

2017 STATEWIDE CONFERENCE
 Planning Committee
 Conference Call June 15, 2017

Attendees: Kevin Hammond, Kathy Keller, Michalina Lacy, Kathy Marshalek, Mike Stater, Crystal Thomas, Brian Walters (adjunct members: Domini Hunt and Jim Laipply)

Discussion:

Members reviewed the evaluation from the 2016 Statewide Committee. The overall general rating for last year’s conference was 4+ (with 5 being the highest rating). The goal is to garner even higher ratings for this year’s conference!

The committee members then discussed potential themes for this year’s conference based on the suggestions submitted by several committee members. One proposal suggested a 20/20 theme, with 20/20 being perfect vision and tying into the Ohio SBDC’s Mission/Vision agenda. Another proposal suggested a “Best of the Best,” “Becoming the Best,” or the “Road to #1” theme that focuses on Ohio becoming the #1 SBDC in the nation and the road to achieving this. Members decided to hold off on the 20/20 theme until 2020 when the Ohio SBDC will be celebrating its 35th anniversary. With a new director and new direction, members decided this year’s theme should reflect efforts to make the Ohio SBDC #1 in the country. The following theme suggestions were made:

Building the Road to #1
 Paving the Road to #1
 Constructing the Road to #1
 Paths to #1

With Accreditation coming up again in 2019, it was also suggested that trainings and conferences over the next two years should reflect the Ohio SBDC’s Strategic Plan. A multitude of topics were suggested that would fall under one or more of the four pillars of the Strategic Plan:

ENRICH THE QUALITY OF SERVICES	MAXIMIZE ECONOMIC IMPACT	STRENGTHEN OUR TEAM	ENHANCE VISIBILITY
EAN (Domestic & International)	Crowdfunding	Hacking Your Habits: <ul style="list-style-type: none"> • DISC Analysis • Strength Finders 	Social Media
CyberSecurity	Leveraging Financial Institutions as Partners		
	Center IC		

Collaboration, one of our values, was also suggested and discussed as a workshop or plenary session. Could be either one or perhaps woven and included in all the presentations (TBD). Other values, too? Another suggested topic was buying and selling a business (valuation) (TBD)

Next steps:

1. Schedule the next conference call: **June 29th from 10:00—11:00.**
2. Review the table above and think of other relevant workshops.