

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](mailto:help@oria.wa.gov).

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<b>Location</b>	Department of Commerce Building Floor 1, Large Room 110 Columbia Room
<b>Purpose</b>	Presentation: Supporting Statewide Training and Business Development Services
<b>Attendees</b>	• 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 •

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## 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<sup>a</sup>](#) 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<sup>b</sup>](#) 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<sup>c</sup>](#) October 10, 2017 at the MacGavick Conference Center, Clover Park Technical College from 8:00 am – 12:00 pm
- [2017 Northwest Mountain MSDC MBE<sup>d</sup>](#) October 4, 2017 at the Hilton in Bellevue from 8:30 am – 11:30 am
- [WA State Coalition for Language Access<sup>e</sup>](#) October 13 & 14, 2017 at the Wenatchee Convention Center from 8:30 am – 4:30pm
- [North Puget Sound Small Business Summit<sup>f</sup>](#) 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<sup>g</sup>](#) October 5, 2017 in Everett from 8:00 am – 1:30 pm
- [Introduction to Foreign Market Research Tools<sup>h</sup>](#) November 14, 2017 in Seattle from 12:00 pm – 1:30 pm
- [Export Resource Forum Planned for Southwest Washington<sup>i</sup>](#) November 1, 2017 in Vancouver from 11:00 am – 1:00 pm
- [Introduction to Export Administration Regulations Compliance<sup>j</sup>](#) October 12, 2017 via Webinar from 1:00 pm – 2:00 pm

### Washington Center for Women in Business (WCWB)

- [INSPIRE Women's Business Conference<sup>k</sup>](#) 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<sup>l</sup>](#) 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<sup>™</sup>](#)
- 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](mailto:Scott.Hitchcock@gov.wa.gov)) (360)725-0622.

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## Referenced Hyperlinks

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- a **Washington Small Business Fair**  
<http://www.bizfair.org/>
- b **WASCLA 2017 Language Access Summit**  
<https://www.eventbrite.com/e/wascla-2017-language-access-summit-taking-action-making-inclusion-a-reality-tickets-34787713989>
- 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.nwmtnmsdc.org/events/>
- e **WA State Coalition for Language Access**  
<https://www.eventbrite.com/e/wascla-2017-language-access-summit-taking-action-making-inclusion-a-reality-tickets-34787713989>
- 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**  
[http://www.pndc.us/index.php?option=com\\_jevents&task=icalrepeat.detail&evid=178&Itemid=134&year=2017&month=10&day=12&title=introduction-to-the-export-administration-regulations](http://www.pndc.us/index.php?option=com_jevents&task=icalrepeat.detail&evid=178&Itemid=134&year=2017&month=10&day=12&title=introduction-to-the-export-administration-regulations)
- k **INSPIRE Women's Business Conference**  
<http://wcwb.org/INSPIRE/>
- l **Web Traffic Report**  
[https://www.ezview.wa.gov/Portals/1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20\(Jun%202017%20-%20Aug%202017\).pdf](https://www.ezview.wa.gov/Portals/1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20(Jun%202017%20-%20Aug%202017).pdf)
- m **Business Tools at Your Local Library**  
<https://www.ezview.wa.gov/Portals/1729/Documents/Presentations/Business Tools at Your Local Library 9-28.pdf>