



Chehalis - Summary of the Day

April 17th, 2015

There are a number of reasons you will want to undertake this exercise:

- *You may have a board or other oversight structure which you want to report to.*
- *You may appreciate having something like this to tell friends and partners about what took place, and what you and others are working on.*
- *You can use it as a media release to let people know what's happening in their area or region.*
- *It can be a terrific recruitment tool if you develop a post-event program of work.*
- *You can use it to monitor progress on your post event activity plan.*
- *The conference planning team will use it in future planning and to share results among the sites.*

Do not let the day end without summarizing what good work occurred!

Morning Session:

We met on April 17th at __Chehalis WA_____ (location) to attend the live local broadcast of the 2015 Pathways to Prosperity conference which focused on enhancing our local and regional entrepreneurial ecosystem. The morning began with a live broadcast of remarks by Mr. Erik Pages, noted expert in the field of rural economic development and entrepreneurship.

Erik's first session focused on the question: "Who are the entrepreneurs?"

The key takeaways for us were:

Entrepreneurs are not a one size fits all.

Need to consider a regional approach when partnering with others.

It is important to "do your homework" before starting an entrepreneur venture.

Mario Villanueva, USDA-Rural Development spoke.

We learned that our community has many potential partnerships that were not otherwise known and as a result of the presentation and our discussion we will:

Make a conscious effort to stay connected for future partnering opportunities

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Afternoon Session:

In the afternoon we had another live broadcast from Mr. Pages focusing on the **needs of local entrepreneurs and what rural leaders can do to support them.**

Some of the important things we learned from this presentation included:
Entrepreneurs vary due to lifestyle, value systems and location.

This time slot was filled by guest speaker Jerry Petrick of WSBDC, Longview; a local source for potential small business folks.

The key takeaways for us were:

How to walk through a work sheet that asks some “tough” questions as to whether or not the venture would be worthwhile to undertake. It is called the ICE House opportunity discovery canvas.

As a result, we agreed upon these next steps to assist entrepreneurs/small businesses in our area:

1. Make a concerted effort with help of WSU Extension to stay in touch.
2. Request that extension set up future relevant workshops to help small businesses get started.

Please provide a quick collection of attendee data:

1. ____7____ Number of Entrepreneurs
2. ____3____ Number of professionals representing agencies
3. ____10____ Number of interested community members

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