

NSC: Promotional Subcommittee Call Minutes
June 15, 2016

Roll Call

- Region 1 – Sara Johnson
- Region 2 – Ed Bakos
- Region 3 – Nancy Herb, Susan Tripp
- Region 4 – Tony Pendola
- Region 5 – Erin Conley, Renee Bashel
- Region 6
- Region 7 – Nancy Larson
- Region 8
- Region 9 – LaRonda Bowen
- Region 10

1. **Webinar: Social Media with Education Subcommittee and PA SBDC** – Nancy Crickman not on the call today, but we are trying to schedule the webinar in July 2016. We do have progress on the SBEAP/SBO Twitter account, set up by Susan Tripp. This account will be used as a tool to reach out to small businesses, trade associations, and other interested parties. In addition, it will follow other twitter accounts such as EPA, trade associations, other small business assistance providers. After the webinar, the subcommittee will discuss what we should post, who will be posting, how often to post, who will contribute posting information, etc. Twitter feed will be added to the nationalsbeap.org page.
2. **Letters to OAQPS** – The subcommittee agreed that this task is a priority for us this year. NC, CA, WI, and NH will work together to create an outline for states/CAPS to write a letter to EPA HQ OAQPS and cc Regional Administrators. Items we will include in the outline how we support the small business community, the importance of providing confidential assistance, and why OAQPS needs to support us. Some states will be able to submit letters and some will not. All feel that this is key to gaining support from EPA HQ including funding for annual training.
3. **Recruit new and engage current members to participate** – There are 34 people on the promotional list serve, yet only 9 participate on the call. Historically, this subcommittee has had low participation and we want to change that. Sara will draft an email on why current members should participate, what they gain by participating, what are plans are for the next year and why it is so important for 507 programs to promote themselves nationally, regionally and within the state. LaRonda, Tony, Erin, Renee, agreed to review the email prior to Sara sending it out. In addition, some of the language could be used to update the nationalsbeap.org promotional web page.
4. **SBREFA** – Based on the presentation at the 2016 annual training with SBA, the subcommittee decided that we should reach out to the SBA Regional Advocates. CA has a successful partnership and encourages other states to make an effort as well. Promotional will recommend ways to reach out to the SBA Regional Advocates as one of our priorities this year.

(LaRonda's comments: I think we should reach out to everyone who is willing to in at least one state per region. Maybe promotional can reach out to the regional reps who do not have an active SBEAP. In addition to the Advocacy reps, we should reach out to the procurement reps and encourage them to refer their small business customers to the SBEAP if they have air permit/compliance issues. Same info could go to both the Advocacy and Procurement rep initially.)

5. **SBO Bulletin** – Region 9 turn to submit article. We may have missed deadline. But let's try anyway. July will be Region 10 turn. (LaRonda: I am working on it but will not have it in until tonight.)
6. **2017 Training** – Renee will represent Promotional Subcommittee on the training calls. Sara is representing Region 1 on training calls. Ed will continue to chair the awards program. Thank you Renee and Ed!!
7. **Co-chair for Promotional** – Sara will recruit for a co-chair for promotional subcommittee. We have many goals we hope to accomplish this year and a co-chair is crucial to the success to complete those goals. (LaRonda: I can back you up for 4-5 months or until you get a "real" volunteer.)

Next meeting – day/time – July 27 at 11:00 ET

August will be regular day/time – 3rd Wednesday of the month at 11:00 ET – August 17

2016 SBO/SBEAP NSC Promotional Subcommittee

**July 27, 2016
11:00 a.m. Eastern**

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

Minutes

- **Roll Call** – Reg 1: Sara (NH), Reg 2 Ed (NJ), Reg 3 Jeremy (PA), Reg 4 Crystal (TN), Melissa (MS), Tony (NC), Reg 5 Annette (IL), Erin (IL), Renee (WI), Reg 7 Nancy (KS)
- **Discussion**
 - Webinar: Social Media with Education Subcommittee and PA SBDC – update – Aug 17: SBDC will send out registration notice on sbeap main email list
 - Letter to Office of Air Quality Planning and Standards (OAQPS): Support 507 Programs – update: Renee and LaRonda provided draft write up, Sara to share with group before next call
 - Encourage current members to participate on calls – update: Try to have representatives from every region
 - Recruit new members to subcommittee – update: need to update the info on the web page
 - Clean Air Excellence Award <https://www.epa.gov/caaac/clean-air-excellence-awards>
 - Due in September 2016 for 2017 awards: waiting for “new” award guidelines. Subcommittee will discuss potential nominations once guidelines are established.
 - Co-chair for promotional: Any volunteers?
 - Small Business Regulatory Enforcement Fairness Act: outreach to SBA Regional Advocates: Annette will draft letter to share with group, discuss/finalize at Aug 17 call
 - System to search for new SBO/SBEAP to add to web page and SBEAP list serves: In order to keep web page updated, Nancy Larson will send request to the NSC Reps twice a year to review their region for any changes. However Reps are encouraged to notify Nancy of any changes as they occur rather than waiting for the semi-annual request.
 - SBO Newsletter: Region 1 turn (August): Sara sent email to Reg 1 programs encouraging them to submit an article. Next month is Region 2.
 - Trade association outreach: Promote services national, regional, state
 - Other ideas?
- **Next Call: August 17 at 11:00 ET – May cancel – same day at social media webinar**

2016 SBO/SBEAP NSC Promotional Subcommittee

**Aug 17, 2016
11:00 a.m. Eastern**

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

Minutes

- **Roll Call** – Reg 1: Sara (NH), Reg 3: Jeremy (PA) and Nancy H. (PA), Reg 4: Tony (NC), Reg 5: Renee (WI), Reg 7: Nancy (KS)
- **Discussion**
 - Letter to Office of Air Quality Planning and Standards (OAQPS): Support 507 Programs – update – due to changes at OAQPS and the election, group decided to wait until 2017 to send letter to new administrators/directors. However, some states will draft letters now to be ready to send in 2017
 - Encourage current members to participate on calls – update – Sara to send email to those on list that are not participating to determine if they are interested in receiving information from this group.
 - Recruit new members to subcommittee – update – Sara to send email
 - Clean Air Excellence Award <https://www.epa.gov/caaac/clean-air-excellence-awards> - waiting on update from EPA – Sara is checking webpage weekly for 2017 award guidelines
 - Co-chair for promotional – Sara to send email
 - Small Business Regulatory Enforcement Fairness Act: outreach to SBA Regional Advocates – see attached – Annette drafted letter. Comments/edits were collected. Sara will update letter and send to KS PR department for additional edits. Once done, send to promotional subcommittee, then to Tony/Erin for NSC to provide final comments.
 - SBO Newsletter: Region 2 turn (September) – NY, NJ, PR and VI – Sara will send reminder
 - Trade association outreach: Promote services national, regional, state – Suggestion to reach out to paint suppliers due to 6H, and to plating/polishing trade associations due to 6W
 - Other ideas?
- **Next Call: September 21 at 11:00 ET**

2016 SBO/SBEAP NSC Promotional Subcommittee

**Sept 21, 2016
11:00 a.m. Eastern**

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

AGENDA

- **Roll Call:** Sara (NH), Ed (NJ), Jerney (PA), Nancy C (PA), Nancy H (PA), Tony (NC), Erin (IL), Renee (WI), Brent (OH), Nancy (KS)
- **Discussion**
 - SBEAP Twitter – guidelines, content, audience: Sara will update the guidelines and send to subcommittee. Will continue to update on the October call.
 - Encourage current members to participate on calls – update: Some members do not participate, but want to continue to receive email and minutes from call.
 - Recruit new members to subcommittee – update: Two new members, Brent Goetz (OH), John Podolinsky (MT). Welcome to the Promotional Subcommittee.
 - Clean Air Excellence Award <https://www.epa.gov/caaac/clean-air-excellence-awards> - waiting on update from EPA: No change on EPA web page with updated nomination packet
 - Co-chair for promotional: No volunteer for co-chair, but need a volunteer to potentially lead call in October (Erin volunteered) and need volunteer for November call
 - Small Business Regulatory Enforcement Fairness Act: outreach to SBA Regional Advocates – update: Sara sent updated letter to Nancy L and Tony, the letters need a “task”. We explain why we are sending them a letter (re-engage partnership), describe SBEAP programs, NSC and an example of a comment letter to EPA, but we do not (and we need to) explain how we plan on making that connection.....for example: common (SBA/EPA) rule change, help with outreach, connect at state level (SBEAP will reach out), etc. Will send letter to NSC to see if they have an idea on how to connect or if we should wait until new administration is selected.
 - SBO Newsletter: Region 3 turn (October): No article from Region 2. Jeremy will reach out to Region 3. Sara will send guidelines to Jeremy/Nancy L.
 - Trade association outreach: Promote services national, regional, state: Reg 5 working together on NESHAP 6W plating/polishing, could be future promotional activities. Nancy Crickman suggested submitting a presentation call for content for the 2017 SBDC annual training/conference, call will be released in a few months, conference is usually in fall.
 - Other ideas?
- **Next Call: October 19 at 11:00 ET**

2016 SBO/SBEAP NSC Promotional Subcommittee

**Oct 19, 2016
11:00 a.m. Eastern**

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

AGENDA

- **Roll Call** – Sara (NH), Jeremy, Nancy H, Nancy C (PA), Crystal (TN), Tony (NC), Annette, Erin (IL), Renee, Jennifer (WI), Brent (OH), Nancy L (KS), John (MT)
- **Discussion**
 - SBEAP Twitter: guidelines, content, audience
 - Promotional Tweet – No changes to the guidelines. Requested a tweet is sent about the Michigan Sustainability Workshop and TSCA webinar (Sara will send to Nancy Larson/Done)
 - Promotional Subcommittee web page: need to update <https://nationalsbeap.org/sbeap/resources/subcommittees/promotion> - Sara will send minutes to Nancy L (Aug-Sept 2016 sent). Sara will review, edit and share with group for comments. Need to change “what have we done lately” section and include new Twitter #SBEAP, support Awards program, support annual report, and engage partnership with SBA thru regional advocates.
 - Clean Air Excellence Award <https://www.epa.gov/caaac/clean-air-excellence-awards>: waiting on update from EPA – EPA Award coordinator will email Sara the federal register notice when available. Sara will share with subcommittee.
 - Small Business Regulatory Enforcement Fairness Act: outreach to SBA Regional Advocates – letter to SBA: include SBEAP/SBO assistance providers to the SBA regional resource guides. IL and PA already in their regional guides. Sara to update letter, send to group, send to NSC for their approval.
 - SBO Newsletter: Region 4 turn (November) – due to Lillian on Nov 14. Reminder message sent to Melissa, Emily, Tony and Crystal 10/25/16
 - Trade association outreach: Promote services national, regional, state opportunities
 - Region 5: 6W plating/polishing – national industry working with Reg 5 programs. Reg 5 will continue to update subcommittee if any promotional opportunity is determined. Take off agenda for next call.
 - SBDC: 2017 annual conference call for content should be released in Jan/Feb. Conference will be Sept 4-8 in Nashville, TN. Crystal/Donovan are willing to present and try to put together a panel. Will share call for content when available.
- Other ideas?

- AWMA – Call for Content email sent to Promotional 10/21/16 – Conference June 5-8 in PA.
- Add to November agenda – 1-page or brochures from SBEAP/SBO state programs. Try to find 4-5 examples to add to web site.
- **Next Call: November 16 at 11:00 ET – Erin will lead call**

2016 SBO/SBEAP NSC Promotional Subcommittee

**Nov 16, 2016
11:00 a.m. Eastern**

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

AGENDA

- **Roll Call:**
 - Region 1 -
 - Region 2-
 - Region 3 – Nancy, Jeremy (PA), Nancy Herb
 - Region 4 –
 - Region 5 – Brent (OH), Erin (IL), Annette (IL), Jennifer (WI), Renee(WI)
 - Region 6 –
 - Region 7
 - Region8 – John (MT)
 - Region 9 – La Rhonda (CA)
 - Region 10 –
 - No USEPA
- **Discussion**
 - SBEAP/SBO state program brochures or 1-page flyers: Share and discuss which examples to add to web site (4-6 options): La Rhonda – suggested we post from Regions on a rotating basis, could add more workload to Nancy & Promo Committee. Don't want to limit usefulness of the web site. Rotation could highlight brochures that are recently updated. Maybe include updated brochure on the scrolling updates. Don't want to post outdated brochures, check with people who submitted materials before posting.
 - SBEAP Twitter: update: CA has submitted some materials, may have more to share (P2 and grant related), Nancy has been tweeting on a regular basis
 - Promotional Subcommittee web page: need to update
<https://nationalsbeap.org/sbeap/resources/subcommittees/promotion> La Rhonda – include more info on committee accomplishments
 - Clean Air Excellence Award <https://www.epa.gov/caaac/clean-air-excellence-awards>: waiting on update from EPA:
 - Small Business Regulatory Enforcement Fairness Act: outreach to SBA Regional Advocates when should letter be sent out? Thoughts are to send the letter now and again after the transition to the new administration.
 - SBO Newsletter: Region 5 turn (December 12 deadline to Lillian) – R5 recently had a meeting and has ideas for next newsletter item.
 - Promote SBEAP/SBO services to national, regional, state events/groups

- SBDC: 2017 annual conference call for content should be out Jan/Feb, Nashville, TN
- Call for proposals (Nancy Crickman) out in first week in Jan, due 2/15. Nancy will update the committee when they come out. Small business panel would be a good addition
- AWMA – Call for content due Nov 22, in Pittsburgh, PA: no plans to attend from PA group. CA is the only member of AWMA on the call, La Rhonda recommends joining – local and regional meetings are valuable.
- Other ideas? Jeremy – what is the plan for the annual report data? Create a new piece about the the programs and what kind of assistance is provided. La Rhona – metrics are crucial to be included in the final report. Survey is open until November 30th. Smaller group will review data and design short piece, that will be brought to the full Promotional committee. Suggestion now is that the group will have a two page report that includes data and background on programs. Renee can send a copy of an older report that was done. La Rhonda will send a summary of their 2013 data. Suggestion for December call – distribution of the final report (how will be done, who gets the report, etc.)
- **Next Call: December 21 at 11:00 ET**

2016 SBO/SBEAP NSC Promotional Subcommittee

**Dec 21, 2016
11:00 a.m. Eastern**

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

AGENDA

- **Roll Call:** Sara (NH), Ed (NJ), Nancy C. (PA), Tony (NC), Renee (WI), Jennifer (WI), Barb (KS), John (MT), Jenna (CA)
- **Discussion**
 - SBEAP/SBO Training May 16-18, 2016 Denver, CO: Time to start award process – Ed – He will update the changes to the nomination process and resubmit to the group before the end of the year. The goal is to have the new form/questions online the 1st week of January. Give 6 weeks until nomination deadline. Send announcement on list serves to apply/nominate.
 - Annual Report – Business Sectors – Renee- help determine the top ten sectors SBEAPs are working with for the annual report. Creating a 1-2 page document of results. Hope to present summary at the May training in Denver.
 - Potential webinars – group liked both ideas, but decided to set up behavioral changes webinar first. Sara will work with NHPPP to set up presentation. Will use zoom meeting
 - Using video/You Tube to promote your message (P2 101, Climate Change, restaurant sector examples), review costs, effort and promotion strategy
 - Behavioral Changes – How to present an effective message to change behaviors, including improved compliance
 - Clean Air Excellence Award: waiting on update from EPA <https://www.epa.gov/caaac/clean-air-excellence-awards-application-information> - no update from EPA
 - SBO Newsletter: Region 6 turn (January 12, 2017 deadline to Lillian) – Sara sent request to Reg 6 SBEAPs
 - SBEAP/SBO state program brochures or 1-page flyers: Share and discuss which examples to add to web site (4-6 options) – Sara will talk to Nancy about web site options. Keep on agenda
 - Promote SBEAP/SBO services to national, regional, state events/groups
 - SBDC: 2017 annual conference call for content should be out Jan/Feb, Nashville, TN – nothing released but Nancy C is watching for the announcement and will share once available
 - Other ideas?

- We have 6 suggestions for the annual training in Denver. Waiting for planning subcommittee to send out survey monkey to pick “favorite”.
- **Next Call: January 25, 2017 at 11:00 ET – Not the 3rd Wednesday** – Sara will send invite thru Outlook