Meeting Notes
Small Business Liaison Team (SBLT)
Thursday, September 28, 2017, 1:00-2:30 pm

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

Location
Department of Commerce Building
Floor 1, Large Room 110
Columbia Room

Purpose
Presentation: Supporting Statewide Training and Business Development Services

Attendees
- Shelley Ackroy
- Linda Alongi
- Kari Gilje
- Sonja Gissberg
- Scott Hitchcock
- Kim Johnson
- Kathy Key
- Edmon Lee
- Rachael Lindstedt
- Servando Patlan
- Grant Pfeifer
- Patrick Reed
- Jovi Swanson
- Peter Vernie
- Una Wiley
- Brittany Wilson

Agenda Highlights
- Welcome and Agenda overview
- Upcoming Agency Events
- Web Traffic Report
- Presentation:
  - Library Resources for Small Businesses
  - Small Business Team Facebook Presence
- Roundtable

Welcome and Agenda overview
Scott Hitchcock, Office for Regulatory Innovation and Assistance
- Reviewed agenda and introductions
- Reminder of upcoming INSPIRE Conference held on September 29, 2017 & BIZFAIR September 30, 2017
- Introduction - Kathy Key, Public Services Librarian, Bellevue Library System

Upcoming Agency Events
Internal Revenue Service
- Washington Small Business Fair® September 30, 2017 at the Renton Convention Center from 8:00 am – 3:30 pm
Washington State Coalition for Language Access

- **WASCLA 2017 Language Access Summit** October 13-14, 2017 at the Wenatchee Conference Center from 8:30 am - 4:30 pm

Washington Department of Enterprise Services

- **Greater Pierce County Purchasing Forum** October 10, 2017 at the MacGavick Conference Center, Clover Park Technical College from 8:00 am – 12:00 pm
- **2017 Northwest Mountain MSDC MBE** October 4, 2017 at the Hilton in Bellevue from 8:30 am – 11:30 am
- **WA State Coalition for Language Access** October 13 & 14, 2017 at the Wenatchee Convention Center from 8:30 am – 4:30pm
- **North Puget Sound Small Business Summit** November 1, 2017 at the Lynnwood Convention Center from 7:00 am – 4:00 pm

Washington State Department of Commerce

- **Grow Your Business Internationally Workshop** October 5, 2017 in Everett from 8:00 am – 1:30 pm
- **Introduction to Foreign Market Research Tools** November 14, 2017 in Seattle from 12:00 pm – 1:30 pm
- **Export Resource Forum Planned for Southwest Washington** November 1, 2017 in Vancouver from 11:00 am – 1:00 pm
- **Introduction to Export Administration Regulations Compliance** October 12, 2017 via Webinar from 1:00 pm – 2:00 pm

Washington Center for Women in Business (WCWB)

- **INSPIRE Women’s Business Conference** September 29, 2017 at the Center for Business & Innovation in Lacey from 8:00 am – 2:00 pm

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report](http://www.oria.wa.gov) for June 1, 2016 to August 31, 2017:
  - Small Business Guide HTML
  - Small Business Guide PDF
  - Small Business Guide agency referrals
  - United States and Country page views
- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month’s report will include data from July 1, 2017 to September 30, 2017.
Presentations

Library Resources for Small Businesses

Kathy Key, from the Bellevue Library System presented:

- PowerPoint presentation: Business Tools at Your Local Library
- What public libraries provide
- Eligibility for a public library card
- Visiting another library system
- Policies at libraries vary
- Online business tools
- Examples of where to find a library’s databases
- Competitor research database
  - Demographics & Psychographics Research database
  - Creating reports using Social Explorer
- Industry Research
  - ABI/Inform Trade & Industry
  - Mergent Intellect database (industry reports)
- S&P Industry Surveys databases
- Industry or Business Ratios (in KCLS Online Library)
- The Catalog database (to find books)
- Access Video database
- Lynda.com (computer skills video tutorials)
- Business Programs & Events at KCLS
- Public Computers

Small Business Liaison Team Facebook Presence

Brittany Wilson, Office for Regulatory Innovation and Assistance (ORIA)

- The future plan for the SBLT Facebook page.
- Seeking input and ideas from the SBLT team.
- Explaining the benefits of utilizing SBLT Facebook page as a place for agencies to share posts that in turn encourage traffic to their agency page and websites.
• Discussion surrounding the idea of posting pictures of SBLT members – seeking input and approval on this.

• Brittany Wilson, ORIA; Will reach out to Linda Kent, DES, to communicate Facebook page ideas.

• SBLT members; It is agreed that more time is needed to better coordinate with the team in order to obtain more Facebook posts for individual agencies.

• SBLT mutually agreed on the importance of being prepared and ready to answer customer questions that are posted on the Facebook page.

• Servando Patlan, DES; More discussion needed pertaining to what target markets could be shared to focus outreach on the Facebook page.

Roundtable
Small Business Liaison Team Members

• Scott Hitchcock, ORIA; Shared ORIA’s newest technologies (Online Chat & SMS) used to communicate with customers.

• Scott Hitchcock provided details about ORIA’s Customer Relations Management Software system of record (CRM) / (VTIGER) used to track customer contacts and run reports. For additional information on both systems contact Scott Hitchcock (Scott.Hitchcock@gov.wa.gov) (360)725-0622.
Referenced Hyperlinks

a  Washington Small Business Fair  
http://www.bizfair.org/

b  WASCLA 2017 Language Access Summit  

c  Greater Pierce County Purchasing Forum  
http://www.co.pierce.wa.us/CivicSend/ViewMessage/message?id=42318

d  2017 Northwest Mountain MSDC MBE  
http://www.nwmtnmisdco.org/events/

e  WA State Coalition for Language Access  

f  North Puget Sound Small Business Summit  
https://www.economicalliancesc.org/events/2017-nps/

g  Grow Your Business Internationally Workshop  
https://www.eventbrite.com/e/everett-grow-your-business-internationally-one-on-ones-tickets-37214599870

h  Introduction to Foreign Market Research Tools  
https://www.eventbrite.com/e/seattle-business-export-assistance-resources-tickets-35947546078?aff=es2

i  Export Resource Forum Planned for Southwest Washington  
https://impactwashington.org/events/vancouver-export-resources-forum-vancouver-wa/

j  Introduction to Export Administration Regulations Compliance  

k  INSPIRE Women’s Business Conference  
http://wcwb.org/INSPIRE/

l  Web Traffic Report  

m  Business Tools at Your Local Library  