

- There has been little progress on improving the Chamber website. Cheryl Wise, the member in charge of the project, was not present.

The next SBAC meeting will be on Monday, October 6.

SMALL BUSINESS ASSISTANCE COMMITTEE

Greater Southwest Houston Chamber of Commerce

Monday, September 8

11:52 a.m.-12:53 p.m.

Present:

- Peter Cook, *Chair*
- Arnold Goldberg
- Katherine Swarts, *Secretary*
- Kevin Tucker
- Teri Walter
- Sharon Williams

Mini-Trade Fair:

- The Mini-Trade Fair subject for the September luncheon will be real estate.
- The Trade Fair has never failed to attract at least two participants. The August topic—nonprofit organizations—attracted particularly high participation.

Business in a Bag:

- Upcoming topics include health insurance and NASA technology.
- Peter and Kevin pointed out the need for the SBAC and the Chamber leadership to work together in recruiting future speakers. (Dick Myers, the member in charge of the program, was not present.)
- The Committee suggested possible future topics, including advertising budgets and market research. Pierpont Communications was suggested as a possible source of speakers. All Committee members are asked to invite their associates to participate.
- Attendance at past workshops has been good, usually 7 to 12 people. Kevin suggested a goal of at least 10 attendees per workshop.

Monthly Breakfast Program:

- Suzanne Penley of Customer Focused Systems will be our October breakfast speaker. Her topic will be “Be the Obvious Choice” (customer attraction and retention).
- December’s speaker has not yet been selected but the Committee has at least two possibilities in mind.
- Arnold reported an attendance of 35 at the September breakfast.
- The possibility of choosing a new location for the breakfast has been indefinitely tabled. Attendee difficulty in finding a different location was a concern.
- The Committee will consider an e-mail blast to promote the breakfast program. A list of past speakers may be included.

Chamber Publications and Website:

- Katherine presented the preliminary outline for “Make the Most of Membership.” Katherine will begin the first draft and continue to research the project, and will make a progress report at the October meeting.