

MINUTES
SMALL BUSINESS ASSISTANCE COMMITTEE
Monday, December 1, 2003
11:41 a.m.-1 p.m.

Present:

--Peter Cook, *Chair*
--Arnold Goldberg
--Moe Singh
--Katherine Swarts, *Secretary*
--Kevin Tucker
--Sharon Williams
--Cheryl Wise

Make the Most of Your Membership:

--Katherine gave a progress report on the *Make the Most of Your Membership* booklet. The booklet is scheduled for publication in early January.
--Cheryl will be in charge of converting the text to pdf format.
--The booklet needs more information on the Education Committee. Katherine will try to visit their December 16 meeting.
--Kevin will check with the Board for any other updates needed in the committee information section.
--Peter will contact Chamber leadership to plan a publicity program for the booklet, and to clarify the possibility of adding a hard copy to the Chamber's New Member packet.

Other Chamber Publications:

--The Committee discussed ideas for standardizing the format and publishing schedule for future booklets. A "roundup" format—a collection of ideas from various Chamber members—is one possibility if sufficient contributors can be found.
--Sharon will be in charge of designing a standard logo for Chamber publications.
--Cheryl suggested choosing new booklet topics from subjects that have proved popular at breakfast, luncheon, and Business in a Bag programs.

Upcoming Programs:

--Peter suggested setting a minimum attendance goal of 20 for Business in a Bag programs.
--The Committee reviewed the evaluation forms from the last (Pierpont) Business in a Bag; about half of the participants had turned theirs in. Katherine suggested adding a larger Comments space, partly to make it easier to evaluate true opinion; some of the forms appeared to be affected by confusion over whether low or high numbers were the favorable ones.
--Virtually all of the Pierpont Business in a Bag participants (at least those who turned in forms) expressed interest in returning for future programs.
--The Committee will begin planning the 2004 Business in a Bag series as soon as possible.

--A new breakfast speaker will be needed for February. Kevin suggested Howard Partridge of Clean as a Whistle.

--The possibility of changing breakfast locations is still open but was not seriously discussed.

--Arnold brought a template of the proposed new Speaker Appreciation certificate.

--Kevin will check with Shelley Nadel on the Mini-Trade Fair program.

Chamber Website:

--John Bankson, who is in charge of drafting a new goal statement for the website, was not present.

--Cheryl brought up the need for a better contact management system.

Other Business:

--Kevin is leaving the SBAC to devote more time to the Finance Committee. Mike Ryan will be our new Committee representative on the Board.