
Promotions Subcommittee Agenda 2024 - 2025

2025 Annual Training Planning meeting notes

Consolidated in reverse chronological order

Planning Subcommittee – continuous notes

July 24, 2025

Roll Call:

Crystal Warren	Tennessee
Mari Grover	EPA
Leena Divakar	Kansas State University
Nunnery, Samantha	Indiana
Christopher J Lynch	University of Nevada
Jeremy W Hancher	Widener University (PA)
Elnora Thompson	EPA
Gabe Catenacci	Colorado
Mark Stoddard	Indiana
Paula Hoag	EPA
Eleanor Divver	Utah
Troy Johnson	Minnesota
Hillarie Sales	Oregon

Agenda:

- Registration fees
 - Food?
- Agenda et al.
 - Need to send out ASAP
 - Best day for site visit?
 - Continue with planning sessions
 - Outside speakers? Office of Advocacy?

Jarrett – Lithium batteries – how long?

Panel or open forum to share education/outreach

In-person NSC Meeting: talk about LinkedIn. Perhaps create workgroup to develop. Who is the audience (internal/external)? Who is responsible for posting?

For EPA attendance, phrase topics to meet Pillar 3. Emphasis on AI and overall manufacturing. Perhaps write a statement on how the pillars apply.

July 10, 2025

Roll Call

Region 1 –

Region 2 –

Region 3 – Jeremy Hancher (PA)

Region 4 – Donovan Grimwood (TN), Crystal Warren (TN)

Region 5 – Mark Stoddard (IN), Troy Johnson (MN)

Region 6 – Natalie Cota

Region 7 – Leena Divakar (KSU), Jennifer Wittenberg

Region 8 – Gabe Catenecci (CO)

Region 9 – Chris Lynch (NV)

Region 10 – Belinda Breidenbach (ID), Hillarie Sales (OR)

D.C. –

EPA – Mari Grover

Committee Members:

NSC – Chris Lynch

Education –

Technical – Mark Stoddard

Environmental Justice –

Promotional – Crystal Warren

Website – Leena Divaker

Discussion Topics:

Dates

Training: October 20 – 21 at 195 North 1950 West, Utah State Building

NSC Meeting: October 22 at TBD

Hotel

Hyatt Place (55 North 400 West)

Transportation to Meeting Place

From hotel: Light Rail: North Temple Bridge or Arena Station (probably sixes on which is closest)

From airport: Light Rail: First Stop (Government offices)

Brainstorm Session Ideas

- Less likely to have EPA speakers
- How are we navigating in this current environment
 - Changes
 - Lack of resources
 - Moving forward
 - Organize as a national group?
 - How to approach EJ
- Education and outreach
 - Small businesses, in general
 - Small businesses specific in EJ/Overburdened/Rural and disadvantaged communities
- Air Quality on both days
 - Effective compliance – BMPs
 - What tools are still on the website that are useful nationwide? How do we add more tools?
 - Panel on how states approach a specific topic
 - Emerging sectors, ex: data centers
- Leveraging free resources for small businesses. Panel?
 - CO permitting tool
- AI – panel or open discussion sharing how different states are using AI.
 - How can we help further the AI initiative? Marketing! Or grant? Or any routine work.
 - See if Eleanor can get someone from university speak. Or a local company focusing on AI. Someone who knows how to link marketing with technical info to really focus on specific groups. Or Adobe or other vendors
- Potential Site Visits: UT copper mine that has different industries to avoid being a major source. Or other specific UT regulatory/compliance topic.

Homework:

Work with Eleanor on Save the Date. Ask if space can accommodate virtual speakers.

From Teams Chat:

How do we collect registration fees? Learn from NPPR how they manage fees. NV used TicketLeap, a third party registration fee collection system.

If EPA and state government could engage an AI system to allow a user to find information directly and with fewer keystrokes would be beneficial. It seems that EPA and the states bury the most valuable information at the great depth possible with internal searching finding everything, but what you are seeking.

AI use is Promoted at Boise State

yes! Mark - talking about prompts that are useful for our work

EPA developed a tool for us to use - personally I chose to not use it

(internal EPA tool)

Earlier in this year, I had access to <https://www.notebooklm.google>, but now, no longer. Jeremy had suggested this tool earlier this year. It creates an audio of a dialogue. I experimented with it regarding the earlier EPA draft letter attempts.

Use the power of AI for quick summarization and note taking, NotebookLM is your powerful virtual research assistant rooted in information you can trust.

i have my own personal subscription to ChatGPT and use it a lot. but not through the agency!

<https://www.adobe.com/ai/overview/features.html>

I experimented last month with Microsoft CoPilot regarding an inquiry which required me to select specific information from the Indiana Code. CoPilot was unable to find current regulations, but regulations that may have existed.

Other emerging topics: biochar production and cannabis

I like Perplexity.AI as it includes the references which serve as the basis for its response. Unfortunately, though I had access earlier this year, I no longer have access.

I need to leave. I hope the meeting goes well.

STODDARD, MARK (Unverified) left the chat.

Christopher J Lynch (Unverified) left the chat.

Christopher J Lynch (Unverified) was invited to the meeting.

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quick AI promotion idea- creating images

AI's effect on the environment (data centers, etc...)

Has anyone ever used an event platform like Eventzilla? <https://www.eventzilla.net/us/>

All-in-One Event Management System | Eventzilla

Make your events unforgettable with Eventzilla. Engage attendees and manage registrations in one place. Start today for a better event experience!

How much money do we need to collect, what would it be used for, and what would happen if we did not collect the money?

I need to duck out to the CAP meeting. Tara has started it at least and people should be coming in now.

I don't think we should charge attendees to fund non National training costs.

Grover, Mari (Unverified) left the chat.

May 13, 2025

1 pm eastern, noon central, 11 am mountain, 10 am pacific

Attendees: Crystal Warren (TN), Donovan Grimwood (TN), Abi Crouse (KSU), Leena Divakar (KSU) Samantha Harmon (PA), Sara Johnson (NH), Jeremy Hancher (PA SBDC), Michael Gustafson (MT), Chris Lynch (NV), Tony Pendola (NC), Jesse Walters (CO), Shana Weber (KY)

Agenda:

- **NSC Awards**
 - Donovan provided an overview of the status of the award winners. Asked advice of how to address awards since Annual Training will be held in Fall instead of the usual spring date. Press releases can go out now. Since one winner lives in Utah, will invite them to attend the upcoming fall AT.
 - Sara suggested announcing award winners during Small Business week in the future.
 - Abi will post pictures and press releases of the award winners to the National SBEAP website. Will also post pictures and press releases for Nancy Larson and Gabe Catennaci winning EPA awards.
- **Sign-Ups – Discuss ways to increase engagement in newsletter or mass email listservs**
 - Idea: Add clients who are provided detailed assistance to newsletter listservs.
 - In TN, only clients that sign-up for the quarterly newsletter are sent the newsletter. Considering following the lead of commercial entities and adding clients who receive detailed assistance to the newsletter listserv. Because a third-party email service is utilized (myEmma), it is easy to Unsubscribe.
 - Group was supportive of this idea.
 - NH does not have a program-specific newsletter but would like one. KY recently began using WordPress as a way to educate and outreach with the public. To notify interested parties, KY sent a link to subscribe (i.e., did not automatically add anyone). NV sends a monthly newsletter.
 - Google SEO likes back-links. Try to get others to like and link back to your newsletter/program.

- **Ideas for Annual Training topics**
 - Did not discuss
- **Next meeting topic:** Discuss how to track the number of downloads of pdfs on websites.

February 11, 2025

1 pm eastern, noon central, 11 am mountain, 10 am pacific

Attendees: Crystal Warren (TN), Donovan Grimwood (TN), Abi Crouse (KSU), Ginna McWhirter (TN), Samantha Harmon (PA), Sara Johnson (NH), Jeremy Hancher (PA SBDC), Jesse Walters (CO), Leena Divakar (KSU), Jennifer Wittenburg (IA), Ed Bakos (NJ), Chris Lynch (NV), Tony Pendola (NC)

Agenda:

- **Discuss value of combining Metrics and Advocacy workgroups with Promotions subcommittee**
 - Need to get NSC approval – will approach NSC with proposal to combine the groups and increase meeting frequency to bimonthly. First, send an email to entire group summarizing proposed changes.
 - How should approach this?
- **Discuss draft mission statement**
 - Promote the assistance, resources, and networks that SBEAPs are able to provide to internal teams and external stakeholders (state and federal partner agencies, including but not limited to ECD, CoC, SBA) in order to increase program engagement and participation and ensure small businesses comply with environmental regulations
 - Draft not finalized
- **Homework from last meeting: Not discussed**
 - Do (or can?) we have a repository for videos, newsletters, etc. so that other states can view for inspiration?
 - Should we email our promotional material to this group? Or national program?
 - Sent first email yesterday (2/10/25) containing Tennessee's most recent newsletter. Received copy of MN's newsletter and will send out next.
 - Is the list of industry trade associations helpful for individual state programs, or do we need something else?
- **Awards update (Donovan Grimwood) Not discussed**
- **Open Discussion**
 - **Next steps for reaching out to partners**
 - **Action Item:** Create a list of associations for states to try to contact. Include SBDCs, SCORE, IRCs/MEPs, ECDs and ED authorities
 - Provide a description of how each organization's mission/clientele can benefit from working with SBEAPs

- **Future in-person meeting idea:** Develop elevator speeches. Note that elevator speeches will be different to different partners.
 - **Action Item:** Develop instructions for creating a LinkedIn page. Include how to invite partners.
 - **Action Item:** Develop a feedback request template for states to share with clients. Goal is to ask clients for feedback that can be shared with decision-makers.
 - [NJ's Feedback Questions](#)
 - [PA's Feedback Questions](#)
 - **Topics for Consideration:** How does the National SBEAP develop (or get developed) a government relations strategy and public relations strategy?
- **Next meeting – May 13 @ 1 pm eastern, noon central, 11 am mountain, 10 am pacific (may change based on NSC approval during March 4 meeting)**