29 Callers/Participants

GENERAL AGENDA DISCUSSION:

How can the Small Business Council (SBC) help PSBLOs?

- Gita introduced the Council and informed the PSBLOs that the SBC was committed to assisting the PSBLOs to help promote the SB mission within their Posts. The PSBLOs are to act as liaison between the SBC and the Posts.

No action items.

How can the Small Business Council help promote use of LinkedIn?

- Gita opened the floor for discussion on how to promote the use of LinkedIn as a resource.
- Jeanne inquired about whether or not a conference call on LinkedIn was really the venue to use. She then asked for anyone’s opinion on the matter. A few folks agreed that was a helpful and useful tool.
- Gita stated that the purpose for using LinkedIn was for the discussion of important issues only.

Action Item: SBC to consider a Webinar to inform folks on how to use LinkedIn effectively.

Webinars

- Gita identified that the SBC will host Webinar sessions, but needed to know what topics small businesses were interested in. She then suggested use of LinkedIn to provide comments.

Action Item: PSBLOs to help gather Webinar topics from their Posts.

RBF Small business Award

- Gita informed the PSBLOs about the prestigious Robert B Flowers award. The deadline was February 12th and that there is a need for participation and increased competition. She requested that everyone advertise on their own Post websites. Firms may nominate themselves; requirements for the award are on the SBC LinkedIn page.
- Jeanne and Matt Wallace mentioned that it was important for firms to register their small business status when they renew their registrations with SAME National.

Action Item: PSBLOs to help advertise this Award; deadline Feb 12, 2014.

Newsletter
Gita then directed the discussion towards the newsletter and the need for articles. Jeanne mentioned any article like a press release or a new hire, but nothing too large. Matt then stated that there are some good examples of what the newsletter is looking for on the SBC website.

**Action Item:** PSBLOs to help solicit articles for publication in the SBC Newsletter; send articles to Jayla Pine at jpine@baereng.com.

*Small Business Conferences:*

**Action Item:** PSBLOs to help suggest captivating speakers and topics to Gita at gmurthy@roreinc.com.