

Minutes for the Promotional Subcommittee Meeting

March 3, 2010

Attendees: Joni Canterbury, Rachel Cochran, Christine Hoefler, Mike Nelson, Audrey Zelanko

National Steering Committee updates (standing agenda item)

Mike provided an update of the March 2, 2010, NSC Meeting. Topics included having EPA Media representatives on the call periodically to share small business issues; upcoming EPA National Trade Assoc meeting; Conference Planning coming along (save the dates June 8-June10th); and Committee updates.

Website updates (standing agenda item)

Audrey has been updating the Conference website and setting up the online Award Nomination Form.
Rachel mentioned she is updating the GA website and welcomed suggestions:
<http://www.gasmallbiz.org/>

EPA TTN Website Review Group Update (Mike and Audrey) <http://www.epa.gov/ttn/atw/eparules.html>

Mike and Audrey are part of a review group to help redesign the EPA TTN ATW website. The website is used heavily by our small business programs. Suggestions received from Promo committee include: we like the idea of sorting by industry type; be aware that state programs link to the website so will need to be aware of changes; consider linking to e-CFR website for the complete Area Source NESHAP language (sometimes Fed Register links will not include subsequent changes to the NESHAP language.)

SBEAP Report Activity Summary for 2007-2008
<http://www.smallbiz-enviroweb.org/aboutus/reports.aspx>

Committee reviewed 2004-2005 Activity Summary (factsheet). Mike will send unformatted compiled suggestions to committee for further review. We will need the new report to find data/information to populate the new factsheet. Mike will check with Paula/Angela.

Promotional Committee Working Session at the June Conference
http://www.sbeapconference.com/agenda_conf.asp

On Wed. June 9th, we will have a working session for the Promo Committee.
Suggestions for session included 1.) Provide a summary of what we have done 2.) Create the factsheet together 3.) Share a mock up of state report template. 4.) "What can it do for my program? - Have "model" states share why the reports have been helpful to their programs. 5.) Use this venue to find

out how the Committee and EPA can best provide information to the state programs.

Next Steps

- 1.) Mike will compile the comments from the factsheet review and locate new report.
 - 2.) Committee will review report for relevant information and make suggestions for factsheet content.
 - 3.) Committee will review compiled state reports to see if there are good examples and "must haves" for our proposed template.
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Next Meeting: Thursday, April 7, 2010 2:00-3:00pm Eastern