

**MINUTES**  
**SMALL BUSINESS ASSISTANCE COMMITTEE**  
**GREATER SOUTHWEST HOUSTON CHAMBER OF COMMERCE**  
**Monday, January 5, 2004**  
**11:40 a.m.-1:10 p.m.**

**Present:**

- \*Art Beane
- \*Peter Cook, *Chair*
- \*Arnold Goldberg
- \*Nick Karakulko
- \*Tristan MacAvery
- \*Dick Myers
- \*Michael Ryan
- \*Moe Singh
- \*Katherine Swarts, *Secretary*
- \*Kevin Tucker
- \*Sharon Williams
- \*Cheryl Wise
- \*Trish Wise, *Chamber Staff*

**Chamber Publications:**

- \*The “Make the Most of Your Membership” booklet is almost ready for publication. Trish brought notes for final copyediting.
- \*Cheryl will create a pdf file for the final text of the booklet. Art will look into options for putting the booklet on CD-ROM.
- \*Mike suggested that the Committee look to outside sources—perhaps Chamber event speakers—in choosing topics for future booklets.

**Chamber Website:**

- \*Cheryl brought a list of recommended changes for the website. One suggested change was to give more attention to the community at large.
- \*The Committee debated at some length the feasibility of expecting a website portal to generate substantial income for the Chamber.

**Business in a Bag:**

- \*The next Business in a Bag will be in February. Dick is in charge of the schedule.
- \*The next Business in a Bag speaker has not yet been chosen. Suggested sources included Ergos Technology Partners and First Creative.
- \*The Business in a Bag program will continue with its sales and marketing focus in 2004.
- \*Possible future foci include human resources and information technology.
- \*The Chamber had prepared official Business in a Bag advertising posters shortly before the last luncheon. Due to poor communications the posters were not displayed then, but they will be used at the next luncheon.

**Monthly Programs:**

\*The Committee reviewed the breakfast invitation template. The Chamber logo will be added before official distribution.

\*Kevin suggested Curt Tueffert (Master Sales Motivator) for the February breakfast speaker. Jim Hughes may be considered for April.

\*Many Chamber members are still displeased with the accommodations and parking at the monthly breakfast. However, no better deal has yet been found.

\*Kevin is in charge of revising the Mini-Trade Fair program.

**Other:**

\*Peter suggested including a member survey in the Chamber's membership renewal packet. In the past, responses to surveys have been extremely poor. Trish suggested making the questions more specific.

\*The next Committee meeting will be in the Chamber conference room, Monday, February 2, at 11:30 a.m.