

2017 SBO/SBEAP NSC Promotional Subcommittee

**January 17, 2018
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), Annette (IL), Renee (WI), Nancy (KS), LaRonda (CA)
- **Discussion**
 - SBO Newsletter: Region 7 turn – due February 15 – I believe Reg 7 has one ready.
 - SBA Regional Administrators – Reg 1, 2, 5, 7, 8, 10 appointed – LaRonda volunteered to draft letter. Annette sent letter from 2016 to SBA Advocates and Sara sent 2014 letter to SBA Administrator to LaRonda as examples. Once we have drafted letter with Lisa/Tony's signature, NSC will send to SBA RA with annual summary. We will request that individual state programs also reach out to their SBA RA on their program, potential partnership opportunities, etc.
 - Annual data collection – Laura (ID) is leading effort. Group is trying to fill in some gaps (missing state data) by Jan 19. Hope to have summary drafted by mid-February.
 - Twitter – Some additional followers. Always need content. Send workshop notices, success stories, webinar opportunities
 - Annual Training – LaRonda and Susan on workgroup. Working on sending out survey to main list serve for potential dates and session topics. When survey goes out, please participate.
 - Award – Renee – One nomination already submitted. CA plan on submitted nomination as well. Tweets will go out every week. Email to main list serve out, more to come. Time to get those nominations in.
 - Award Ceremony – Waiting on annual training agenda, dates and other logistics. May have it at EPA HQ again.
 - EPA Small Business Office Awards – Tony sent out email message. Sara will ask Tony to send out email again.
 - Other ideas – Send Once In Always In to Main List serve (done).
 - LaRonda identifying other state level champions, small trade associations, chamber of commerces (mostly small business)
- **Next Call: February 21, 2018 at 11:00 ET**

2017 SBO/SBEAP NSC Promotional Subcommittee

**February 21, 2018
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 C (PA), Nancy H (PA), Susan (VA), Melissa Collier (MS), Tony (NC), Annette (IL), Renee (WI), Kevin (KS), Liz (CO), LaRonda (CA)
- **Discussion**
 - EPA phone lines were changed and we were not told when this would happen or what the new numbers would be. Thank you to Kevin for setting up zoom meeting for us to meet. The call was over 1 ½ long. Thank you all who participated. It was a great discussion. Sara contacted Joan/Paula and was given the new numbers and reserved our time slot for the rest of the year.
 - SBO Newsletter: Region 8 turn – Liz will reach out to Reg 8 programs for articles. Deadline March 12 to Elnora. Sara will email Liz guidelines.
 - SBA Regional Administrators – Reg 1, 2, 5, 7, 8, 10 appointed – LaRonda drafted letter. Will share soon with subcommittee
 - Web site improvement <https://nationalsbeap.org/sbeap/resources/subcommittees/promotion> - move paragraphs at bottom to top, remove phone lines/codes, move Social Media 101 recording closer to other webinar recording.
 - Annual data collection - We will need strategy when summary is ready for distribution.
 - Twitter – Need to tweet annual training save the date message once dates are finalized. Ask regions to take turns every month to submit tweets, just like SBO newsletter.
 - Annual Training – Survey results for session planning – Very long conversation to determine what the promotional session should/could be. Do we want to spend the time creating a strategy? Do we want to find guest speakers from DC area? We want to raise awareness of SBEAPs and find other providers to partner with. We are not even sure if there is time in the agenda for a topic. If we plan a session, we can always host a webinar later in the year. We decided to have another call on this subject. Sara to send out doodle.
 - Award – Nominations are coming in. If you have a nomination send it in ASAP.
 - Award Ceremony – Will be Tuesday night at the hotel. May use some of registration fees to pay for event.
 - Other ideas – Might be time for Social Media 201 – Host this after the annual training
- **Next Call: March 21, 2018 at 11:00 ET**

2017 SBO/SBEAP NSC Promotional Subcommittee

**March 21, 2018
11:00 a.m. Eastern**

**Conference Call:
202-991-0477
Conference ID:
5840135**

AGENDA

- **Roll Call** – Sara (NH), Jennifer (IN), Renee (WI), Nancy (KS), LaRonda (CA), Kevin (KS)
- **Discussion**
 - New Promotional Chair Needed – Sara’s last call as chair is April 18, 2018 – At the annual training, the attendees will determine if this subcommittee continue/dissolves. If it does continue, a volunteer will need to come forward and lead this group.
 - Awards – Score sheets are due to Renee March 29.
 - Award Ceremony – Ceremony at hotel at annual training. Working with award company and will create outreach plan for vendor.
 - Annual Training – April 30-May 3 – Registration is open. If we work with any trade associations, please contact planning committee so we can personally invite them to training.
 - Promotional Session – Marketing with No or Little Budget: What can we learn from each other?” – 6 speakers (5 minute dates) – Sent update on speakers to Jennifer Collins.
 - SBO Newsletter: Region 10 turn – Idaho sent in article. Nancy sent flyer on annual training. We need to look for other newsletters to share our articles to help promote SBEAPs. One suggestion was ECOS. Ask to brain storm at annual training during the strategic planning session.
 - Nationalsbeap.org – identifying and involving more stakeholders – request by Nancy Larson – We need to encourage EPA P2 staff, SBA and SBDC providers to connect with our programs thru the web page. We need to increase awareness to the resources available to small businesses on our web page. Not sure how to do this.
 - SBA Regional Administrators – LaRonda drafted a letter, Sara needs to send to group. Individual states do not need to use the letter, they can create their own, but it is a starting point.
 - Twitter – always need content – ID, NH, and TN submitted tweets this week.
 - Social Media 201 webinar – need to find speakers to provide an update or more detailed webinar.
 - Other ideas
- **Next Call: April 18, 2018 at 11:00 ET**

2017 SBO/SBEAP NSC Promotional Subcommittee

April 18, 2018
11:00 a.m. Eastern

Conference Call:
202-991-0477
Conference ID:
5840135

AGENDA

- **Roll Call** – Sara (NH), Jeremy (PA), Annette (IL), Renee (WI), Kevin (KS), and LaRonda (CA)
- **Discussion**
 - Awards – winners have been notified, awards will be shipped to Renee, presentation has been drafted
 - Award Ceremony – all set for now – will take place on Wednesday
 - SBO Newsletter: April issue – EPA did not include any of the 3 articles we sent. Email was sent to Paula 4/16/18.
 - Twitter – Sara sends 1 tweet every Monday from 1 state (Region 1 done) starting Region 2 next week.
- **Next Call: ??** – NSC Strategy will determine if this subcommittee continues or is replaced/disbanded. A new chair will be needed.

Annette – Moderating a trade assoc group session. Working with SBA to include SBEAPs in their resource directories. Encourages someone from Office of Policy to attend annual training. It is Sara's understanding that they have been invited and may attend or even speak on Thursday at EPA.

2018 SBO/SBEAP NSC Promotional Subcommittee

**November 1, 2018
2:00 p.m. Eastern**

Join from PC, Mac, Linux, iOS or Android:
<https://ksu.zoom.us/j/918159769>

Or iPhone one-tap :
US: +16699006833,,918159769# or
+16468769923,,918159769#

Or Telephone:
Dial(for higher quality, dial a number based on your
current location):
US: +1 669 900 6833 or +1 646 876 9923

Meeting ID: 918 159 769

MINUTES

- **Roll Call – Jennifer Collins will lead this call**
- **Discussion**
 - Chair or project leads?- **Group would like to have project leads**
 - Awards Process for Annual Meeting – Update from Renee Bashel-**Awards process being kept the same with the possible addition of more awards for Small Businesses**
 - SBO Newsletter - Do we have a schedule?-**Need someone to coordinate this**
 - Twitter – Create a schedule by Region? **Group agreed a schedule would be helpful but no one took the lead.**
 - Promotion at the Deputy Administrator’s meeting – Update from Jennifer Collins- **Jennifer updated the group that Paula or Joan would provide the Trade Associations with our contact information if possible. (Update since meeting: Paula stated that she could not add this information since it was not under her or Joan’s control.)**
- **Other ideas**
- **Next Call: Dec. 6 2:00pm EST – Calls will be the first Thursday of each month**

2018 SBO/SBEAP NSC Promotion Subcommittee

December 6, 2018
2:00 p.m. Eastern

Join from PC, Mac, Linux, iOS or Android:
<https://ksu.zoom.us/j/918159769>

Or iPhone one-tap :
US: +16699006833,,918159769# or
+16468769923,,918159769#

Or Telephone:
Dial(for higher quality, dial a number based on your
current location):
US: +1 669 900 6833 or +1 646 876 9923

Meeting ID: 918 159 769

MINUTES

- **Roll Call – Jennifer Collins will lead this call**

Attendees: Jennifer Collins, Renee Bashel, Nancy Larson, Tony Pendola, Patrick Hoermann, LaRonda Bowen

- **Discussion**

- Awards Process for Annual Meeting – Any update?

Renee – The process will not change. Renee does not need any assistance right now. She will submit the forms to Nancy for roll out in January.

- SBO Newsletter - Does anyone have an article?

Article announcing nominations open – January- Renee

Article for P2 Awards – February - Nancy

Potential Article from Eric Florio – Nevada – regarding Hazardous Waste Training

Potential Article from Indiana regarding Environmental Management 101 trainings- Jennifer

Nancy stated that the guidelines for submitting an article and a Tweet are on the Promotion Subcommittee website.

- Twitter – Need to develop a schedule by Region

Nancy said she gets tweets from Sara in NH and Iowa routinely. She also asks people who submit information to her to format tweets out of the material they send her.

She prefers to get the tweet directly from the state that it is about to confirm it is approved.

Action item: Jennifer to send out a calendar invite to remind promotion subcommittee to submit articles and tweets. She will include regional reps on the email. Check to see if it is working at annual meeting.

- Ideas for Annual Meeting for Promotional topics (Last year the Marketing panel was a hit!)

Suggestions from the group:

- 1) Revisit Marketing Panel with new states added
- 2) Send reminders to bring Marketing Materials to share
- 3) Ask for a Marketing person from U.S. EPA to come to the meeting to provide tips on marketing and/or a demonstration with a couple states programs
- 4) Session with the SBA Marketing person on how we could cross promote programs
- 5) Session on Twitter – How to create a Tweet and pass around a calendar to have state sign up for when they will provide tweets

- Other items for discussion - None

- Next Call: January 3, 2019 2:00pm EST – Calls will be the first Thursday of each month

HAPPY HOLIDAYS!!!