. Evaluating compliance assist., reporting outcomes.
- jj. PTE, PFOs
- kk. PFOs/PFAs, calc PTE; marketing with little or no budget
- ll. Marketing, SBA, association panel
- mm. Needed OAQPS involvement. OAQPS even though it missed the work and wasn't very relevant to small sources 6H, 6X, 6W – Good to hear OEPA. Very pertinent rules. All were great. Jennifer Dixon is a great speaker. Like having R5OECA.

6. How can the training be improved?

- a. More EPA support (OSDBU, OAQPS) on logistics and funding – every year.
- b. Have presenters/moderators familiarized with webinar technology. Don't let panels turn in to hour long gripe sessions. Not useful for anyone. Moderate.
- c. Business industries to speak on success stories
- d. Restaurant recommendations for lunch & dinner
- e. It would be good to have trade association representatives sit on a panel to discuss needs.
- f. Everything seem fine to me
- g. Was ran really well. I enjoyed our first SBEAP/SBO Training. I would tape the session and share on website.
- h. More outside speakers. Great to hear from outside experts.
- i. Technical issues.
- j. No suggestions – great job- thank you for all your hard work!
- k. Try to finalize speakers earlier. More last minute speakers may not be as prepared to adequately cover topic.
- l. I would aim for at least one more collaborative input, group exercise-based topic. I think the face-to-face engagement is very useful.
- m. For my selfish purposes, more stuff like the Wednesday afternoon presentations and the Tuesday afternoon presentation on NESHAP 6H, 6X, and 6W.
- n. State overviews, current focus areas
- o. One or two more breaks. Engage the audience.
- p. I think this was the best ___ I've been too so far. They keep getting better and I liked the content.
- q. Just keep offering relevant sessions w/ hot topics
- r. As a technical assistance person the in-depth 6X, 6W, 6H conversation was super helpful. More of those!
- s. Tech pre-planning
- t. Having NSC meeting at a restaurant doesn't really work – just too loud. I would just do all NSC

stuff during strategy session in future, was good to do intros. Liked introducing each other activity.

- u. More opportunities for open discussion and more time for networking
- v. More states being present (also need more open dialog centered around topics); apply the marketing strategies to get more states to join us.
- w. Longer breaks
- x. Give instructions on using microphones, headsets, etc., before the training starts and include the audience.
- y. Identify needs throughout the year that get added to or removed from a bulletin board electronic web site which can then be considered as potential/agenda topics. Provide visual examples that can be used in future presentations to communicate complicated ideas.
- z. More EPA support (90SDBU, PAQPS) on logistics & funding – every year.
- aa. Try to work out tech kinks early. Have A/V more involved.

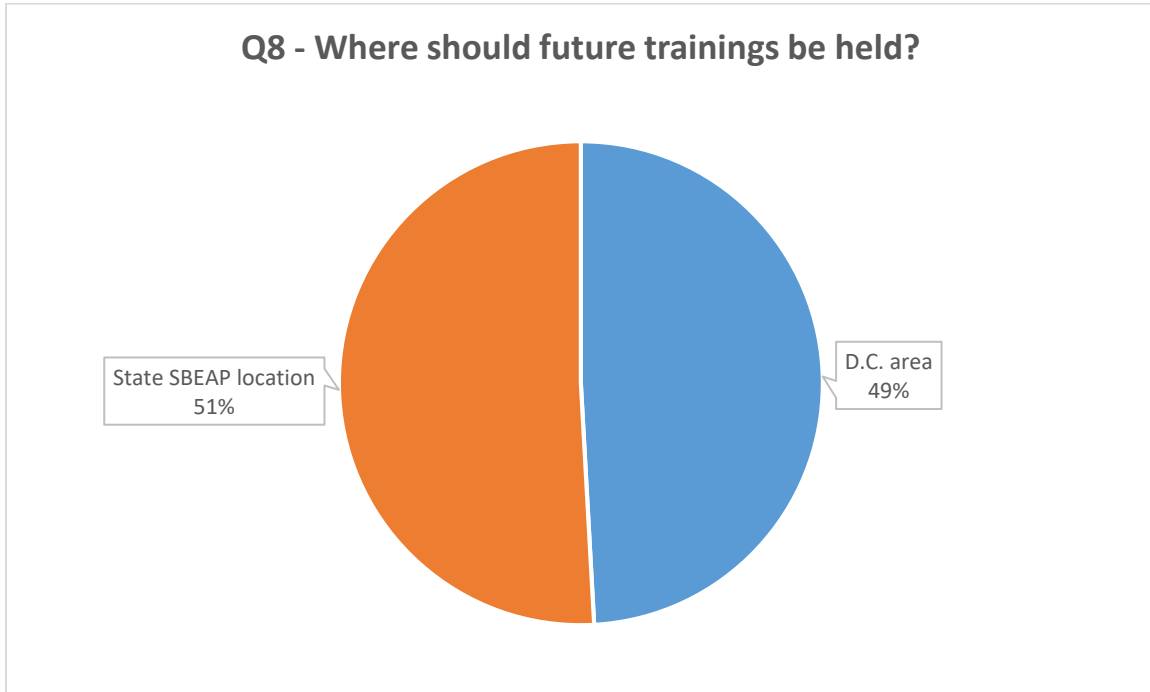
7. Please share other comments.

- a. I believe the training should alternate between DC and a state location.
- b. Either location
- c. I look forward to on-going engagement with SBEPA's as we move forward.
- d. Alternating is okay as it is now. Keep annual.
- e. Enjoyed all of it!
- f. I like the every other year rotation
- g. Really great content – I found the marketing ideas very beneficial – maybe next year we can get training on internal marketing w/in our agency to get support & buy-in from leadership & other offices.
- h. I feel we had good variety of speakers and a great combination of internal/external speakers and topics. Love being able to visit other states. But also great to have access to EPA, SBA, associations.
- i. We will look forward to continuing to expand our participation w/ SBEAP.
- j. California ☺
- k. Consider a reception paid for by companies or consultants that have a booth or poster session. DC every other year on opposite years move around the country or V.I. and Hawaii.
- l. Group evening activity/event; PTE beginners workshop calcs/tools; small business inputs/awards/case studies
- m. I thought it was great that some of the presentations were shared with non-conference goers via Zoom. The awards ceremony was touching and the networking opportunity was great! I like that trainings swap between DC and states. Great job! Thank you Annette, Jennifer, Nancy, etc.!!
- n. Either are fine with me (DC/state)!!
- o. The networking events were a great opportunity to get to know other SBEAP-ers.
- p. Either works for me (DC/state)
- q. Pizza was not well labeled on what it contained; Great to have so many people; Nice to have hotel so close to meeting space. Like switching every other year (DC/state).
- r. Great conference!
- s. Excellent work! Putting this on is no easy task!
- t. Great food – Good to charge registration. (either – DC/state)
- u. Really enjoyed the PFAs discussion. Also enjoyed the ISTC presentation and slides (process slides and examples) (before and after).
- v. Very nice conference. Thanks for all of the work that went into it.
- w. Developing relationships – newcomer introductions which required participants to listen to

another/understand who they are/what they are and to be able to reformulate that in one's own mind. Sharing business cards and something about that person. (State: Indiana).

- x. Thanks for the good use of registration \$. Impressive facilities. Like the extra space. (Location: RTP).

8. Where should future trainings held? D.C. area State SBEAP location



THANK YOU FOR YOUR FEEDBACK!