

MINUTES
Small Business Assistance Committee
Greater Southwest Houston Chamber of Commerce
Monday, November 3, 2003
11:45 a.m.-1:10 p.m.

Present:

- John Bankson
- Patricia Betz
- Peter Cook, *Chair*
- Arnold Goldberg
- Jerry LaFleur
- Pam Shaw
- Moe Singh
- Katherine Swarts, *Secretary*
- Kevin Tucker
- Sharon Williams

Publications:

- Katherine summarized the work done so far on the “Make the Most of Your Membership” booklet. Trish Wise and Peter Cook have reviewed the current draft. The final draft will include brief comments from Chamber leadership and from experienced members of other Committees.
- The Committee discussed in detail the possibilities for final format; suggestions included a pdf file, a print-on-demand arrangement, a three-ring binder, a four-color print booklet, and various combinations of the foregoing. The only definite decision reached was to keep the project as inexpensive as possible.
- The current schedule calls for the final draft to be completed by December’s meeting, and for the final version to be distributed in early January.
- The Committee still plans to produce a series of booklets.

Business in a Bag:

- The next speaker should be Sally Ramsay of Pierpont on “Guerrilla Marketing,” scheduled for November 13. Katherine reported that Pierpont has not yet sent final confirmation and information.
- Peter suggested posting a Business in a Bag schedule in the Chamber conference room.
- Dick Myers will ask Michael Hoffman of the *Bellaire Buzz* about a cross-promotional arrangement.
- Peter proposed a budget of \$200-300 for Business in a Bag publicity.
- Arnold and Pam plan to bring in December speakers from Houston Community College. Christopher Duell will present a sales and promotions program on December 10. Pam will invite Margaret Bennett to be our December 2 speaker.

- Arnold suggested Suzanne Penley of Customer Focused Systems as a future speaker. (Penley presented the program at October's Chamber breakfast.)
- Patricia will prepare a "feedback" form for Business in a Bag attendees.
- The Business in a Bag schedule is still operating largely by trial and error. The program will remain a semimonthly feature at least for the remainder of 2003.

Chamber Website:

- Phillip Knox's company is no longer doing portals. John was asked to assume responsibility for the website updates.

Monthly Breakfasts:

- No new breakfast speakers are currently scheduled. The next breakfast-with-a-guest-speaker should be in February.
- Sharon brought a template of the proposed new "Success Is on the Menu" advertising flyer. Peter suggested designing a new speaker's certificate along a similar pattern.

The next Committee meeting will be at the Chamber office, Monday, December 1, 11:30 a.m.