

Multimedia Sub-Committee  
9/14/04 Conference Call  
Minutes

Present on call: David Byro, Tom Coogan, Greg Copley, Nancy Larson, Richard Rasmussen, Maria Rivera, Phyllis Strong

A. We discussed melding Nancy, Terry, and David's ideas for our committee's future work that they had proposed during our 8/17/04 conference call.

Outcome of our discussion –

1.

We can go forward with presenting a straw model for a break out session at the 2005 SBAP/SBO conference in MS. We would pre-select the SBAP/SBO multimedia programs that would serve as our panel members. We would prepare scenarios of small businesses coming to a program with a particular request. We would then ask the programs how they would respond to each request. These requests can be industry specific or rule specific and can include integration of pollution prevention considerations. We would ask each program to respond to the same set of scenarios. We would send them these scenarios well ahead of the conference so that they could be well prepared in their response and if they had particular condensed case studies where they wanted to show certain results for a particular scenario they could do so. Attendees will be able to compare the strengths and weaknesses of these programs in different areas and glimpse some of the great variety of services provided among multimedia programs across the nation. Our committee members will develop these scenarios and share them via e-mail before the next conference call of the 2005 Planning Committee for the MS conference. This is so we can give the Planning Committee a heads up about this idea for a session.

We didn't eliminate Nancy's earlier idea that each presenter could bring a hot sheet about their program for distribution at the end of this session.

We didn't eliminate Nancy's earlier idea that each presenter could explain to what degree they were willing to offer follow up help or the possibility of a sign up time for assistance at the end of this session.

2.

We can find out if Audrey Zelanko can work with us to incorporate the Peer Match Program and Technical Experts Directory onto the Small Biz web page. This could involve having Audrey join us on a few of our phone calls to discuss our ideas. We want to focus on using the work Audrey has already done on the Small Biz web page and seeing how we can tailor it to fit our needs. Phyllis will contact Audrey to see if she is open to these ideas and will also verify with Karen Brown Audrey's availability to do this work for us.

B. We discussed finding out if we could help Karen Brown with her outreach to the Small Business Division with her Multimedia Conversion Situation Analysis and if we can see the input she gets back from her request to SBAP/SBO programs to describe their activities. During the National Steering Committee call later that day, Phyllis reported this and Karen did say that since Richard is in our group and is with her in her meetings with the Small Business Division he should be able to represent us and bring back input to our group.

C. We set our next call.

Date: Tuesday, 10/26/04

Time: 11:00 am to noon, Central Time

Call in number: (651) 284-3547

Meeting ID: 8421

