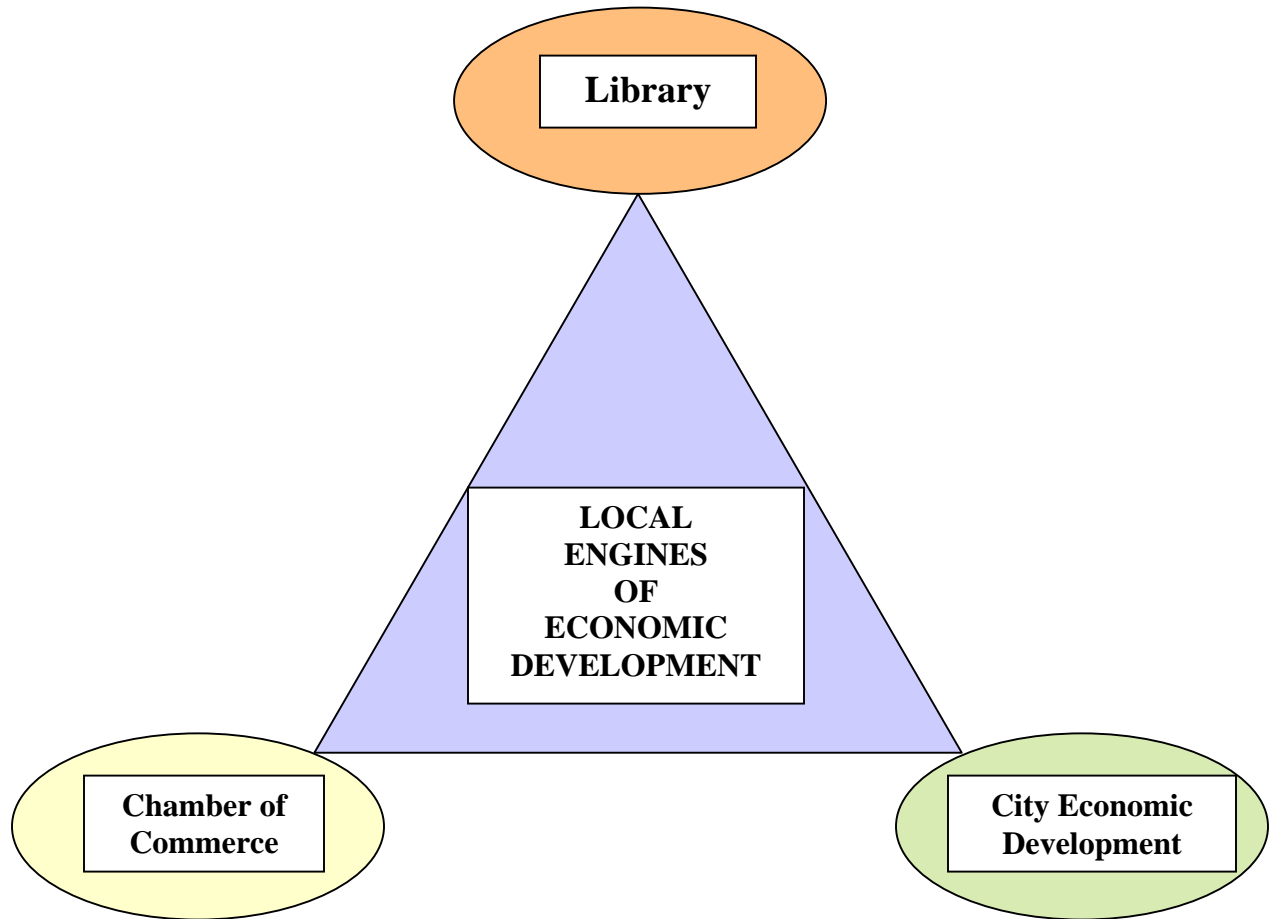


Implementation Guidelines



L.E.E.D. **Local Engines of Economic Development**

Pilot
Chandler Public Library
Chandler, Arizona

*This project was supported with funds granted by
the Arizona State Library, Archives and Public Records Agency under
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Executive Summary

LEED is a Chandler based **pilot project** that establishes a business information partnership between those actively involved in the economic development of Arizona's business community, in particular small business development, and the Chandler Public Library.

Concept: **LEED** is a collaboration of community partners with complementary goals. While it is an LSTA funded project and facilitated through the Chandler Public Library as the information access partner, it shares co-sponsorship with Chandler's business and community economic development partners, the Chandler Chamber of Commerce and Chandler Economic Development.

Extending the concept of complementary goals, **LEED** established an advisory panel of organizations that cultivate and nurture small businesses and entrepreneurs. **LEED** is a collaboration that creates nothing new; rather it leverages the core competencies of existing organizations. A representative from these organizations and selected members related to this community of interest comprise the panel of Key Advisors.

Implementation: The Key Advisors are from multiple organizations, whose daily mission and operations establish, cultivate, develop, nurture and maintain Arizona's small business community. Collaboration between the Chandler Public Library and the other Key Advisors yields a consolidated view of services available through advisor organizations and the information sources that support those services available through the library.

LEED provides a collaborative cross-promotion channel for existing services and uses a low risk rapid deployment strategy:

- Key Advisors met as a focus group to conduct a gap analysis that captured the participants' services and determined what information access the Chandler Public Library can supply in support of those services.
- A summary of the gap analysis was distributed to participants electronically. The summary served as the planning core for a business development series that will be offered at the library.
- Key Advisors reconvened to establish a cross referral process and outline a "**Chandler Small Business Information Summit.**"
- The half-day summit targeted Chandler's entrepreneur and small business community. It included remarks and marketing materials provided by Key Advisors regarding their respective organizations and included a presentation by the Chandler Public Library built around the theme ... *"Imagine what you could do with this kind of information."*

Outcomes: The **LEED** project intends to benefit the small business and entrepreneurial community as well as the business and community economic development organizations that support them. Organizations in the business of supplying support benefit by becoming more effective impacting their constituencies. Collaboration among these

organizations leverages both their potential effect and the revenue investments that support them. In furtherance of this goal, the project's intended outcomes are:

1. Establish a business information partnership to function as a cross-referral network between those actively involved in local economic development and the Chandler Public Library as the access supplier of information that supports the economic development efforts.
2. Establish an electronic vehicle that supports regular, ongoing communication between partnership members and keep members updated on each other's resources and activities.
3. Establish the Chandler Small Business Information Summit as an annual forum to serve as a collaborative showcase of partnership resources/services in a "one-stop" community event that helps businesses move from "*I think I can*" to "*I knew I could.*"
4. Develop a measurement tool that:
 - a) Identifies user's original point of contact and their business problem.
 - b) Tracks referral resources users access over a determined time.
 - c) Records the user's definition of success and level of satisfaction. (Success stories could be profiled at the annual "I knew I could" event.)
5. Establish a training program on information services available through the Chandler Public Library determined by the gap analysis to be most complementary of partnership programs.
6. Develop a guidelines document for other communities interested in replicating the **LEED** project.

Before You Start

The success of implementing LEED depends of several things. First, it is necessary to have executive vision within the library itself. This vision must be combined with a desire for the library to take an active role as the information access partner in local economic development.

It is also critical that the library shares co-sponsorship of LEED with the local economic development leaders, such as the chamber of commerce and local economic development department. When it comes time to get the word out about programs and events, the chamber provides an invaluable communication channel and local economic development serves as an indispensable advisor on both community pulse and activities. The library role as a local engine of economic development is validated and enhanced by its co-sponsorship with partners already at 'top of mind' in the economic development arena.

Step One: Establish Co-Sponsorship

More than a project, LEED is a collaboration model that respects and leverages the core competencies of its participating partners. Libraries are local engines of economic development. They are not, however, economic developers, nor are they business developers. Libraries are information access providers that help facilitate and stimulate the process of economic and business development.

In order to implement LEED, the first step is to establish co-sponsorship with the local organizations most likely to be seen in the community as economic developers. The Chandler Public Library established a partnership with Chandler's two most prominent local economic development organizations, the City's Economic Development Department and the Chandler Chamber of Commerce.

The library hosted a meeting in May 2003 that included top library administrative staff, the LEED project consultant, a representative from city economic development and a representative of the chamber of commerce. Both the director of economic development and the president of the chamber were invited. They were unable to attend but they sent key personnel from their respective organizations.

The library manager relayed the history of the Economic Development Information Center (EDIC) in Arizona's library system and the desire to accelerate use of these resources. She explained the library's wish to increase public awareness of print and electronic business resources and promote training programs. Finally, she explained the Chandler Public Library was interested in forming a partnership to determine how information access and library resources could support ongoing business and economic development initiatives. She explained that a successful partnership would hinge on local co-sponsors who are economic development leaders.

At the initial meeting, with chamber and economic development personnel, it was repeatedly stressed the library did not wish to get into the business of economic development. Rather, the library's desire was to increase the potential impact of its collection and electronic resources in support of efforts by those who are already in economic development. The message was collaboration and co-sponsorship, not competition.

The informal presentation concluded with a review of LEED's executive summary. Since response was immediately favorable, the discussion quickly shifted to identification of the other key advisors that would contribute to the project's success.

Step Two: Identify Key Advisors

The next critical component in implementing LEED is the development of a panel of key advisors. This group is necessarily a collaborative partnership among local participants and those providing resources statewide. Subsequent implementations of LEED should be simplified by the fact that many participants in the Chandler pilot are providers of services statewide and are already familiar with the LEED model.

The Arizona Department of Commerce, Small Business Administration, SCORE, Maricopa Community Colleges - Small Business Development Center and Arizona Minority Business Development Center, for example, have all participated in the Chandler pilot. Subsequent implementations may involve a different local representative, but that individual will have a contact within their own organization to communicate with.

Local key advisors are equally as important as participants with statewide influence. In the Chandler pilot several local participants stand out. A member of the local media provided critical information and invaluable free publicity. Chandler's media representative has been the executive editor of the Independent Newspapers. The Chandler and Sun Lakes Independent ran several feature size articles on the Chandler Small Business Information Summit. Independent Newspapers operate fourteen independent papers within Maricopa County.

The Independent was not the only local newspaper to run a feature article on the Summit. The Chandler Connection ran a human interest article on a registrant for the Summit. The Phoenix Business Journal ran a large article on LEED that also referred to the summit. Stories like the ones in the Business Journal, Independent and the Connection provide powerful marketing.

In addition to local media, the input from local bankers is extremely helpful. In the Chandler pilot, two vice presidents of business development from Wells Fargo Bank provided tremendous assistance and advice. Additionally, they provided financial sponsorship for the food served at the information summit.

When building the list of key advisors, each community will identify resources unique to them. The local chamber of commerce can help identify potential advisors that are active in the community. In the Chandler pilot, one of the bank representatives is also very active on the Chamber's Public Policy Committee.

Step Three: Keep meetings to a minimum

Once the co-sponsors identify potential members of the key advisor panel, the next step is to bring them together in a face-to-face session. In the Chandler pilot, the meeting was held in June 2003. This meeting became a major catalyst for the project. Once the key advisors were together they became part of a local economic development story. They were no longer simply representatives of their individual organizations. In other words “the whole became greater than the sum of its parts.”

It is important to remember that most people have a difficult time adding more meetings into their already busy schedules. The invitation letter to key advisors made sure they knew they were part of something special and that meetings would be held to a minimum. Advisors were told they would participate in one “gap-analysis,” one summit planning session and the *Chandler Small Business Information Summit*.

Key advisors were invited to the gap analysis by letter. The letter was followed by e-mail and phone calls to reiterate the same message of project importance and respect for advisors’ time.

The first joint meeting in the Chandler pilot was held to conduct a gap analysis to determine what information access the library could provide in support of small business development and local economic development. In addition, the outcomes of the meeting were intended to assist the library in planning a small business information summit where library resources would be showcased along side resources provided by the key advisors’ organizations.

An interesting side benefit of the gap analysis came as a result of asking each advisor to identify themselves, their organization’s primary thrust, and what differentiated them from the other providers at the table. It was surprising to hear how much advisors felt they learned about each other. A number of them commented that they would become better service providers as a result of that experience.

Step Four: Local Small Business Information Summit

The gap analysis was intended to reveal how the library could provide resources in support of existing business and economic development initiatives. In addition it revealed the importance of establishing a one-stop environment where small businesses operators and entrepreneurs could begin to understand the scope of available resources and compare them to their individual needs.

Participants in the gap analysis were quick to validate the importance of existing business and economic development services; however, they indicated that many potential users do not have the time to learn about each provider separately. Gap analysis participants universally acknowledged this point.

As a result, the *Chandler Small Business Information Summit* was to become the forum where small business operators could identify the resource provider most likely to assist them. Instead of a traditional workshop or conference, the summit was to be designed with less emphasis on specific business issues or “content” and more as a one-stop-shop for self-help. The summit would also serve to launch a series of library training programs designed to teach small business operators and entrepreneurs how to use the resources.

Subsequent LEED implementations will most likely be able to eliminate the “gap analysis.” It will not be necessary to go through that exercise because many of the service providers, those who provide services on a statewide level, have already identified the one-stop as the “gap.”

Instead, the time could be focused on a local Small Business Information Summit and planning assistance for that event. The Chandler pilot relied on a consultant to coordinate and communicate with event participants. If other libraries do not have staff or resources to devote to event coordination, the gap analysis substitute meeting could be used to help identify volunteer resources to assist.

Since the pilot limited itself to just two meetings prior to summit, it was extremely important to keep the electronic lines of communications open. E-mail became the primary planning and communication tool with regular follow-up phone calls.

A summit style forum was selected because it reinforces the importance of all contributors and it is not a scripted event. Everyone at a summit is there because they provide a valuable perspective. Summits are conducted around issues not prepared remarks.

Support from participants was easier to maintain during the planning phase because of the summit style agenda. Participants were told they did not need to prepare formal remarks, presentations or handouts, inasmuch as the information would be shared via facilitated interactive dialogue. Handouts would be the collateral material they normally provide in their day-to-day operations.

The first annual *Chandler Small Business Information Summit* was held on September 24, 2003. Over 150 small business operators and entrepreneurs crowded into the Chandler City Council Chambers. The facilitated summit style dialogue ran from 8:30 a.m. until 11:30 a.m. when attendees were provided a light buffet lunch and the opportunity to “mingle and munch” with the key advisor panelists.

The key advisors were provided exhibit tables and asked to bring collateral materials about their service or organization. Examples include; the “Entrepreneur’s Edge” resource guide published by the Arizona Department of Commerce, Small Business Administration’s resource directory, demographic profiles provided by the city economic development department. Each key advisor panelist provided distribution materials.

The library also had an exhibit table that promoted all business relevant materials, list of electronic resources, business programs and events, and the **Chandler Small Business Information Passport**, which was developed for the LEED program and the summit. The Passport is discussed in more detail below.

The Chandler Public Library intends for the summit to be an annual event. Additionally, the library plans to offer a series of business mentoring classes, to be taught once a month for six months. Where the summit sought to provide resource exposure, the classes will be designed around specific content. Key advisors will teach some of the classes. Local business experts may teach other classes.

The concept for the business mentoring classes has been developed around the promotional theme of **My Business Acceleration Plan (MBA Plan.)** The MBA Plan was introduced at the summit with people standing in line to sign up for the limited number of seats.

Step Five: My Business Acceleration Plan (MBA Plan)

The MBA Plan is also an outgrowth of the gap analysis. Initially, the library intended to establish a series of training classes designed to teach users how to access and use library resources. Beginning with the gap analysis and further supported at the summit planning meeting, key advisors indicated a larger library role in the business and economic development.

Once the key advisors became familiar with library resources and capabilities, the discussion was not whether the library is an economic development engine, but how much more can it do to support economic development.

Much like their suggestion for a one-stop, where small business operators could learn about resources and service providers, key advisors stated a need for the library to function as the one-stop location on an ongoing basis. They suggested the library offer classes on information access and library resources but that those classes be incorporated in a small business development program.

Both the library and key advisors have embraced this concept, however, detailed curriculum development was not completed at the time the summit was held. Suggested subjects include, business assessment, marketing, finance, tax, research and databases, small business services, local economic update, Internet and technology and perhaps a class taught by request.

The Chandler Public Library will launch the first business mentoring classes in October 2003. Instruction for the first class will be provided by the Arizona Department of Commerce and address business assessment and small business services. The presentation will provide the depth that summit time constraints precluded.

The library is currently working with the Chandler Chamber of Commerce to determine the feasibility of jointly offering additional classes at the chamber.

Step Six: Small Business Information Passport

MBA Plan seating will be extremely limited and library resources will not support converting the Chandler Library into a full-blown business development center. However, building on the library's competency of information access and referral, the library will be distributing a *Chandler Small Business Information Passport*. The Passport was introduced at the summit.

The Passport will serve a dual function. It will function as a mini-directory of information and service providers. Additionally, it provides users with a place to record contact information and appointments, encouraging a self-paced, self-directed approach to individual assistance.

The Passport is a combined mini-directory of service providers and library resources. It includes a short profile to be completed by the business operator. Profile questions were designed by the service providers to help them assess how to best assist the business. It becomes a tracking tool to record the business operator's main problem and services accessed in order to overcome it.

The *Chandler Small Business Information Passport* includes both local contact information and as well as statewide resource contacts. The Passport has been developed in Microsoft Publisher and can be easily modified for any community interested in implementing the LEED project.

Step Seven: Follow-up

The Chandler Public Library is developing a business section on their website. This will continue to evolve. The library intends to establish a regular electronic communication link for service providers to share upcoming activities and new offerings.

At one point key advisors discussed a list-serve but based on the theory that too much information is no information, they opted for a simpler approach. Current plans are for the library to send out a regular e-mail inquiry to key advisors. Information received in response to those inquiries and from other sources will be listed with on the business section of the library website.

Dialogue continues with the Chandler Chamber of Commerce regarding additional MBA Plan classes. Current plans are to offer the library classes in the evening. Chamber classes could possibly be offered during the noon hour. Content is the main challenge. The MBA Plan classes offered in the library will be conducted in the computer lab. The Chamber does not have that capability.

The City of Chandler Economic Development Department hosts an annual Minority Small Business Development Workshop. The library and Economic Development have discussed the possibility of the library conducting one of the breakout sessions at the workshop. The session could be a round table discussion to assist the library in planning presenters for the next cycle of MBA Plan classes.

Conclusion

LEED is a collaboration model. It will look different in each community that implements the project. It will continue to evolve as each community builds on the success of other implementations.

The success of LEED depends on relationships and leveraging existing resources in new ways. Its power is in its simplicity. Key advisors contribute to the project what they already contribute each day. They simply contribute it in a leveraged environment, a business information partnership.

The library is an information access supplier. In LEED, the library provides access to business development information that stimulates economic development.

LEED provides the vehicle for libraries to be recognized as engines of economic development they are.

Final note from project designer:

It was my honor to design the LEED project and my pleasure to manage the Chandler pilot. One factor in the success of the project pilot, the summit in particular, is slightly intangible. If I could make one personal recommendation it would be to select a summit facilitator that is quite familiar with the daily roles and activities of the key advisors. This will most likely be someone outside your library staff. In this way, the library will sit at the table and be treated like the other Local Engines of Economic Development.

Linda Meissner

Appendix

1. Key Advisor Invitation Letter
2. List of Key Advisors
3. Gap Analysis Notes
4. Summit Description
5. Summit Flyer
6. Sample Press Release
7. Summit Working Outline
8. Summit Agenda
9. Passport
10. MBA Plan Promotion

Date

Name

Org.

Address

City, AZ Zip

Re: Key Advisor for Local Economic Development

Dear:

We are extremely pleased to inform you that Chandler has been selected as the pilot site for a model local economic development project. You will be proud to know that you have specifically been identified as someone who would make a significant contribution to the success of this project.

The project, known as **LEED**, for **L**ocal **E**ngines of **E**conomic **D**evelopment, is to be funded and facilitated through the Chandler Public Library in co-sponsorship with Chandler Economic Development and the Chandler Chamber of Commerce.

LEED depends on the collective wisdom of a panel of Key Advisors. That is where you come in. The commitment asked of you is limited but its importance cannot be overstated. Specifically, you are being asked to:

1. Participate in two meetings, the first a gap analysis, the second a planning session.
2. Review one document, a findings of the gap analysis.
3. Attend one event, a ***Chandler Small Business Information Summit***.

Your total time commitment is roughly equal to 1.5 business days spread over approximately 4 months. The attached executive summary will put this commitment into context. You will be contacted within the next few days to coordinate the date and time of the gap analysis, expected sometime in early to mid June.

We are excited to have been selected as the **LEED** pilot. It is a perfect opportunity to showcase what makes Chandler work and we hope we can count on your participation to make it a total success.

Sincerely,

Karen Drake, Manager, Chandler Public Library

Garrett Newland, Director, Chandler Economic Development

Lee McIlroy, Director of Public Policy & Business Development, Chandler Chamber of Commerce

Enclosure: Executive Summary

LEED Key Advisors- Chandler Pilot

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Notes
Gap Analysis – June 11, 2003
Chandler Public Library

QUESTION: What is your agency/organization's primary thrust and what is it's key differentiator?

Department of Commerce: (Small Business Services)

- Primary thrust - Information resource for small business owners. Licensing, permitting, referral to ongoing services.
- Differentiator – Direct communication with the governor's office on behalf of small business operators. Governor's small business advocate. Lydia is Director of Small Business Services & Minority/Women Owned Business Services.

SCORE:

- Primary thrust – Strengthen the free enterprise system through volunteer counselors who provide technical and managerial guidance to small and prospective business owners. Counsel on principles and practices of good management, including business plans, marketing, finance, etc. Repeat visitors do best. Legal referrals available. No grant money but funding advice given. Seminars – Start Smart, pros & cons, business plan review, insurance advice.
- Differentiator – Concentration is on the individual owner or operator. Balanced approach to management, strategic and tactical advice, one on one. Urge other sound professional advisory relationships and participation in trade associations and management courses.

Western International University:

- Primary thrust – Educate adults (33-40) who want to enhance, accelerate or change their career path. Two month courses starting every month.
- Differentiator – Focus on non-traditional students who want a traditional education. Academic counseling, goal identification, and information regarding careers and the job market.

Chandler Chamber of Commerce:

- Primary thrust – Voice for the business community. 60% of members are small businesses.
- Differentiator – Links businesses with other businesses to do business, provides referrals for counseling and business resources.

S.B.A.

- Primary thrust – Loan guarantee program (does not loan money). Both debt and equity loans. Micro loan program with counseling.
- Differentiator – Diversity of partnerships. Federal program. Grants to non-profit programs not to individuals. Has a Small Business Investment Company (SBIC). Uses the NAICS definition of small business.

S.B.D.C.:

- Primary thrust – Focus on process. Specialty counseling, including for Spanish speaking, cash flow, accounting, technology, etc.
- Differentiator – Funded by community college. Agency is accountable, evaluated by the number of jobs created. Counselors are paid.

City of Chandler Economic Development:

- Primary thrust – Create a balanced economy, retail/downtown small businesses/ large corporations.
- Differentiator – Assist business owners with site selections, meeting city requirements and standards. Information regarding land use, population projections. Current estimates and demographics by square mile.

State Procurement Office:

- Primary thrust – The central procurement authority for the State of Arizona. Oversight of the Arizona Procurement Code. Develops and administers statewide contracts for goods and services for state agencies, sometimes available to other political subdivisions. Can delegate procurement authority in specific situations to the agency directly if they are uniquely qualified to make the procurement. (ADOT – asphalt.)
- Differentiator – A level playing field for small business and minority businesses to participate in state contracts (sell to the State). Under Governor's Executive Order to direct procurements of less than \$25,000 to small business where practicable. Agencies are monitored for compliance.

Chandler/Sun Lakes Independent Newspapers:

- Primary thrust - Bring buyers and sellers together through targeted marketing. Gather and disseminate local information, classifieds and services.
- Differentiator – Geographical boundaries, information is specifically geared to the region. Strong local connection. Try to totally saturate area of distribution. Delivered to every home in the region with 90-95% of recipients reading it.

Ron Adams, Attorney at Law:

- Primary thrust – Business and tax advice for new and existing businesses. Stresses solid agreements from the onset of the business including the exit strategy.
- Differentiator - Assists clients in determining the appropriate business structure and the tax consequences (sole proprietor, LLC, partnership etc.) with an eye toward the business migration path.

Wells Fargo Bank:

- Primary thrust – Financial service provider with a strong focus on customer relationship.
- Differentiator – Education on business development and referrals to professionals for counseling and resources. Advice on how business can save time and money.

Department of Commerce (Office of Innovation & Technology):

- Primary thrust – Technology development for small business. Tech-transfer from the universities into business. Business/industry development for new industries such as bio-tech.
- Differentiator – Support for innovation. Referrals for entrepreneurs. Advice to start-up technology business. Links to supporters of large technology operations.

QUESTION: What information and skills deficits do clients present with, that the library could help with by filling the gap?

- List of FAQ's for people seeking help with business training and business career development.
- Role of support agencies and organizations is unclear to users (who does what and how they relate.)
- How does a new business evaluate its needs? (What questions should they be asking themselves?)
- They do not know how to get from where they are to the next level or what the next level should be.
- How to locate training opportunities like workforce development.
- What is the order of the procedures a new business should follow?
- How to do market research and business projections.
- Not only how to write a business plan but how to find the information that populates the business plan and makes it meaningful. (How do you please the bank?)
- Understanding the basics of business terminology and how to communicate with the professionals when they are asking for assistance or a loan.

- They don't know what they don't know.
- How do they use the resources available through other agencies? (What do they need to know before meeting with SBDC, SCORE?)
- A website that functions as a "virtual one-stop" business resource center.
- What agencies help small business owners who are struggling or want to expand?
- A community center that functions as a physical one-stop for business development information and resources.
- One-on-one training from how to use computers to how to access and use business information.
- Development of a self-assessment tool so they know who to go to for assistance.
- Training location for things like the basics of a contracts, finance and taxes.
- Research assistance for people who are computer averse.
- Introduction to computer basics for small business, from hardware to software.

What kind of tool would help the key advisors panel communicate with each other and keep everyone informed about training, resources, opportunities and changes?

- Weekly updates through a list-serve.
- Weekly e-mail update.
- Send updates to library for inclusion on website. Follow up by sending advisors a quick e-mail with a link to the site.

What date is best for the Chandler Small Business Information Summit?

- ~~Wednesday, September 10~~
- ✓ **Wednesday, September 24 – Booked in Chandler City Council Chambers**
- ~~Thursday, September 25~~ (date of Chandler Board Retreat)

ACTION ITEMS

- E-mail suggestions for questions to be included in the business profile that will be included in the Chandler Small Business Information Passport/
- E-mail suggestions for questions to be included in the self-assessment tool.
- Check calendars for conflicts and e-mail a recommendation for the Summit.
- E-mail the name of a success story that could be showcased at the summit.
- E-mail the name of anyone who should be added to the key advisors.

Send e-mail responses to: linda.meissner@ci.chandler.az.us

Chandler Small Business Information

Summit

Chandler **small, minority, or women owned businesses, entrepreneurs** and anyone wondering what it would take to start your own business; the *Chandler Small Business Information Summit* is for you.

This first of its kind event brings the leading business and community economic development experts all to the same table with one goal in mind ... take Chandler's small business community from **"I think I can to I knew I could."**

Owning your own business is the dream of many but it can be just as challenging as it is rewarding. The *CSBI Summit* is designed to provide a one-stop opportunity for business operators and potential business owners to **meet with experts who can provide a roadmap for success.**

This event is clearly an information 'summit' and not a conference or workshop. That means attendees will have the opportunity to learn from many service providers and experts at the same time. In other words, all presenters will be contributing for the entire morning. The Summit will include a question and answer forum and an opportunity to meet one on one with the experts.

CSBI Summit presenters will include **The Arizona Department of Commerce, Small Business Administration (SBA), SCORE, Small Business Development Center (SBDC), Arizona Minority Business Development Center (AMBDC), Chandler Chamber of Commerce, Chandler Economic Development,** finance, media, government procurement, legal community and education. In addition, attendees will learn how to gain free access to costly on-line business databases through the **Chandler Public Library.**

The *Chandler Small Business Information Summit* will include a business expo with display tables available to business members of the Friends of the Chandler Library.

The **Chandler Public Library**, with its co-sponsors, **Chandler's Economic Development Department** and the **Chandler Chamber of Commerce** are excited to bring the *CSBI Summit* and business Friends expo through project **LEED – Local Engines of Economic Development.**

Attendees will get to feed more than their mind as they "mingle and munch" through the generous sponsorship of **Wells Fargo Bank.**

Chandler Small Business Information Summit
Wednesday, September 24, 2003
8:00 a.m. – 12:15 p.m.
Chandler City Council Chambers - Downtown Chandler Public Library
22 South Delaware Street

Cost: No Charge

Seating Limited * Advance registration required by Friday, September 19 * (480) 782-2803

☼☼ Small Business ☼☼ Minority Business ☼☼ Women Owned Business ☼☼

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Learn how to gain **free access to costly on-line business databases** through the Chandler Public Library.

The *Chandler Small Business Information Summit* will include a business expo with display tables available to business members of the Friends of the Chandler Library.

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Feed more than your mind as you “mingle and munch” through the generous sponsorship of Wells Fargo Bank. Meet one-on-one with experts. Collect valuable resources and publications.

The Chandler Public Library, with its co-sponsors, Chandler’s Economic Development Department and the Chandler Chamber of Commerce are excited to bring the *CSBI Summit* and business Friends expo through project **LEED – Local Engines of Economic Development.**

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LEED is project funded through a Library Services Technology Act (LSTA) Grant

www.lib.az.us

FOR IMMEDIATE RELEASE

August 27, 2003

For information, call:
Linda Meissner
LEED Project Manager
Chandler Public Library
(480) 782-2834.

Chandler holds first annual Small Business Information Summit.

The Chandler Public Library, Chandler Chamber of Commerce and Chandler Economic Development have combined efforts to host the first annual Chandler Small Business Information Summit, in the Chandler City Council Chambers at the downtown Chandler Library, Wednesday, September 24, 2003, from 8:00 a.m. until 12:15.

The CSBI Summit is a one-stop opportunity for small, minority, or women-owned business operators and potential business owners to meet with a wide range of experts who can help provide them with a roadmap for success.

Summit presenters will include the Arizona Department of Commerce, Small Business Administration, SCORE, Maricopa Community Colleges Small Business Development Center (SBDC) Arizona Minority Business Development Center (AMBDC), Chandler Chamber of Commerce, Chandler Economic Development, finance, media, government procurement, legal community and education.

Summit attendees will learn how to gain free access to costly on-line business databases through the Chandler Public Library and will receive copies of valuable publications and resources.

The CSBI Summit is part of a pilot project grant funded with Library Services Technology Act monies through the Arizona State Library.

The project known as LEED, for Local Engines of Economic Development, is sponsoring the Summit at no charge to attendees and includes a light lunch through the generosity of Wells Fargo Bank.

The Summit will be the kick-off event for free business development classes beginning in the fall at the Chandler Library.

One reason Chandler was chosen for the project is that "they were interested, and they had the community support," said GladysAnn Wells, Director of the Arizona State Library, Archives and Public Records. "We hope this will be a model project."

Advance registration is required by Friday, September 19, 2003.

To register for the CSBI Summit, call (480) 782-2803

Summit Working Outline

7:30 – Doors open for presenters and exhibitors.

8:00 – Registration

- Coffee & Rolls Sponsored by “Pages” Friends of the Library

8:25 – Housekeeping Comments (Due to limited restroom facilities, breaks will be individual and/or encouraged as panelists change seats. Panelists too.)

8:30 – Welcome & Introductions followed by brief (3-5 minutes) opening remarks:

- Karen Drake – Vision behind LEED & Summit.
- Becky Jackson – The importance of small business to Chandler and the business community.
- Garrett Newland – Why Chandler is a great place to operate a small business.

8:45 Introduction of Key Advisors

FORMAT: No formal presentations. Summit style, facilitated interactive dialogue among panelists built around three themes. 7 panelists (primary speakers on that subject) will be seated at the head of the dias in the council chambers. The other panelists will be seated at the 4 positions on each side. When the theme changes, panelists will change seats, moving the next 7 primary responders to the head of the dias. All panelists are urged to add relevant comments even if they are not seated at the head of the dias.

Summit Focus One:

8:50 – 9:30 – Take the Luck out of Good Fortune

Facilitated interactive dialogue: Good fortune in business should not rely on luck. Panelists address how their “tool” or business factor impacts good fortune.

Entrepreneur’s Edge

- Dept. of Commerce Small Business Services – Lydia Aranda

Corporate Structure

- Ron Adams

Business Resources @ Library

- Lynne Paulsen

State Portal - Arizona @ Your Service

- – Gene Martel

ABC – On-line Assessment

- Lydia Aranda & Sandra Watson

It’s All About Connections – Not Just Networking

- Chandler Chamber of Commerce – Lee McIlroy

It Doesn’t Always Take a Business Degree

- Western International University - Karen Janitell

Summit Working Outline

Panelists change seats

Summit Focus Two:

9:35 – 10:15 – Horror Story Prevention Guide

Facilitated interactive dialogue: Most business horror stories could have been prevented if business operators knew their market, researched common pitfalls, had a voice before policy makers, or recognized the signs of trouble before it was too late. Panelists address how their “tool” or business factor can help prevent the horror story.

Knowing Your Market Space

- Independent Newspapers - John Wolfe
- Economic Development - Harry Paxton

Success Is Easier If You Don't Fail First – Avoiding pitfalls

- SBA- Ron Harbour
- Minority Business Development Center – Izzy Gonzalez

Know & Use Community Demographics

- Chandler Economic Development – Harry Paxton

Recognizing Signs of Trouble

- SCORE – Marv Reinman
- SBDC – Neal Nelson

How to get your voice heard by policy makers

- Public Policy – Lee McIlroy & Frank Peake

Panelists change seats

Theme Three:

10:15 – 11:00 – Show Me the Money

Facilitated interactive dialogue: There are many aspects to money in business growth and development. Panelists address how their product or service impacts revenue growth or access to capital.

Saturation Marketing

- Independent Newspapers - John Wolfe

Access to Capital – When & How to Approach the Bank

- Wells Fargo Bank – Steve Gloyd & Frank Peake

How to Access Government Contracts – What if I am too small to bid alone?

- Chandler Purchasing & Materials – Robert Desheemaker
- Arizona State Procurement – Connie Gerdes

Innovation & technology entrepreneurs – Who can help?

- Department of Commerce – Sandra Watson

Summit Working Outline

How do you learn about grants?

- Karen Drake

11:00 – 11:15 – Facilitated Q&A

Questions will be directed at the entire panel, open to whoever wishes to respond. They will be selected from written inquiries out of the audience. Attendees will receive a question form when they register. The form will ask: “My problem is _____ where can I go for help?”

Back-up questions may include:

- Is a business plan important even if I am not applying for a loan?
- What is the difference between advertising & marketing?
- How do I find a banker, accountant or attorney if I don't already have an established relationship?
- How can I learn to use the electronic resources at the library?
- What do I do if I cannot afford to go back to school?
- Can you give me a business start-up tip?
- Can you give me a disaster prevention tip?
- Can you give me tip on making more money?

11:15 – 11:30 Introduce Passport & MBA Plan

11:30 – Closing Comments and Thank You to Wells Fargo for sponsoring “Mingle & Munch”

Attendees will be invited to visit with the panelists and exhibitors and collect exhibit materials while the caterer brings in the food.

11:35 – 12:15 - Mingle & Munch – Attendees visit with panelists and exhibitors

<p>Reminder: All panelists have valuable information that may support or enhance the comments of other panelists. If you have something important to say ... find a polite opening and jump in.</p>
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Private Meeting:

1:00 – 2:30 – Round Table with EDIC Librarians – In Library Conference Room

- How to replicate LEED in your community

September 24, 2003

Agenda

Chandler Small Business Information Summit

8:00 – Registration

Coffee & Rolls Sponsored by “Pages” Friends of the Library

8:25 – Housekeeping Comments

8:30 – Welcome & Introductions

Mary Johns – Acting Manger, Chandler Public Library

Karen Drake – Chandler Public Library

Becky Jackson – President, Chandler Chamber of Commerce

Garrett Newland – Director, Chandler Economic Development

8:45 Introduction of Key Advisors

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8:50 – 9:30 – Take the Luck out of Good Fortune

Entrepreneur’s Edge

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Chandler Small Business Information Summit

Summit Focus Three:

10:15 – 11:00 – Show Me the Money

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How do you learn about grants?

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“My problem is _____ where can I go for help?”

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- **How to replicate LEED in your community**

Passport

MBA Plan Promotion

Note: Both the Chandler Small Business Information Passport and the MBA Plan Promotion were developed in Microsoft Publisher. They are not Microsoft Word documents and cannot be attached to the guidelines.

For an electronic copy of these documents, please contact the Chandler Public Library (480) 782-2816.