

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, June 23, 2016 1:00-2:30 pm

Please send corrections, edits or additional information to help@oria.wa.gov.

Location	Columbia Room, Department of Commerce Building
Purpose	Calendar of Events update and Quarterly Web Traffic reports; SBG & BusinessHub Update; Recently Ecology Customer Service Survey; Department of Revenue – Agency Presentation - System Updates; Labor and Industries – Agency Presentation – Outreach: Division of Occupational Safety and Health (DOSH) “S” Team – Agency Presentation - Fun way to produce educational videos; Washington Export Resource Center (WERC) Website Presentation: Department of Enterprise Services - Business Partnership Forum Debrief
Attendees	• Scott Hitchcock • Rachael Lindstedt • Margeret Warner • Brittany Wilson • Grant Pfeifer • Patrick Reed • Rhonda Polidori • Servando Patlan • Marilou Doerflinger • Vince Ynzunza • Kayla Burr • Carrie Sessions • Peter Vernie • Linda Alongi • Tami Miketa • Shanelle Pierce • Mary May • Edmon Lee • Doug Cheney • Jeff Baughman • Jonne Ward • Nancy Skewis • Jovi Swanson • Eric Moss •

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock, ORIA
- **Calendar of Events – Updates:** Rachael Lindstedt, ORIA
- **Web Traffic Report:** Rachael Lindstedt, ORIA
- **Recent Ecology Customer Service Survey:** Grant Pfeifer & Carrie Sessions, Ecology
- **Small Business Guide & Washington BusinessHub – Update:** Rhonda Polidori, WaTech
- **Agency Presentation – Outreach Division of Occupational Safety and Health (DOSH) “S” Team – Fun Way to Produce Education Videos:** Marilou Doerflinger & Vince Ynzunza (L&I)
- **SBLT Member’s Roundtable:** All Members

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Quick overview of the agenda – Introductions
- For the SBLT meetings, if parking becomes an issue at Commerce, please let Scott Hitchcock know. If needed, the SBLT meetings can be moved to another meeting location.
- **Reminder:** The August 25th SBLT meeting will be held Celia Nightingale’s Office located at the Center for Business & Innovation: 665 Woodland Square Loop, SE, WA 98503.

- Earlier this year ORIA created a SBLT Work Plan and posted it on the ORIA website at: https://www.ezview.wa.gov/site/alias_1729/34065/default.aspx. The SBLT work plan has been renamed to the “Outreach Plan”.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented on the Calendar of Events for Small Businesses.
- For the month of July, there is one event is listed.
- **Reminder:** The events listed on this calendar should only be public events for small businesses to allow SBLT members to better coordinate their outreach efforts. Please visit the [Small Business Events Calendar](#)^a to review any upcoming events and let ORIA know (send to help@oria.wa.gov) if there are any missing events or if your agency is attending an event not currently listed as an attendee.

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report](#)^b for March 1, 2016 to May 31, 2016:
 - Small Business Guide agency referrals;
 - Small Business Guide HTML;
 - Small Business Guide PDF downloads; and
 - Calendar of Events
- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month’s report will include data from April 1, 2016 to June 30, 2016.

Small Business Guide and Washington BusinessHub Update

Rhonda Polidori, WaTech

- Version 2 (V2) was launched June 16, 2016.
- The google search is going well. It’s being updated constantly and working.
- Customers like the BusinessHub page. During Version 1 (V1), when searching, people weren’t finding information. There’s a better success rate on V2 customer’s finding information – 60% through 89% of users were able to find information
- BusinessHub is working together with ORIA on a survey and providing ORIA more visibility on the BusinessHub.
- V2 is a simple design, very content driven, it was tested and there is a search function.
- The next use case is the unified business registration process and the Small Business Guide (SBG) is a piece of it.

- Scott Hitchcock is working with Rhonda to determine a plan on how the SBG will be routed. Will keep SBLT in the loop on future updates to the SBG and how we coordinate quarterly SBG updates with SBLT. At this point the ORIA site is set-up with the Small Business Guide at:
http://www.oria.wa.gov/site/alias_oria/business_our_business_services/345/our_business_services.aspx.
- The API is hooked up. The BusinessHub is pulling content from the Small Business Guide and verifying that the site works well before posting it live to the public.
- Spending another two weeks to polish up to make sure to match usability feedback and hoping to go live by the next SBLT meeting on Thursday, June 23, 2016.
- The BusinessHub is willing to allow SBLT members to have a sneak peek; however, they want to make sure the guide is searchable first.

Recent Ecology Customer Service Survey

Grant Pfeifer and Carrie Sessions, Department of Ecology

- The Department of Ecology (Ecology) surveys customers every two years. This has been a practice since 2002.
- Thirteen months ago Grant gave a presentation at SBLT about Ecology strengthening relationships with customers. Ecology would like to move from a regulatory model to a partnership model
- The survey provided feedback about Ecology's website needing to be updated.
- Grant provided the following handouts:
 - ["How are we doing?"](#)^c
 - ["Common Environmental Reports for Facilities in Washington State"](#)^d – Tool to help understand high level of some of the requirements
- As a result of the survey, looking at more innovative ways to communicate with customers such as more YouTube videos and webinars.
- Ecology welcomes ideas, to learn more about webinars or any other things ecology is trying, talk with Grant Pfeifer at (509) 329-3516 or GPFE461@ECY.WA.GOV.
- The survey key message is that Ecology is listening to customers because they are interested in a relationship and a partnership. DES is trying to do the same thing.
- There is a thirty percent success rate on the web for customer getting what they set-up to find.
- Moving Ecology's internal site into the Ecology website at: <http://www.ecy.wa.gov/>.
- In one year, the Ecology website will have a new look.

- Once the website updates have been made, Grant would like to touch base again with the SBLT on this, and bring a guest from Ecology.
- Approximately 8,000,000 per month visit the Ecology website.
- Ecology would like to have strong partnerships, understand, and be understood.

Department of Revenue – Agency Presentation – System Update

Kim Johnson, Department of Revenue – Business Licensing Service

- Kim was not available to discuss this agenda item. May discuss this agenda item during next month's SBLT meeting.
- Patrick Reed, Secretary of State – provided the following updates
 - June 5, 2016 system updates were rolled out.
 - Had some challenges but quick to correct them.
 - The data transfers (from Secretary of State (SOS) to Department of Revenue (DOR) & from DOR) are having significant issues. Once the issues are identified.
 - Overall, the system updates seem to be okay.
 - The "My DOR" had some issues. These issues are unrelated to the DOR.
 - The users are notifying SOS & DOR of the issues they are having. Missing data is one of the bigger issues.

Outreach: Division of Occupational Safety and Health (DOSH) "S" – Agency Presentation – Fun Way to Produce Educational Videos

Marilou Doerflinger and Vince Ynzunza, Department of Labor and Industries

- The S-Team took classroom workshops and converted them to fun presentations. These presentations were short presentations (under 30 minutes).
- These trainings are online learning modules that are interactive.
- They used articulates as a story line.
- 1st video shown: The mini-documentary video on who we are, what we do and how the S-Team was assembled:
 - "S" stands for short & simple stories.
 - The stories should fun.
 - Vince Ynzunza, L&I is the Videographer.
 - The purpose of the videos are to help educate on OSHA safe place topics in a serious and informative way
- 2nd video shown: – The S-Team made a video that was a "Johnny Carson" type of talk show video.

- The video tells a story about the Accident Prevention Program. The story teaches the employer to identify and fix hazards, and produce documents. Rather than using the dumping information approach, these videos help educate customers by telling a story.
- Telling a story helps customers understand why they do or don't do something.
- By telling a story, the S-Team can reach out to the community, outside Washington, and sometimes the world.
- The use of storytelling through the use of visual materials is a lot more effective in the short and long term
- 3rd video shown: DOSH record keeping and records eLearning – This is a teaser movie trailer for the Accident Prevention Program modules coming up:
 - Reaching out through a movie trailer is a more innovative way.
 - The S-Team would be happy to come to any group to offer advisory consultation and invites anyone to come in to watch the team develop or record videos.
 - So far they have received 1,000 views on the first video. This was a soft launch and hasn't been much marketing on this video.

Washington Export Resource Center Website Presentation – New Export Website

Meg Ryan, Highline College, Labor and Industries

- Meg Ryan, Director presented on the Washington Export Resource Center (WERC) Website: <http://www.waexports.com>.
- The overall goal is to develop a skilled workforce for Washington state.
- Received a Community Economic Revitalization Board (CERB) grant about 6 years. Highline College partnered with other organizations and businesses that wanted to export and didn't know what exporting entailed. Designed and implemented the exporting strategy. Developed a website that would be a port for everything with exporting in Washington state.
- The database was originally developed in 2002/2003, and a year ago was redone / refreshed.
- The key message for customers is that the WERC website exists.
- Provided a flyer handout on: [“The Washington Export Resource Center”^e](#) – The flyer explains the resources in place for a small business to search for resources expand or search for exports.
- Viewed the export wizard at: <https://www.waexports.com/resources/>.

- With the CERB grant completed, and now on their own with funding, the WERC website will still be sustained.
- There are several types of export customers.
- The WERC website includes a [Basic Guide to Exporting](#)^f. Will be redoing the guide chapters.
- Several courses are offered through the WERC website.
- WERC Events are now international and is available at: <https://www.waexports.com/events/>.
- Initiative called [Make it in Washington](#)^g – Meg has been going out with Mike Brennan, WorkForce Board to talk with manufactures. Starting to build a community with manufacturers. The purpose is to increase knowledge and skills of the incumbent workers and build capacity for companies so they are able expand.
- If you know a link or would like to link to your organization, please contact Meg Ryan at 206-592-4838 or mryan@highline.edu.
- Working on implementing a small communication strategy.
- Servando suggested that would be helpful to offer the WERC the page available in other languages and recommended using the Department of Enterprise services to translate the WERC webpage.

SBLT Members' Roundtable

All SBLT Members

- **Department of Enterprise Services (DES) Business Partnership Forum** – Servando presented and provided a handout regarding registration, number of attendees, revenue, costs, etc.
 - ORIA, L&I, and several other state agencies attended the event.
 - Margeret Warner and Shanelle Pierce, ORIA attended the Forum. They spoke with approximately 20 customers about the services ORIA offers. And approximately 75 customers passed through and picked up ORIA outreach materials. ORIA is tracking number of calls received from outreach events so that they can measure the effectiveness of outreach.
 - There's a new Human Resources business in the market to help new contractor businesses with the Department of Labor and Industries (L&I), Employment Security Department, etc.
 - Will be having the DES Business Partnership Forum next year.
- The S – Team requested that contact information for new businesses be sent to the S-Team so that businesses can take part in future talk show videos for L&I.

- **Action:** Rhonda Polidori, WaTech will work with the S-Team with providing a list of small business owners.
- Tami Miketa, Department of Natural Resources (DNR) – Forest Practices Land Owners Manager, requested the definition of small business.
- Servando Patlan, DES, provided the definition of Small Business in [RCW 39.26](#)^h.
- Tami Miketa volunteered to do a presentation of forest practice rules at future SBLT meeting.
- Will be updating the Small Business Guide (SBG) with the Secretary of State (SOS) updates. After SOS updates their section of the SBG, the SBG can be translated to different languages.
- Eric Moss, Consumer Protection Outreach Coordinator, Office of the Attorney General (ATG) – Reminder: Last year ATG won a lawsuit with a business that was selling L&I posters to small businesses. Small businesses were the targets of the scammers. They were convincing people of paying for the L&I posters. These posters are offered free through L&I. In March 2016, ATG received a settlement of 1.15 million in restitution.
- Good reminder to keep an eye out on scams. The ATG also won the case on the mailing notices. The same companies that went out to registered entities asking customers to pay for meeting minutes.
- **Action:** Margeret Warner, ORIA will coordinate with Eric Moss for the latest things ATG is seeing as threats to small businesses, including ATG providing a list of people and businesses to be aware of. Eric will be touching base with Mark Worthy for this information. Mark handles small business scams.
- Later this year or the beginning of next year, ATG will be putting together a training. Would like to reach out to small business about door to door scams, business text scams, and security scams that are targeting small businesses. For the training, would like to start with the state directory of Chamber of Commerce's. Servando Patlan, DES recommended first working with [Procurement Technical Assistance Center](#)ⁱ.
- Today's UBI board meeting was canceled.

Referenced Hyperlinks

- a **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- b **Web Traffic Report:**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20\(Mar-May%202016\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20(Mar-May%202016).pdf)
- c **How are we doing?:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/How%20are%20we%20doing%20two%20pager%202016-%20ECY.pdf
- d **“Common Environmental Reports for Facilities in Washington State”:**
<https://fortress.wa.gov/ecy/publications/documents/1604003.pdf>
- e **WERC Flyer:**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/The%20Washington%20Export%20Resource%20Center%20\(WERC\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/The%20Washington%20Export%20Resource%20Center%20(WERC).pdf)
- f **Basic Guide to Exporting:** <https://www.waexports.com/education/>
- g **Make it in Washington Initiative:** <http://wtb.wa.gov/MakeItInWashington.asp>
- h **RCW 39.26:** <http://apps.leg.wa.gov/rcw/default.aspx?cite=39.26>
- i **Procurement Technical Assistance Center:** <http://washingtonptac.org/>