



Lyle - 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 Lyle 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:

1. We all are or can be
2. % of Entrepreneurs, in WA Types of Entrepreneurs, 1/3 of Workforce is US is self-employed or in Small business
3. 79% of businesses have no employees, importance of civic Leadership, relationships
4. The importance of entrepreneurs and interest in supporting and fostering them.
5. Difference in entrepreneurs of today and yesterday. Needs and challenges facing business. Work force talents; high tech vs. the loyal workforce of yesterday.
6. The importance of rural schools in the development and support for current and future entrepreneurial business growth.

Building relationships in rural communities is critical: Who are the entrepreneurial "types" in our community? What are their needs and interests? What kind of support and infrastructure do they need to succeed?

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Following the presentation the group engaged in an activity designed to:

1. Engage our group in what resources we have
2. Identify the most valued topics from presentation
3. Identify entrepreneurs, and their challenges plus support structures'
4. Identify our local entrepreneurs and their barriers.
5. Discuss challenges & successes
6. Identify entrepreneurs & look at challenges & barriers, as well as resources for new small businesses.

We learned that:

1. We are passionate about Klickitat County
2. Could carry out some of these ideas out to strategies/deliverables/organizations responsibilities.
3. Engage our local entrepreneurs
4. relationships amongst gov. agencies are very important.
5. see what our community can do to assist the future business owners to improve their skills to be better prepared for the future

6. **Resources for small business success:** Low energy costs, natural resources, local, personalized banking, life-style draw, local granges, MCED.

Challenges & Barriers to small business success: Resistance to any growth by large outside groups (who could rally resources & people). Resistance and wariness of local population to growth, development & change, and new businesses. Resistance to accepting assistance/funding as it represents a perceived threat to individual independence and self-sufficiency.

As a result of the presentation and our discussion we will:

1. Continue to keep the discussions on going
2. Focus on keeping in touch with our local and regional organizations.
3. Who these folks are, what they are interested in-life style or high growth, networking, training & investing. Obtaining investors.

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:

1. Interest grown network-Opportunities, crowd funding, Angeles, Networks-power of events
2. Bring entrepreneurs together, networking.
3. Need to help entrepreneurs look to growth such as selling nationally and internationally

The key takeaways for us were:

1. Focus on egroup Entrepreneur, engage with schools, events
2. There is no clear path to relevant resources
3. We need to be resource brokers connecting E's to their needs. "connectors"
4. Create job market, skill workforce (education); access to networks, connect with peers

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

1. Prepare and flow chart
2. Assemble List
3. Broadcast list
4. Resource list-compile
5. Determine who will champion this list
6. Find out who the entrepreneurs are and what they require
7. Host Businesses fair
8. Seek investor.

9. Our main project is to get a local resource list together and post in on the Chamber, ED's MCEDD, CEKC websites
10. Start a support group for entrepreneurs and create a meeting location

Please provide a quick collection of attendee data:

1. _____5_____ Number of Entrepreneurs
2. _____12_____ Number of professionals representing agencies
3. _____1_____ Number of interested community members

Please send the list of attendees to Debra Hansen at debra.hansen@wsu.edu

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