

# 2017 SBO/SBEAP NSC Promotional Subcommittee

**Jan 25, 2017**  
**11:00 a.m. Eastern**

**Conference Call:**  
**866-299-3188**  
**Access Code:**  
**202-566-2827 #**

## **AGENDA**

- **Roll Call:** Sara (NH), Jeremy (PA), Crystal (TN), Tony (NC), Annette (IL), Renee (WI), Liz (CO), John (MT), Jenna (CA)
- **Discussion**
  - SBEAP/SBO Training May 16-18, 2016 Denver, CO (Cherry Creek, CO)
    - Award update – Ed sent out application for comments, will send to Nancy to get up on web page soon.
    - Award ceremony ideas – May have ceremony at site visit location is possible, possible on Tuesday afternoon with reception. Or may try Denver Zoo, option tour on Monday night
    - Session discussion – survey monkey results? – Newcomer session will be Annette Fulgenzie and one other presenter. Sara will talk to Liz in CO to find a behavioral change speaker. Renee Bashel will present on annual report. We may incorporate a little time to review web page updates.
  - SBO Newsletter: Region 7 turn (February 13, 2017 deadline to Lillian) – Lillian retired. Elnora Thompson will take over Bulletin.
  - SBEAP Facebook page: Purpose and members – FB Group not page. This will remain closed group to just SBEAP/SBO programs. Share photos and over items of interest, more of an internal facing group. We will look into creating a FB page that is open to everyone. Page will have regulations, webinars, more of an external facing page. Will need help with posting.
  - Promote SBEAP/SBO services to national, regional, state events/groups
    - SBDC: 2017 annual conference call for content should be out Jan/Feb, Nashville, TN – due Feb 15. Tony Pendola volunteered, need others for panel. Donovan is working on this, contacting speakers, writing proposal.
  - NSC call on Feb 7 at 2:00 EST: Volunteer needed to be on the Feb 7 call to report Promotional activities. – Renee volunteered to help but discovered conflict. Jeremy offered to participate.
  - Other ideas?
    - Next month: Twitter – how to increase followers
- **Next Call: February, 15 2017 at 11:00 ET**

# **2017 SBO/SBEAP NSC Promotional Subcommittee**

**Feb 22, 2017**  
**11:00 a.m. Eastern**

**Conference Call:**  
**866-299-3188**  
**Access Code:**  
**202-566-2827 #**

## **AGENDA**

- **Roll Call:** Sara (NH), Jeremy (PA), Nancy C (PA), Crystal (TN), Tony (NC), Annette (IL), Nancy L (KS)
- **Discussion**
  - SBEAP/SBO Training May 16-18, 2016 Denver, CO: Please make your hotel reservations soon. Visit web page for link to hotel.
    - Award update: Deadline April 7 – posted online: Please encourage people in your region to submit nominations. Does anyone have a list of past winners? Let’s check with Phyllis and Ed. Send reminder messages to list serve every 2 weeks about award program. Eligibility must include working with NSC or state SBEAP for businesses and trade associations. Sara will ask the NSC to reach out to their states to encourage them to submit nominations at the March 7 call. Sara/Ed will send out reminder emails about award nominations every 2 weeks.
    - Award ceremony ideas – On the agenda for day 2 of the training from 5:15-6:00pm. We are trying to reserve location other than hotel. Sara was incorrect about location.; the Colorado offices are within walking distance as well as a few other venues.
    - Session discussion: Behavior Change, Newcomer Orientation, Annual Report – Education will coordinate Newcomer Orientation aka SBEAP 101, then follow with Annual Report session. Sara will ask Planning committee about adding a session to speak with EPA Region 8 Communication Director/Representative to discuss the new Administrator and what we should expect or prepare for in the future.
  - SBO Newsletter: Region 8 turn (March 13, 2017 deadline to Elnora) – sent by Sara on 2/23/17 – asked for an annual training article to be included in next newsletter
  - SBEAP Facebook: Next steps – Market group, Set up page – Annette created Group, which is open to only SBO/SBEAP, CAP members, etc. This is an “internal” group to post photos from annual training, awards, etc., to share with each other. Annette is working on Page, which will be “external” to anyone who wants to join. Content will include twitter messages, proposed rule changes, etc., items that small business, trade associations, and other interested parties would be interested in. Content will need to come from all of us.
  - Promote SBEAP/SBO services to national, regional, state events/groups
    - SBDC: 2017 annual conference – proposal submitted
  - Twitter: Providing content and increasing followers – We still need more content for the twitter account. Please remember to submit content, workshops, rule changes, webinars, environmental facts, to keep this twitter account active.
  - Other ideas?
- **Next Call: March, 15 2017 at 11:00 ET**

# **2017 SBO/SBEAP NSC Promotional Subcommittee**

**March 15, 2017  
11:00 a.m. Eastern**

**Conference Call:  
866-299-3188  
Access Code:  
202-566-2827 #**

## **AGENDA**

- **Roll Call:** Sara (NH), Jeremy (PA), Nancy C (PA), Nancy H (PA), Tony (NC), Renee (WI), Lynelle (KS), Liz (CO), John (MT), LaRonda (CA)
- **Discussion**
  - SBEAP/SBO Training May 16-18, 2016 Denver, CO:
    - Award update: Deadline April 7 – posted online: PA, NC and maybe CO will submit nominations
    - Award ceremony ideas: special room at restaurant, within walking distance, Wednesday night.
    - Session discussion: Behavior Change, Annual Report: Behavior Change session – Nancy Herb can moderate if needed. Both sessions are all set.
  - SBO Newsletter: Region 9 turn (April 14, 2017 deadline to Elnora): Jenna will send in an article
  - SBO/SBEAP Annual Report: How and where to promote? Strategy: 1) add to web page, 2) send out on twitter, multiple tweets with facts, 3) send to trade assoc list, 4) send to EPA Administrators (HQ/RA), 5) post on state web pages, 6) send to House/Senate small business committees, 7) ask states to send to Governor and State committee chairs, 8) send to state business editors. Many of the strategies will need to be completed by state programs to their state contacts. We can only encourage state programs to promote the report.
  - Letters to new EPA Administrator: Send past letter to new Administrator to review. Ask states to send letters to Regional Administrators as they are appointed (Region 1 states send letter to Region 1 Regional Administrator). Include copy of SBO/SBEAP annual report with letter. Start this process after annual training. Good opportunity to promote state programs to regional level. Some state will not be able to get permission to accomplish this task. For those state that can, please share letters with others.
  - SBEAP Facebook: No new members to group?: no discussion
  - Promote SBEAP/SBO services to national, regional, state events/groups
  - Twitter: Providing content and increasing followers: ran out of time, discuss on April call
  - Other ideas?
- **Next Call: April 19 2017 at 11:00 ET – no call in May**

# 2017 SBO/SBEAP NSC Promotional Subcommittee

**April 19, 2017**  
**11:00 a.m. Eastern**

**Conference Call:**  
**866-299-3188**  
**Access Code:**  
**202-566-2827 #**

## **AGENDA**

- **Roll Call:** Sara (NH), Jeremy (PA), Nancy C (PA), Nancy H (PA), Crystal (TN), Tony (NC), Annette (IL), Renee (WI), Nancy L (KS), John (MT)
- **Discussion**
  - No minutes from March: Sara's fault
  - SBEAP/SBO Training May 16-18, 2016 Denver, CO
    - Award update – Annette will send draft press. States will have to find local media or other outlets, like state commissioner/secretary. NSC will send on Twitter, post on Facebook, email to main/trade sbeap list serves, fax to Senate/House small business committees, EPA Small Biz.
    - Award ceremony ideas – Wed – Ed not able to attend, La Ronda volunteered to present.
    - Session update - done
  - SBO Newsletter: Region 10 turn (May 12, 2017) deadline to Elnora – Send Award winner press releases and photos for newsletter (done May 18, 2017).
  - National Feedback to EPA: Executive order – Brent (OH) Lisa (WI) working on it. It would be nice if they wrote a short article for the newsletter as well.
  - Twitter: Providing content and increasing followers – Need a strategy 1) add the twitter link to you email and letters, 2) create editorial calendars (5 categories) similar to @TNSmallBizBuzz. 3) create a workgroup to increase content and followers (Crystal, Nancy Larons, Jeremy, Sara)
  - Other ideas? Website connections – Annette noted we used to be connect to c-car, can we get that link back?
- **Next Call: June 28 2017 at 11:00 ET**

# **2017 SBO/SBEAP NSC Promotional Subcommittee**

**June 28, 2017  
11:00 a.m. Eastern**

**Conference Call:  
866-299-3188  
Access Code:  
202-566-2827 #**

## **AGENDA**

- **Roll Call**
  
- **Discussion**
  - SBEAP/SBO Training May 16-18, 2016 Denver, CO
    - Award Ceremony and Activities – Nice venue, inside and outdoor, good food, tables set up, photographer did a great job. Everyone was happy with the outcome. Nice work Liz.
  
  - Awards 2018
    - List of past award winners – We have short list from Phyllis, will try to get more information from her and Ed on list of past winners in all categories. List will be posted online.
    - Things to improve next year – EPA grant for 4 years, but coordinate training in 2018 and 2020. Some states interested in applying. State who gets funding does not have to host in their state. Can coordinate with the help of another state hosting. Be ready for more travel bans (not due to funding issues but social issues).
    - Volunteer to coordinate – Asking for additional volunteer to help coordinate awards program. Ed has done it for 3 years.
  
  - SBO Newsletter: Award winners – July Reg 1 – Sara sent photos and write up to Elnora (EPA) in May, hopefully it will be included in the next newsletter.
  
  - SBO/SBEAP Annual Report: Promotion activities – Added to web page, tweeted, sent to trade assoc list (Tony will send again), will send to EPA RA when appointed, sent to House/Senate small business committees. Need to send to SBA RA when appointed, OECA (Tony will do this)
  
  - Letter to EPA Regional Administrators: Promotion activities – Encouraging state programs to send letters once appointed, include annual report. Sara will send reminder to NSC and Promotional every month until all are appointed.
  
  - Letter to OAQPS: Tony believes leadership will be in place shortly. We will wait until August/September meeting. However, now is the time to draft those letters and be ready.
  
  - Twitter: workgroup update – Susan Tripp has intern working with us to improve content, increase followers, etc. Next call is June 29.
  
  - Other ideas?
  
- **Next Call: July 19 2017 at 11:00 ET**

# 2017 SBO/SBEAP NSC Promotional Subcommittee

**July 19, 2017**  
**11:00 a.m. Eastern**

**Conference Call:**  
**866-299-3188**  
**Access Code:**  
**202-566-2827 #**

## **AGENDA**

- **Roll Call** – Sara (NH), Ed (NJ), Jeremy (PA), Nancy (PA), Susan (VA), Melissa (MS), Tony (NC), Annette (IL), La Ronda (CA)
- **Discussion**
  - Awards 2018 – will start in a couple of months (September/October)
    - List of past award winners – On web page
  - SBO Newsletter: Asked EPA (Elnora and Paula) where is the April, May and June editions. – April/May edition is on line but it was not distributed to SBEAP. Sara sent the link to SBEAP and to trade association list. Sara emailed Paula and Elnora (cc Lisa and Tony), why is the newsletter not being shared, why is EPA not responding to emails, etc. Tony will speak with EPA.
  - SBO/SBEAP Annual Report: Send to SBA RA, OECA...How about ECOS?
    - Tony will send annual report to OECA once new leadership is in place.
    - Need volunteer to draft letter/outline to SBA RA – Region 9 appointed (as of 7/3/17) – La Ronda will reach out to Reg 9 SBA.
    - Need to work on ECOS letter – Sara will draft and send to Tony/Lisa
  - Letter to EPA Regional Administrators: No appointments (as of 7/17/17 – according to EPA.gov)
  - Letter to OAQPS: Waiting on new leadership – no changes
  - Twitter: workgroup update – Intern in VA working on content. We increased our followers, who we follow and we are getting more impressions and more profile visits. The key is still more content from other SBEAP programs is needed to continue.
  - Other ideas?
  - Joint letter signed by trade associations on why SBEAP is a good program. Reg 5 metal finisher trade association suggested this. We need volunteer to coordinate this effort.
  - How can we get 1% of enforcement fines dedicated to compliance assistance? This is being done for SBDC and OSHA, why not CA?
- **Next Call: August 16, 2017 at 11:00 ET** – Sara trying to schedule webinar on behavior changes to improve compliance.

# **2017 SBO/SBEAP NSC Promotional Subcommittee**

**August 16, 2017  
11:00 a.m. Eastern**

**Conference Call:  
866-299-3188  
Access Code:  
202-566-2827 #**

## **AGENDA**

- **Roll Call:** Sara (NH), Jeremy (PA), Nancy H (PA), Tony (NC), Nancy (KS), Jenna (CA)
- **Discussion**
  - Awards 2018 – Renee Bashel will coordinate – Will send out updated nomination requests to group for review. Sara will update award list and send to Nancy.
  - Annual Report 2017 – workgroup starting – how can we support this effort? – Jennifer, Nancy and Laura working on this. Will have live training again
  - SBO Newsletter: Region 2 turn – Sara will contact Region 2 to let them know
  - SBO/SBEAP Annual Report 2016
    - SBA RA – Region 9 appointed (as of 7/3/17) – La Ronda update, Region 5 appointed – Renee and Annette will reach out
    - ECOS – Sent to Executive Director 7/26/17
    - OECA – Tony update – no update, no appointments
  - Letter to EPA Regional Administrators: Any appointments? – no appointments
  - Letter to OAQPS: Waiting on new leadership – no appointments
  - Twitter: workgroup update – need content, challenge everyone on call to provide one tweet to Nancy this month, provide photo/logo if you can, include #SBEAP. Jenna will send one for the tech call on refrigeration council ppt, lots of great data and graphics to share
  - October 18 call – Behavior Change Strategies – Webinar – Sara will schedule a practice with Nancy and speaker to use zoom prior to the training
  - Other ideas? SBDC annual traing, Donovan working on this
    - Newcomer webinar is recorded, need to promote it once it is on the web page, add to Sept agenda
    - Tony to review the ECOS green report that Jenna sent out and reach out to ECOS about adding all the SBEAP/SBO to the state lists
- **Next Call: September 20, 2017 at 11:00 ET – Sara has conflict – can someone else lead the call or switch to September 27 at 11:00 ET? Should we switch to 4<sup>th</sup> Wednesdays?**

# **2017 SBO/SBEAP NSC Promotional Subcommittee**

**September 27, 2017  
11:00 a.m. Eastern**

**Conference Call:  
866-299-3188  
Access Code:  
202-566-2827 #**

## **AGENDA**

- **Roll Call** – Sara (NH), Ed (NJ), Jeremy (PA), Susan (VA), Tony (NC), Renee (WI), Nancy (KS), LaRonda (CA)
- **Discussion**
  - Awards 2018 – Renee – Sent out forms for comments, made some changes, will be changing the nomination process. Also need one volunteer from each region to review/vote on nominations. If no one volunteers, the Regional Rep or Alt will be the volunteer. Sara brought this idea up at the NSC call on Oct 2. Those on the call agreed to help. As soon as the training calls start up and a date/place is determined, the nomination process will begin.
  - Newcomer webinar recording – Promoting strategy – CA sent out link to SBDC, CAP and trade associations. It is available on many pages on the web site. We need to encourage new SBEAPS to watch and learn. There was some discussion with creating a 3-4 minute video in the future. We can send that link to a larger audience.
  - ECOS Green Report – Tony update – Tony will send email to main sbeap list providing contact info to add your state programs to the ECOS report. The report is online and easily updated, but each state will need to contact ECOS directly.
  - Annual Report 2017 – Laura (ID), Nancy, Jenna, and maybe someone else from Reg 9 can help review the report. LaRonda will contact Ann Marie in TX. They have been with the SBEAPs the longest. This report should come out soon. Promotion will help promote the call for data.
  - SBO Newsletter: Region 3 turn – Due to EPA Oct 16 – Jeremy will get someone in the region to submit an article.
  - SBO/SBEAP Annual Report 2016
    - SBA RA – Reg 5? (not listed on webpage) – Jennifer Dixon will contact Reg 5
    - OECA – Tony update
    - EPA Regional Administrators - Reg 4, Trey Glenn – need volunteer – Tony will reach out
  - Letter to OAQPS: Waiting on new leadership
  - Twitter – Everyone on the call, please submit a tweet to Nancy in October.
  - October 18 call – Behavior Change Strategies – Webinar – 21 accepted – will send another invite
    - Webinar link [here](#).
  - Other ideas?
- **Next Call: October 18, 2017 at 11:00 ET**



## **2017 SBO/SBEAP NSC Promotional Subcommittee**

**November 22, 2017  
11:00 a.m. Eastern**

**Conference Call:  
866-299-3188  
Access Code:  
202-566-2827 #**

### **AGENDA**

- **Roll Call** –Sara (NH), Ed (NJ), Nancy (PA), Tony (NC), Renee (WI), Nancy (KS), La Ronda (CA)
- **Discussion**
  - SBO Newsletter: Region 5 turn – due December 15 – Renee sent email to Reg 5 and requested an article. Reg 7 is ready for their turn in February.
  - Annual data collection – due December 15 – CA has 35 air districts and is collecting data from them. They may need additional time to compile. Nancy will talk to Laura.
  - Twitter – Submit more content – Need to support this effort more. We all need to add this to our to do list to remember to submit a tweet, award announcements, outreach activities, factoids from your state, try to send photos. Some free photos can be found at [pixabay.com](http://pixabay.com)
  - Annual Training – Proposed session topics – Need volunteer for workgroup – La Ronda has volunteered to represent Promotional on the training calls. Thank you. Ideas to submit include 1) How to partner with local gov't programs, SBA, Chamber of Commerces, share what we have for services to their members, 2) Continue with a behavior change discussion maybe a case study with a small business that implemented some tools, 3) Using and creating videos, like MI and other states. New contractor for annual training has been chosen by EPA, they will work with the training workgroup.
  - Other ideas?
  - NH sent letter and annual summary to Reg 1 Reg Admin at EPA. When an EPA RA is appointed, every SBEAP in the region should send a welcome letter, the annual summary and a state brochure to promote their program. Great opportunity for every SBEAP to promote their services.
  - Air Waste Mgmt conference is in CT next year – call for papers is open – any ideas?
  - EPA Small Business Office (Joan) looking for nominations for their annual awards. Any ideas? Last year winners from SBEAP awards? Promo will send email to main list when they announce nominations accepted.
- **Next Call: December 20, 2017 at 11:00 ET**

# 2017 SBO/SBEAP NSC Promotional Subcommittee

**December 20, 2017**  
**11:00 a.m. Eastern**

**Conference Call:**  
**866-299-3188**  
**Access Code:**  
**202-566-2827 #**

## **AGENDA**

- **Roll Call** – Sara (NH), Jeremy (PA), Nancy (PA), Renee (WI), Liz (CO), La Ronda (CA)
- **Discussion**
  - SBO Newsletter: Region 6 turn – due January 15 – sent email to Reg 6 12/19/17 – November newsletter was released (12/21/17) no SBEAP article. Tony is following up with Elnora to see what the issue it. We do know that Reg 5 did submit and article. Maybe it will be in December issue.
  - Annual data collection – due December 15 – CO/CA submitting late; Potential panel at annual training on tools for states that have regional/multiple offices on tracking data. How do state programs track data/metrics? Easy for one person program, not easy for programs that have multiple people but don't have share drives or are in different locations.
  - Twitter – Sara reminded people to send/share tweets with Nancy Larson. Sara sent dust workshop announcement (12/22/17) Sara sent message to Promo Subcommittee and co-chairs of other subcommittees to remember to share info – we always need content. Two places for great free photos, Unsplash.com and Pixabay.com.
  - Annual Training – continue to send ideas for potential topics to LaRonda. Since we will be in DC area, encourage trade assoc or EPA as speakers. Survey will go out January to help pick session topics. Contractor for training has been decided. Training is tentatively scheduled for 1<sup>st</sup> week of May during Small Business week.
  - Award update – Change trade association category to business assistance providers. Many of us work with chamber of commerces, SBA, and non-profits that are also providing small business assistance and working with SBEAP. We hope this will bring in more nominations to the award process. Renee will write email to NSC (done 12/22/17), Sara will send to NSC (done 12/22/17), and discuss it at the Jan 2 NSC call. If NSC member can not make the call, they can share their thoughts to Sara or to Tony. In January to post nomination forms to web and send out numerous emails, deadline in February, voting in March (one person from each region), April awards made, draft press releases, draft tweets, etc., ceremony in early May at annual training. Ceremony – need to talk to annual training workgroup, how, where when, to fit into agenda. Renee will check in with Nancy about paying for awards and using same vendor.
  - (Continued...)

- Welcome letters EPA or SBA Regional Administrators – If new RAs are appointed in your region, please send a letter and SBEAP summary to them from the NSC. We have a letter ready to go with Tony/Lisa’s signature. We are also recommending all state in the region send a personal letter introducing themselves, their program and their role in the NSC to the new RA. Start the conversation and see what happens. When the new annual summary is available, we will send letters again. To be heard, you need to be loud.
- EPA Small Business Office Awards – Need more info from EPA to help nominate. What is the process, when are nominations open, send to RSBL, send to Joan? Nothing on web page. Mostly internal process. Can nominate award winners from last year.
- Other ideas
- **Next Call: January 17, 2018 at 11:00 ET**