



## **Pickens County EFII – Strategic Planning Session April 10, 2008**

The discussion lead to creating committees that will lead and organize efforts in specific areas that are outlined below. Several best practices came out of this meeting: 1) Addressing needs: experts panel discussion workshop focusing on top four issues identified in surveys; 2) Community Resource Awareness: Established Steering Committee and PR/Marketing Committee through which ESB activity is to be funneled and promoted; and 3) Local Resource Awareness: Professional Businesses Expo.

Each committee chair is to:

- 1) Submit charter, objectives, initiatives and timelines to Susan by 4/16/08
- 2) Susan will distribute and post on web
- 3) Identify more committee members
- 4) Copy Susan on correspondence
- 5) Send committee reports to Susan one week prior to Steering Committee meeting

Steering Committee meetings are set for:

- 1) 2<sup>nd</sup> Tuesday of each month at 8am
- 2) Next meeting is set for 5/7/08

### **I STEERING COMMITTEE – Susan, Chair**

- Consists of all committee chairs
- Will also guide funds management

### **II EDUCATION COMMITTEE – Glenn, Chair; Cassie**

- Expert panel workshop through Appalachian Tech
  - Top four survey needs
    - Basic business management
    - Finding markets
    - Access to capital
    - Skilled labor / work ethics/soft skills
  - Surveyed companies personally invited
  - Regional workshop in future offering a series of different subjects incorporating top four needs in partner counties; rotating locations
  - Resource panel

- Breakout sessions – promote what’s available from resource providers
- Lunch and Learn
- Entrepreneur Academy
  - Taught by SBDC
- Youth Leadership Program – include entrepreneurship component

### **III RESOURCE AWARENESS COMMITTEE – Susan, Chair; Vicky, Don**

- Resource Guide
- Buy Local program
- Professional Businesses Expo (BY 1/09)
- Mentor program (see Lowndes’ model)
- Online business card directory

### **IV METRICS COMMITTEE – Rafael, Chair; George, Mari**

### **V COMMUNITY AWARENESS COMMITTEE; Sherstin, Chair; Kari, Mari**

- Marketing and PR of all ESB activity

### **VI ANGEL NETWORKING COMMITTEE – Rafael, Chair; George**

- Alternative funding sources
- Possibly create local angel network in future

## **OTHER**

### **IDENTIFY AND ENGAGE NEW TEAM MEMBERS**

- Susan to contact Carol at high school
- Tap into existing youth entrepreneurs (GEORGE TO MAKE CONTACT)
- Business licensing offices
  - Gather names monthly and contact them
  - Create two-page, quick resource guide to hand out to new business and place in renewal envelopes
  - Talk with them and bring them on board
  - Maintain supply every month
  - Track # offhand outs, website hits, start or growing business related inquiries; etc.
  - Need more thought on whether or not to add a profile page on website
- SBDC
  - Use as key resource and to make presentations
- Continue to utilize Dawn Townsend to call on growing companies and bring market research data to them