Business Development Event
Community Planning Manual

Provided by TVA Economic Development

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INTRODUCTION

Business Development Events are local community projects designed to:

- recognize the importance of small business to the local economy,

- provide training, counseling and motivation to small business owners and aspiring entrepreneurs,

- introduce the business community to resources that can provide training, counseling, and financial assistance,

- promote veteran, minority and women involvement in business,

- identify new business opportunities, and

- identify local community attributes that help small business starts and expansions and develop strategies to build on these attributes

The Business Development Events can plant the seed for substantial economic growth in your community. However, it is up to *you* to make it happen.

This community planning manual has been developed to guide you in planning and conducting your program. It will provide an easy, systematic, time sequenced format for planning and scheduling a local Business Development Event.

Program Objectives

The objectives of the Business Development Events are to further the development of small business activity by:

Local Ownership of the Program The success of your Business Development Event is dependent on the local community's initiative, effort and cooperation. The purpose of the program is to facilitate the free enterprise system to enhance the local economy.

Leadership Development The experience communities receive in planning, coordinating, and conducting the Business Development Event will enhance leadership skills and talents. This successful experience will build the confidence needed to proceed with a continuing agenda for small business development.

Recognition of the Importance of the Small Business Community The Business Development Event will provide local community leaders insight into the significance of the small business community within the local economy. This includes employment, services, products, and taxes generated.

Networking and Economic Development Your Business Development Event will provide the community opportunities to develop contacts and working relationships with various federal and state agencies and private sector organizations whose mission is economic and small business development. These contacts will be valuable resources for future economic development projects.

Key Elements Checklist

In order to ensure a successful Business Development Event (BDE) in your community, it is *essential* that the following key elements are completed within the time frame indicated.

FIRST MEETING (NO LATER THAN 90 DAYS)

❏ The Business Development Event Committee must be identified and organized.

❏ A schedule of planned meetings leading up to the Business Development Event must be distributed.

❏ Individual committee members' responsibilities must be stated and work must commence.

❏ Planning for the schedule of events.

SECOND MEETING (NO LATER THAN 60 DAYS)

❏ A proposed schedule of events must be ready for committee approval.

❏ Locations for all planned events must be completed.

❏ Local moderators for all seminars, workshops, and roundtables must be identified.

❏ TVA, SBDC, SBA and/or other representatives will be notified of all outside support requirements for panels, workshops, business counseling, and community roundtables.

❏ Notification of all outside resource participants must be initiated. This includes the keynote speaker for the Kickoff Event.

❏ Location for the Business Development Week or Expo banner must be identified and approved.

❏ A publicity plan must be completed.

❏ Plans for the Kickoff Event must be completed. This must include format, location, menu, charge/no charge, and whether it will be open or by invitation.

THIRD MEETING (NO LATER THAN 30 DAYS)

❏ The Business Development Event program schedule is printed and distributed.

❏ The pre-registration process for seminars, workshops, roundtables, business counseling, and the Kickoff Event is initiated.

❏ Publicity plan is finalized and put into effect.

❏ All moderators will submit a status report on their assigned panels, seminars, or workshops.

❏ TVA/SBDC/SBA will report on the status of all outside resource people to support scheduled activities.

FOURTH MEETING (NO LATER THAN 7 DAYS)

❏ Report from all panel moderators.

❏ Report on Kickoff Event.

❏

❏ Any other last minute incidentals.

Key Events

Registration A Business Development Event Registration Desk will be used before and after the Kickoff Event for those that want to sign up for counseling, workshops, seminars, or other events. Early or late registration can be made by calling the office of the sponsoring organization between 10 a.m. and 4 p.m.

Kickoff Event Provides major publicity for the Business Development Event, introduces key organizations, features a guest speaker, and provides an overview of the Event's programs. Kickoff Luncheon/Dinner may be sponsored or Dutch treat.

Small Business Counseling Contact your local Small Business Development Center (SBDC) or the Service Corps of Retired Executives (SCORE) office to assist you in providing on-site counseling during your event.

Community Development Roundtables These roundtables focus on overall community and economic development and should involve the community leadership.

Business Seminars, Workshops, and Luncheon Panels Many sessions are scheduled to cover various community and small business development subjects. Contact the sponsoring organization to register.

Wrap-up and Evaluation This event will summarize the results of the Business Development Event for the local Business Development Committee and other resource organizations. Follow-up activities will be discussed.

Focus of the Day or Innovative Themes The Business Development Event Committee has the latitude to focus on various entrepreneurial themes.

SELECTING A COMMITTEE

Once your sponsoring organization has named a Business Development Event Committee and designated a chairperson you are ready to get started with the planning process. Although you can plan a Business Development Event in less than 90 days, it is not recommended. Ninety days are needed to complete all the necessary arrangements and adequately promote the event.

Organization

The Business Development Event Committee is recommended to include the following community representatives:

- Chamber President
- County Official
- City Official
- Local Distributor of TVA Power
- Chamber Staff
- Community College Representative
- Banker
- Merchant
- Industrial or Economic Development Representative
- News Media Representative
- Other Community and Business Leaders as Appropriate

Subcommittees under the Business Development Event Chairperson could include:

- Schedule of Events Committee [i.e. Program Committee]
- Registration and Kickoff Event Committee
- Publicity and Promotion Committee

Responsibilities

The principle responsibility of the Business Development Event Committee is the selection and implementation of your Business Development Event program. It is important that all committee members participate in this process. One individual cannot be held responsible for planning all of your Business Development Event. Everyone involved must do their part to ensure a successful Business Development Event.

Business Development Event Committee
- Select the Schedule of Events *(See Appendix H)*
- Appoint Program Chairperson and Event Moderators
- Publish Schedule of Events no later than 45 days in advance of BDW (this time frame may vary depending on the length of your event)

Program Chairperson
- Coordinate activities of the moderators
- Assist moderators in conducting their assigned duties

Event Moderators
- Plan, organize, and assist in promotion of their assigned program
- Moderate the program
- Administer the distribution and collection of attendance and evaluation sheets

REGISTRATION

Objective

Plan and execute the program registration and Kickoff Event for your Business Development Event.

Procedure

Business Development Event Registration

Program registration has three components:

1.   Pre-registration

Pre-registration should be conducted through the sponsoring organization via the mail beginning three days in advance of the Kickoff Event. A program registration form *(See Appendix A)* and Schedule of Events should be placed in the local newspaper one week in advance of your Business Development Event.

Registration forms can also be mailed with commercial bank statements, utility bills, and civic club mailings. Registration forms can even be sent home with school children. Registration forms (3000 to 5000) need to be printed depending on the distribution plan. The objective is to get the word out early.

2.   Registration at the Kickoff Event

A registration table should be set up 30 minutes in advance of the Kickoff Event. This will allow participants to receive the Business Development Event Program Schedule, and to sign up to attend the various training seminars and other activities. The registration table should continue in operation for 30 minutes after the luncheon/dinner.

3.   Post-Registration Conducted During the Business Development Event

Post-registration will utilize the same form used in the earlier registrations. The Business Development Event registration center at the sponsoring organization will keep a sign-up sheet or list of names on each event (see Appendix B). The event moderator will keep himself/herself informed on the number of attendees signed up for his/her event and let the registration center know if full capacity is reached.

KICKOFF EVENT

The Kickoff Event is designed to introduce, promote, and explain your Business Development Event to the community. It should also be used to recognize the key local people. These would include the Business Development Event Committee and local sponsors. Normally, it would be scheduled for Monday noon of the first day. Other possibilities include a breakfast or brunch on Monday. A guest speaker should be planned for, and a moderator named. The Kickoff may be sponsored by a local firm, bank, or may be Dutch treat. Many chambers will have the event catered and charge $5 to $10 depending on meal cost.

The format for the luncheon/dinner may take several forms. These include:

a.   Formal service, invitation only
b.   Informal service, open to public
c.   Buffet, invitations only
d.   Buffet, open to public

Typically, the luncheon/dinner may be held at a bank or public community room, church, National Guard Armory, restaurant, country club, or pavilion.

The moderator (often the Business Development Event Chairperson) has two primary roles. First, to introduce the guest speaker, and second, to describe the Business Development Event Program Schedule. He/She should promote registration and describe the events planned for each day. The objective is to begin the Business Development Event in a positive manner.

The guest speaker should be selected carefully. He/She should have had a successful business experience and plan to provide a 20-minute inspirational speech. The committee should work to secure a good luncheon/dinner speaker as early as possible. *Note: Political speakers should be avoided.*

To help promote the Business Development Event, the Business Development Event Committee should arrange for news media coverage at the luncheon/dinner and ensure that each media representative receives a copy of the Schedule of Events.

Kickoff Event Planning Check List

60 DAYS IN ADVANCE

☐   Arrange for breakfast/luncheon/dinner *(See Appendix D)*.

☐   Arrange for meal sponsorship(s) if not Dutch treat.

☐   Complete event invitation list (local).

☐   Design and coordinate Business Development Event program schedule.

☐   Arrange for Kickoff Event speaker.

☐   Invitation letter for breakfast/luncheon/dinner speaker.

☐   Name moderator (usually the BDE Chairperson).

45 DAYS IN ADVANCE

☐   Print Business Development Event program Schedule of Events
(to be done by Events Committee).

☐   Print the Business Development Event registration form *(See Appendix A)*.

☐   Select and arrange for breakfast/luncheon/dinner and registration table.

☐   Confirm meal arrangements *(See Appendix D).*

☐   Print and mail Kickoff invitation letters *(See Appendix E).*

         a. Local (i.e., Chamber membership)
         b. Outside participants
         c. Special guests

30 DAYS IN ADVANCE

☐   Contact news media and furnish news releases (by promotion committee).

☐   Re-confirm breakfast/luncheon/dinner arrangements *(See Appendix D).*

☐   Confirm speaker's attendance.

☐   Confirm outside guest attendance.

Suggestions for Keynote Speaker

Keynote speaker should be a successful small business person. This can be an owner or head of a large company that was obviously small once. The prerequisite here must be that this person was the founder.

The Keynote Speaker should cover the benefit entrepreneurism had on his/her family-- the fact that the family members were depended upon for survival of the business--mention other obvious benefits, such as how this helped son's and daughter's self-esteem, assertiveness, independence, and work ethic--how this might have brought family together.

How this is extended in direct proportion to the number of small businesses within the community. The more small businesses, the more healthy families and the healthier the community.

How the small business community contributes to economic growth--80% of all new jobs generated by small businesses. How small business development and networking within a community can create an economic machine that can be a leading contributor to the economic and social well-being of the community.

What it takes to be an effective entrepreneur--not all glamour--grudgingly hard work--12 to 18 hours, sometimes 20, and assertiveness in seeking out and accepting good advice and effectiveness in taking advantage of available training.

This is not all-inclusive but should be a part of the presentation.

PROGRAM EVENTS

Objective

To instruct Business Development Event Committee members on the procedures for the selection, organization, format, scheduling, and implementation of seminars, community leadership roundtables, workshops, and luncheon panels.

Procedure

Planning the schedule of events is among the most critical tasks in the preparation for a Business Development Event. The Business Development Event Committee selects and schedules the business and community development topics to be presented at the Business Development Event *(See Appendix G).* A program chairperson, appointed by the Business Development Event Committee, coordinates the activities of the moderators who are responsible for the planning, organization, and promotion for their respective event. These events may be presented in one of several formats including seminars, workshops, luncheon panels, and community leadership roundtables.

Notes

Published Schedule of Events should indicate whether seminars, workshops, and other events are free of charge. If fees are to be charged, show the amount.

Published Schedule of Events should also include a phone number for scheduling counseling sessions and/or registering for attendance at different events. This will generally be the sponsoring organization telephone.

Suggested Topics

Listed below is a menu of suggested business and community development topics. The Business Development Event Committee is encouraged to be innovative and not let this list restrict them from other topics of local interest.

Business Development Topics	**Community Development Topics**
*Sources Of Capital	*Local Leadership Development
*Starting And Managing A Business	*Strategic Planning for Economic Development
*Women In Business	Solid Waste Disposal
Personnel Management	Tourism Development
Marketing Your Product Or Service	Alternative Economic Development
Inventory Control	Protecting Your Ground Water
Home-Based Business	Alternative Agricultural Enterprises
Franchising	Financing Rural Governments
Franchising An Existing Business	Small Business Incubators
Taxes - Federal And State	Technology Transfer
Accounting For Non-Accountants	Business Retention
The Art of Pricing	Entrepreneurship
Computers And Small Business	Electronic Highways
Credit And Collections	Retirement As An Industry
Cash Flow/Cash Management	Commercial Revitalization
Equipment Leasing	Expanding Profits By Saving Energy
Government Procurement	
International Trade	
Quality Child Care	
Telecommunications	

*Indicates core program topics. Core topics are those that have proven to be highly successful and provide a solid basis for other topics.

Suggested Formats

<u>Seminars</u>

Seminars are held in rooms or conference areas which can accommodate large groups. The seminar lends itself to topics which are expected to attract large crowds (e.g., "Marketing").

<u>Workshops</u>

Workshops offer hands-on instruction in a given subject. The workshops work best for smaller groups, offering the opportunity for individual assistance (e.g., "Computers in Business").

<u>Luncheon Panels</u>

The luncheon panels give the participants the opportunity to discuss various subjects in a relaxed, casual atmosphere (e.g., "Women in Business").

<u>Community Leadership Roundtables</u>

The best format for addressing community issues of importance (e.g., "Community Leadership Development").

MODERATOR'S WORK PACKET

Event Moderators
- Plan, organize, and assist in promotion of their assigned program
- Moderate the program
- Administer the distribution and collection of attendance and evaluation sheets

Contents

Moderator's Checklist

It is important that the chairperson of the Business Development Event designate a moderator for each seminar, luncheon panel, workshop, or roundtable session planned during the Business Development Event. The following is a list of duties designed to assist the moderator in planning, executing, and evaluating each program.

Program Title: _____   Moderator's Name: _____

Location: _____   Time: _____

Format: (i.e., seminar, workshop, panel, roundtable) _____

60 DAYS IN ADVANCE

☐ Identify who the program participants will be (both local and outside). Priority should be given first to using local professionals. If you need outside experts or professionals, let your program chairperson know and he/she will contact SBDC, SBA, or TVA to provide you with names and phone numbers.

☐ If you have not decided on a format for the program (i.e., luncheon panel, workshop, seminar, or roundtable), select one based on suggestions from the seminar participants and Business Development Event Chairperson.

☐ Identify your specific program participants. Contact them and request their participation. Let them know that you are there to help them and aid their presentation.

☐ Visit the designated location for the activity. Make sure it will meet the needs of the program. Check for entrances and exits, note the seating arrangement, lighting/darkness, electrical outlets, handicap access, and temperature control.

45 DAYS IN ADVANCE

☐ Confirm speakers and participants in the seminar/roundtable/panel.

☐ Finalize your program. Give information on your program to the Business Development Event Chairperson. This should be done on the attached Moderator's Worksheet.

☐ Provide all required and necessary information for those in charge of publicity for the Business Development Event (use Moderator's Worksheet).

Moderator's Checklist (Continued)

<u>**1 TO 3 DAYS IN ADVANCE**</u>

☐ Obtain or make arrangements for the equipment needed for the activity (film or slide projector, VCR and monitor, extension cords, screens, blackboards, erasers, chalk, podium, easel, flipcharts, paper, pens, etc.).

☐ Make copies of handouts needed for the activity.

☐ Obtain a list of any pre-registrants.

☐ Obtain the attendance and seminar/roundtable evaluation sheets from the Business Development Event Chairperson.

☐ (Optional) Conduct a dry run of the seminar.

☐ (Optional) Arrange for coffee and doughnuts.

<u>**PROGRAM DAY**</u>

☐ Arrive at least 30 minutes early for room adjustments and setup (i.e., seating arrangement, temperature control, lighting, equipment setup, coffee).

☐ Check with the Business Development Event Chairperson for any last minute details or up-to-date announcements.

☐ Start seminar/roundtable on time.

☐ Present introductions (include yourself and the speakers), announce the remaining schedule of events for the Business Development Event, provide information on the TVA Mobile Business Center location and hours of operation, pass out the seminar attendance sheet, distribute evaluation forms, and turn remaining time over to the speakers.

☐ End activity promptly. Again, review the remaining Business Development Event schedule. Make sure everyone has signed the attendance sheet and filled out an evaluation form.

<u>**FOLLOW-UP**</u>

☐ Return attendance and evaluation forms to the Business Development Event Chairperson.

☐ Return room back to original arrangement and make sure it is clean.

☐ Return any equipment and supplies.

Moderator's Worksheet

This worksheet should be filled out by the moderator of the panel, workshop, seminar, or roundtable. A copy of this worksheet should be turned into the Business Development Event Chairperson 45 days prior to the scheduled activities. This will allow the Chairperson to complete the schedule of events and assist the moderator in promotion of his/her program.

Program Title: _____   Moderator's Name: _____

Location: _____   Time: _____

Format: (i.e., seminar, workshop, panel, roundtable) _____

A brief description of the program agenda based on the format indicated.

_____

_____

_____

Program Participants

Name: _____   Title: _____
Address: _____   Phone: _____

Name: _____   Title: _____
Address: _____   Phone: _____

Name: _____   Title: _____
Address: _____   Phone: _____

*List any additional participants and the required information on the back of this sheet.

Special Arrangements (i.e., luncheon, demonstrations, etc.)

_____

_____

Equipment Requirements (i.e., VCR, slide projector, paper, pens, etc.)

_____

_____

Handouts and Other Printed Materials

_____

_____

Publicity Information

_____

_____

_____

Attendance Roster

Program Title: _____ Moderator's Name: _____

Location: _____ Time: _____

Format: (i.e., seminar, workshop, panel, roundtable) _____

Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:
Name: (*please print*)	Name or Type of Business:	
Street Address:	City, State, Zip Code:	Telephone:

Program Evaluation

Program Title: _____ Moderator's Name: _____

Location: _____ Time: _____

Format: (i.e., seminar, workshop, panel, roundtable) _____

Please Circle One (5 is the highest rating; 1 is the lowest)

How well was the program organized?	5	4	3	2	1
How well was the topic presented?	5	4	3	2	1
How well did the seminar meet your needs?	5	4	3	2	1
How well did the presentation stimulate new ideas or innovations for your existing or future business?	5	4	3	2	1
How were the facilities for this presentation?	5	4	3	2	1

What do you feel were the high points of this program?

_____

_____

Would you like to hear more on this topic? ☐ Yes ☐ No

What other topics could we present to satisfy your needs?

_____

_____

Which are the best days and times for you to attend programs like this?

<u>Days:</u>   <u>Times:</u>

☐ Monday   ☐ Thursday   ☐ Before 9 a.m.   ☐ 1 to 3 p.m.
☐ Tuesday   ☐ Friday   ☐ 9 to 11 a.m.   ☐ 3 to 6 p.m.
☐ Wednesday   ☐ Saturday   ☐ 11 a.m. to 1 p.m.   ☐ After 6 p.m.

Do you :
        ☐ Own your business?
        ☐ Manage a business?
        ☐ Plan to start a business?

PUBLICITY AND PROMOTION

Objective

Assist the community with promotion for a successful Business Development Event.

Procedure

Publicity should be planned as early as possible and should utilize several avenues of communication. These may be sequenced according to the Business Development Event Promotion and Publicity Plan outlined in this manual. Announcements should be printed in local and regional newspapers and aired on local radio stations. Television coverage is encouraged when possible.

The week should be made known to all business organizations and service clubs in the area. Speeches and talks by the Business Development Event Chairman, SBDC Representative, TVA Representative, or other participating organization can be very effective. The radio station should be encouraged to tape interviews with the Business Development Event committee members at each Business Development Event planning meeting. Local schools should be informed of your Business Development Event and encouraged to participate in the activities.

Direct mail is highly effective. Business Development Event announcements and the schedule of events can be mailed to many potential participants. The Chamber of Commerce should include the schedule for the Business Development Event in its newsletter. Sponsoring banks should include a copy of the Business Development Event schedule with bank statements to its customers. Billing statements from the local distributor of TVA power should also include Business Development Event information. Posters should be printed and displayed in as many locations as possible. Store windows, public notice boards, and office announcement boards are a few suggestions for locations.

As the days of your Business Development Event approach, articles should be published in the paper that would address and highlight certain seminar topics, people in the community, businesses in the community, success stories, and any general aspects of the Business Development Event. It is also suggested that radio and television news spots be used in this manner. If possible, the schedule of each day's events should be announced over the air at prime news times and printed in the newspaper.

Get your local elected officials involved. Support from public officials (mayor, county executive, commissioners, etc.) can contribute greatly to the success of the Business Development Event program.

Word-of-mouth promotion is important. Program moderators should continually promote their own event. Making calls and visits to interested citizens and business people will increase attendance.

<u>Responsibility</u>

Principle responsibility for the Business Development Event promotion and publicity should be assigned to a committee member. The Business Development Event Chairperson may want to select a member of the local news media as their chairperson for publicity and promotion.

To help sequence the promotion effort, a Publicity and Promotion Plan is included in this manual. ***It is important to remember that one person cannot do all the promotion and publicity needed to have a successful Business Development Event***. All committee members must help and work together in a coordinated effort.

One overriding fact should be noted -- Publicity and promotion of your Business Development Event is dependent on the events/program committee publishing a Schedule of Events in a timely manner. It must be completed no later than 45 days in advance of the Business Development Event.

Promotion and Publicity Plan

1. Newspaper article announcing the selection of the community as a Business Development Event participant and a description of the Business Development Event. *(See Exhibits 1 and 2)*

2. Publish the Schedule of Events and Registration form in the newspaper 30 to 10 days in advance of the Business Development Event.

3. Provide copies of the Schedule of Events to service clubs, Jaycees, and other civic, social, church, school, and business organizations 30 days in advance.

4. Sponsoring organization mails out the Schedule of Events to its membership 30 days in advance. This should be done in conjunction with the newsletter.

5. The Business Development Event is proclaimed by the Mayor, City Council, County Judge, and County Court in their last regular meeting preceding the Business Development Event.

6. Request sponsoring banks and the distributor of TVA power to include a copy of the Schedule of Events in mail outs to their customers.

7. Posters announcing the Business Development Event should go up in store windows 15 days in advance.

8. Street banners announcing the Business Development Event should be installed in a prominent location one week in advance.

9. Newspaper article announcing the Kickoff Event speaker.

10. Program moderators help in the promotion of their event by providing a news release to the media 10 days in advance of their event.

11. Radio announcements starting five days in advance.

12. Newspaper articles describing the Schedule of Events.

13. Newspaper articles reporting on the actual event.

14. Television coverage of the Kickoff.

15. Daily radio announcements during the Business Development Event describing the events scheduled for that day.

16. Moderators invite news representatives to attend their event and publish a follow-up report. The moderator may give the news representatives a prepared statement if available.

Exhibit 1

Introduction and Briefing

The growth in consumer markets and a burst of new technology in the new millennium has spurred an increase in the number of small business startups. As large service companies begin to struggle, like many manufacturing firms of the past, small business continues to be the back bone of the American work force and leads the way in job creation and specialization.

Much of this small business growth takes place in the environment of an urban setting where capital resources, technical assistance, and skilled forces are readily available. Businesses located in small towns may be at a disadvantage due to the lack of resources and technical assistance.

To aid the rural communities, TVA encourages Valley communities to host Business Development Events. Business Development Events are designed to provide technical training and support, and help the local community establish an effective economic development plan to assist new and existing businesses located within rural areas and small towns.

The main objective of a Business Development Event is to help the rural communities become aware of the provision of outside assistance available to them and create continual ties of communication between the community and the network of business development resources. There is the identification of new business opportunities, the promotion of special programs and youth involvement, as well as increasing the awareness of small business assistance.

The program begins with a Kickoff Event that allows for registration of training seminars and counseling, and officially announces the activities to the public. Programs are presented throughout the week on such subjects as: How to Start a Small Business, Record Keeping, Women in Business, Small Business and Computers, and Marketing. Community Leadership Roundtable sessions are held to discuss leadership development, available resources, and community strategic planning.

The week's activities are concluded with a Wrap-up and Evaluation session for members of the Business Development Event committee. During this part of the program, a report is given summarizing attendance at the various events and evaluating the quality of the program. This is also a time for discussing the communities continuing agenda. At the Wrap-up, plans should be made to discuss and schedule a 30-day Follow-up Meeting.

The real success of a Business Development Event lies in the community's willingness and commitment to provide a continuing agenda for economic development. This includes a willingness to invest in the future and the understanding that in the long run, we do it ourselves.

Exhibit 2

Program Description

The Business Development Event program is a one to three day Business Development Expo or a four to five day Business Development Week. The program assists communities by providing professional business development assistance and business resources. It serves as a catalyst for economic development by providing technical assistance to business owners and entrepreneurs, identifying capital resources, and helping local communities build a resource network for on-going business development.

Program Objectives

The objectives of BDE are to further the development of rural small business activity by:

- Providing business resources and access to information
- Offering individual counseling for business plans and loan applications
- Conducting follow-up support through the expanded network of resource providers

Services Available During Business Development Events

- Professional business counseling
- Business development seminars and workshops
- Technical referral and business networking

Exhibit 3

BUSINESS DEVELOPMENT EVENTS

(Sponsoring Community - i.e., Chamber)
Memo Format

Date

Subject: Schedule of Business Development Event Planning Meetings

To: SCORE Representative
                            SBDC Representative
                            State Economic Development Representative
                            Local Development District Representative
                            Small Business Administration
                            TVA Economic Development

We are beginning preparations for Business Development Event Activities in **CITY**, **COUNTY**, **and STATE**. We have scheduled our four planning meetings on dates and at times we hope will be convenient for your participation.

All meetings will be conducted at **LOCATION** at **TIME**. The dates are MEETING **#1**, **MEETING #2**, **MEETING #3**, and **MEETING #4**. A comprehensive agenda is attached covering the key tasks that must be completed at each meeting.

Thanks you for your support and cooperation in our program. If you have questions or comments, please contact me at **(000) 000-0000**.

WRAP UP AND EVALUATION

Overview

The Wrap-up and Evaluation session should be the day after the end. The Business Development Event Committee should attend. The objectives of the wrap-up will be to:

1. Review and evaluate program events
2. Assess the programs
3. Discuss follow-up actions
4. Recognize outstanding performance

REGISTRATION FORM

Name: (*please print*) _____

Name or Type of Business: _____

Street Address: _____

Telephone: _____

I plan to attend the following Business Development activities:

Kickoff Event   ☐ Yes   ☐ No

Monday Events (Please list)

_____

_____

Tuesday Events (Please list)

_____

_____

Wednesday Events (Please list)

_____

_____

Thursday Events (Please list)

_____

_____

_____

I would like to schedule a [1 hour 1/2 hour] appointment for private business counseling on _____ at _____ p.m.

SBA loan counseling will be available on _____ from _____ to _____.

     SBA Loan Counseling   ☐ Yes   ☐ No

(Identify length of session desired and time of preference)

<u>EVENT REGISTRATION LIST*</u>

Program _____ Moderator _____

Date _____ Time _____ Location _____

List Registrants by Name   *Telephone*

1. _____   _____
2. _____   _____
3. _____   _____
4. _____   _____
5. _____   _____
6. _____   _____
7. _____   _____
8. _____   _____
9. _____   _____
10. _____   _____
11. _____   _____
12. _____   _____
13. _____   _____
14. _____   _____
15. _____   _____
16. _____   _____
17. _____   _____
18. _____   _____
19. _____   _____
20. _____   _____
21. _____   _____
22. _____   _____
23. _____   _____
24. _____   _____
25. _____   _____

Use additional sheets as needed.

*An Event Registration list should be kept for each event.

SAMPLE LETTER OF INVITATION
TO REGISTER FOR BUSINESS DEVELOPMENT EVENTS

This letter may be used as a sample format to invite local business people to register and participate in the Business Development Event.

Dear _____:

The _____ cordially invites your participation in _____ County Business Development Week/Expo. The schedule of activities will start with a noon Kickoff Luncheon buffet at _____.

Please find enclosed a Schedule of Events and Business Development Week/Expo registration forms that you can use to select and sign up for the planned workshops, training seminars, and counseling sessions that we have planned.

Please return the registration form by _____(DATE)_____. If you should have any question, please call _____(Name)_____ at _____(Phone)_____.

Sincerely,

Name
Chairperson
Business Development Event

Enclosures

KICKOFF EVENT PLANNING FORM

Date of Luncheon/Dinner _____

Location of Luncheon/Dinner _____

Food Service Furnished By _____

Menu (Attached) _____

Number of Meals Required _____

Cost of Luncheon/Dinner _____

Financial Sponsor

Name _____ Phone _____

Address _____

List of Special Invitees *(Attached)*

Keynote Speaker

Name _____ Phone _____

Address _____

Name of Moderator _____ Phone _____

Name of Invocation Speaker _____ Phone _____

Name Tags   ☐ Yes   ☐ No

Room Plan   ☐ Yes   ☐ No

Head Table Plan With Name Tag Locations   ☐ Yes   ☐ No

Printed Program   ☐ Yes   ☐ No

Room and Table Decorations   ☐ Yes   ☐ No

Center Piece for Head Table (Optional)   ☐ Yes   ☐ No

Inside Banner   ☐ Yes   ☐ No

SAMPLE LETTER OF INVITATION FOR
SPECIAL INVITEES TO KICKOFF LUNCHEON/DINNER

Dear _____:

The _____ cordially invites you to attend our
Business Development Week/Expo Kickoff Luncheon/Dinner scheduled for ___(time)___ ,
on ___(date)___ , at the _____(location)_____ .

Our complete Business Development Week/Expo schedule and pre-registration form is
enclosed. Please mail the form back to _____ as early as possible
so we may plan adequate seating for all events.

We sincerely appreciate your support and participation, and we look forward to your
attendance.

Sincerely,

Name
Chairperson
Business Development Event

Enclosure

ABSTRACTS: BUSINESS DEVELOPMENT TOPICS

Sources of Capital for Starting and Expanding Small Businesses

Access to start-up and expansion capital is critical to the level of business activity in any area. But surprisingly, few potential entrepreneurs are aware of the different potential sources of capital available. This problem is addressed by professionals from the Small Business Administration who coordinate the program with local bankers. The ABCs of borrowing will be addressed and tips on sound financial management will be offered.
        Recommended format: SEMINAR
        Time: 1-2 hours

Starting and Managing a Business

A must for every Business Development Event, this workshop addresses many of the basic questions many potential entrepreneurs have about starting a business. The topic is divided into two sessions. The first session will cover "You and Your Idea: Some Inexpensive Marketing Tools,"; "Regulations and Taxes"; and "How to Develop a Business Plan." The second session will deal with financing ventures and borrowing protocol, management, legal structure, and promotion and advertising. The Small Business Development Center usually coordinates this event.
        Recommended format: WORKSHOP
        Time: 2 to 6 hours

Women in Business

Women have become a vital part of the workforce in this country, and communities which do not encourage their participation in the local economy will lose both talent and money. What it takes to run a business (as a female), finding support and advice, how to prepare for and obtain results in securing financing, building credibility, dealing with prejudice, managing and/or delegating and the risks involved, are some of the highlights of this topic.
        Recommended format: LUNCHEON PANEL
        Time: 1 hour plus 30 minutes to eat (start at 11:30 a.m. /end at 1 p.m.)

Personnel Management

A business is only as good as its people. This seminar addresses how to hire, train, motivate, and if necessary, dismiss employees.
        Recommended format: SEMINAR/LUNCHEON PANEL
        Time: 1-2 hours

Marketing

A critical element in the success of any business venture, marketing is also one of the least understood aspects of running a business. Effective marketing entails customer analysis, buying, pricing, and promotion. These aspects of marketing will be covered along with inexpensive techniques that small business owners can apply to their own companies.
>Recommended format: SEMINAR/WORKSHOP
>Time: 1-2 hours

Inventory Control

Discusses the purpose of inventory management, types of inventories, record keeping, and forecasting of inventory levels. As a major challenge for small companies, this seminar should focus on the challenges rapidly growing companies face in this regard.
>Recommended format: SEMINAR/WORKSHOP
>Time: 1-2 hours

Home-Based Business

The advents of new technologies such as the personal computer, modem, and fax machine have brought an increase in the number of home-based businesses. A comprehensive approach to developing a business plan, using your home as a base, and the pros and cons of operating a business should be covered.
>Recommended format: SEMINAR/LUNCHEON PANEL
>Time: 1-2 hours

Franchising

The purchasing of a franchise is a good way to own a business with an established product and also access experienced management assistance. But as the case with any business venture, buyers of franchises must carefully evaluate their alternatives. The workshop will attempt to address the pros and cons of buying a franchise.
>Recommended format: WORKSHOP
>Time: 2 hours

Franchising an Existing Business

For successful, established businesses which desire to increase their profits, selling franchises may be an option. Learn the administrative process, legal aspects, marketing techniques, and protective measures plus the costs of franchising your business.
>Recommended format: WORKSHOP
>Time: 2 hours

Taxes - Federal

Discussion of federal tax policy and how it affects your business. Emphasis will be on tax law as it pertains to proprietorships and corporations. The workshop should not focus on personal taxes except as they relate to business operations.
> Recommended format: WORKSHOP
> Time: 2 hours

Taxes - State

Learn from a representative from the State Department of Revenue what tax laws apply to your operation. Tax payment schedules and the avoidance of penalties should be discussed.
> Recommended format: WORKSHOP
> Time: 2 hours

Accounting for Non-Accountants

A simplified instructional program concerning the importance of accounting to the success of any business. Basic accounting statements such as balance sheets and income statements are discussed in a simplified manner. What to look for in an accountant and the interpretation of financial statements are discussed.
> Recommended format: WORKSHOP
> Time: 2 hours

The Art of Pricing

Discusses how to price your products and services profitably, how to and when to use the various techniques of pricing.
> Recommended format: SEMINAR
> Time: 1-2 hours

Computers and Small Business

Reasons for using PCs, the difference between systems, the evolution of PCs in terms of speed, memory, size, and data storage will be addressed. Cost and ease of implementation will be covered and a panel of experts will be available to discuss individual needs.
> Recommended format: SEMINAR/WORKSHOP
> Time: 1-2 hours

Credit and Collections

The seminar offers an overview and specific information on: credit applications, reading credit reports, risk management, collection techniques, billing/letter writing, legal problems involved, and how to select a collection agency.
> Recommended format: SEMINAR
> Time: 1-2 hours

Cash Flow/Cash Management

Methods and strategies to manage cash flow, calculate break-even points, control payments, bypass credit and collection problems, raise cash, invest wisely, and discover common misconceptions about cash flow will be examined.
        Recommended format: SEMINAR/WORKSHOP
        Time: 1-2 hours

Equipment Leasing

Examine the pros and cons of leasing equipment. Learn to compare leases and loans, select and negotiate with a leasing company, and understand the legal and tax implications of leasing.
        Recommended format: SEMINAR
        Time: 1-2 hours

Government Procurement

The government is the largest single purchaser of goods and services. This program will offer instruction on how you can include them in marketing plans.
        Recommended format: SEMINAR
        Time: 1-2 hours

International Trade

It is vital that businesses look at export markets. Endless opportunities exist for many businesses bold enough to take the chance. Discussion will include targeting, penetrating, and expanding markets outside of the continental United States.
        Recommended format: SEMINAR
        Time: 1-2 hours

Quality Child Care

A step-by-step process of starting a child care business from assessing the need to selecting the service, setting up the business, and preparing for opening day. Child care is also a concern of most small businesses and the discussion should cover methods of accommodating working women with children.
        Recommended format: SEMINAR
        Time: 1-2 hours

Telecommunications

The structure of the U.S. economy is changing, and the telecommunications environment is also undergoing dramatic change. This program will discuss how emerging telecommunication technologies can help small businesses in rural areas reduce inherent disadvantages of low population density, limited economies of scale, and greater distance to markets.
        Recommended format: SEMINAR
        Time: 1-2 hours

ABSTRACTS: COMMUNITY DEVELOPMENT TOPICS

<u>Local Leadership Development</u>

One of the major ingredients for successful economic development is local leadership. Leaders must be knowledgeable about community issues and economic trends, skilled in planning teamwork, and have the ability to mobilize people and resources for action. There are many approaches for building the capacities of local leaders to do so. TVA has considerable experience in assisting local leadership development programs and can facilitate a workshop on the challenges facing local leaders and opportunities for improving a community's leadership.
> Recommended format: COMMUNITY LEADERSHIP ROUNDTABLE
> Time: 2 hours

<u>Strategic Planning for Economic Development</u>

Communities must have a widely shared vision of the future, a thorough assessment of problems and opportunities, a strategic plan for action, and the teamwork necessary to achieve results. A workshop can be facilitated on how to take a community through such a visioning and planning process, including how to build teamwork, create consensus, and obtain citizen participation. This is based on TVA's Quality Communities Initiative.
> Recommended format: COMMUNITY LEADERSHIP ROUNDTABLE
> Time: 2 hours

<u>Solid Waste Disposal: Present and Future Implications for Rural Communities</u>

Many rural landfills are rapidly approaching capacity, and they are facing the threat of their towns becoming dumping grounds for larger urban areas. This workshop will discuss pertinent issues affecting the planning of future solid waste disposal capacity in rural communities.
> Recommended format: WORKSHOP
> Time: 1-2 hours

<u>Tourism Development</u>

Process, strategy, projects, and actions involved in promoting tourism will be addressed. Short- and long-range goals plus agency cooperation and coordination will be described.
> Recommended format: LUNCHEON PANEL
> Time: 1 hour plus 30 minutes for lunch

<u>"Your Town, USA": Alternative Economic Development</u>

Discussion about existing economic development strategies will be studied in contrast to alternative development strategies. Case studies will be offered of similar communities when possible.
> Recommended format: LUNCHEON PANEL
> Time: 1 hour plus 30 minutes for lunch

Protecting Your Ground Water

A question and answer session dealing with local, state, and national problems related to groundwater.
     Recommended format: SEMINAR/LUNCHEON PANEL
     Time: 1-2 hours

Alternative Agricultural Enterprises

An in-depth discussion of alternative ways to profitably utilize existing farm lands. Owners of farm lands who have successfully explored variant uses of land will be panelists.
     Recommended format: SEMINAR/LUNCHEON PANEL
     Time: 1-2 hours

Financing Rural Governments

Techniques of financing rural governments, alternative sources of revenue, and methods to maximize community resources will be discussed.
     Recommended format: LUNCHEON PANEL
     Time: 1-2 hours

Small Business Incubators

Incubators have become an important economic development tool to support and nurture small businesses. Emphasis should be placed on public-private cooperation in small business incubator development and case studies of successful projects.
     Recommended format: SEMINAR
     Time: 1-2 hours

Technology Transfer

Structural changes in our Nation's economy and fierce competition have brought the need for increased efforts in developing research projects and applying new technology to existing firms. What are the elements of a successful technology transfer program?
     Recommended format: SEMINAR
     Time: 1-2 hours

Business Retention

Studies indicate that 80 percent of new jobs are created by existing businesses. What programs are available to assist your local business climate? How can you help to improve business in your community?
     Recommended format: SEMINAR
     Time: 1-2 hours

Entrepreneurship

Studies indicate that small businesses provide the majority of new jobs in a community. What are the unique elements in assisting entrepreneurs? What are the resources available? How can you develop a program to assist start-up companies and entrepreneurs?
> Recommended format: SEMINAR
> Time: 1-2 hours

Telecommunications Technology In Economic and Community Development

The structure of the U.S. economy is changing, and the telecommunications environment is also undergoing dramatic change. This program will discuss how emerging telecommunications technologies can help small businesses in rural areas to reduce inherent disadvantages of low population density, limited economics of scale, and greater distance to markets.
> Recommended format: COMMUNITY LEADERSHIP ROUNDTABLE
> Time: 1-2 hours

Retirement as an Industry for Our Community

A general session on bringing in retirees as a form of economic development. Although there are several different formats, a series of workshop sessions for various business persons to prepare for and promote community livability for attracting retirees, etc., may be used in the program.
> Recommended format: WORKSHOP
> Time: 1-2 hours

Commercial Revitalization

Communities across the country are encouraging the rebirth of commercial areas in order to improve local economies. When should a community revitalize a commercial area? An example of how some communities successfully rejuvenate their local economy by revitalizing their commercial areas will be given.
> Recommended format: COMMUNITY LEADERSHIP ROUNDTABLE
> Time: 1-2 hours

Expanding Profits By Saving Energy

Businesses have a real opportunity to reduce energy costs through a number of innovative techniques and conservation measures. This program provides TVA energy consultants for the purpose of presenting information with respect to lighting, heating, water heating, and cooking. The program is ideal for owners and managers interested in decreasing their energy costs.
> Recommended format: WORKSHOP
> Time: 1-2 hours

BUSINESS DEVELOPMENT EVENT
IN Kingston, Roane County, Tennessee

SUGGESTED SCHEDULE OF EVENTS
PLANNING WORKSHEET

FOCUS OF THE DAY Opening Day

DATE: August 26, 2002

Time:	11:30 a.m. to 1:30 p.m.
Event:	Registration and Kickoff
Format:	Luncheon
Location:	National Guard Armory
Sponsor:	Roane County Local Banks
Moderator:	Ken Yeager, County Executive
Participants:	Keynote Speaker Dave Patterson, "How I Made A Million Dollars"

Time:	2 p.m. to 3 p.m.
Event:	Business Opportunities in Hospitality, Tourism, and Recreation
Format:	Community Development Roundtable
Location:	Chamber of Commerce
Sponsor:	
Moderator:	Joanne Carow
Participants:	TVA and Others

Time:	6:30 p.m. to 7:30 p.m.
Event:	Loans and Capital for Small Business
Format:	Seminar/Panel
Location:	Roane County High School
Sponsor:	
Moderator:	Clint Smith, SBA
Participants:	Local Banks, TVCN, FmHA, SBA

Time:	7:30 p.m. to 8:30 p.m.
Event:	Prospective on Building your Business
Format:	Seminar/Panel
Location:	Chamber of Commerce Building
Sponsor:	
Moderator:	Tony Mason, Vice President, Bank of Roane County
Participants:	SBA, Loan Officers, SCORE, TVA, Local Bankers

BUSINESS DEVELOPMENT EVENT
IN _____

SCHEDULE OF EVENTS--PLANNING WORKSHEET

FOCUS OF THE DAY_____

DATE:

Time: _____
Event: _____
Format: _____
Location: _____
Sponsor: _____
Moderator: _____
Participants: _____

Time: _____
Event: _____
Format: _____
Location: _____
Sponsor: _____
Moderator: _____
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Time: _____
Event: _____
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Location: _____
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