

Committee Descriptions

Last Updated Sunday, 28 February 2010

Breakfast Committee Chair (Open), Chris Tidwell

Plan, coordinate & produce the Monday morning SBA Lenders Awards breakfast event.

Busiest in the fall exploring locations and deciding which venue to use; then a spurt of activity just before the event (and the day of) to coordinate it.

Calendar of Events Committee Christine Albrecht and Christi Dixon, co-chairs

Coordinate the calendar of events for the entire Small Business Week, including production of the event brochure.

Busiest in November contacting previous event hosts to confirm participation. Then busy again in January and February to gather complete event details from hosts (dates, times, & locations) and will work with our graphic vendor partner on brochure layout, print proofs and posting the brochure on the SBW web site.

Dinner Committee Joy Ann Ververloh, chair

Anne Borman, Maya Lunnemann, Chris McCoy, Nicole Watson

Plan, coordinate & produce the Thursday evening Annual Small Business Week Awards Dinner. This is the primary event of SB Week, and is somewhat complex. Attendance will exceed 300 people, and selecting the proper venue is critical.

Busiest in the fall exploring locations and deciding which venue to use; then a spurt of activity in the weeks just before the event (and the day of) to coordinate it.

Direct Mail Committee Judy Meador, Pat Coates, co-chairs

Plan, organize and coordinate direct mailing activities for promotion of the event.

Exhibit Gala Steve Callow, chair

John Beseau

Produce the Exhibit Gala event by "selling" exhibit booth space to vendors who wish to exhibit their wares to small businesses. This event takes place immediately before the Awards Dinner.

Little or no activity until late January, then an inactive spell in March & April (most of the work has been done) until the day of the event.

Information Hotline Committee Todd Kamp, chair

Mary Volding

Manage in-bound call center activities for information and registration regarding the events.

Judging Committee Cindy Brown, Steve Callow, Jan DeYoung, Judy Meador, Aaron Mottern, Dave Ruby, Kevin Shulte, Joy Ann Ververloh, Debbie Whitlock

Judge the nominations for various awards. Choose winners in each category.

Committee devotes about a half-day to reviewing each application package, then meets for two hours to tabulate judges results. Approximately one day per year of effort.

Marketing/Public Relations Committee Iris Salsman, Chair, Justin Clerc, David Craig, Cathy Davis, Kim Henson, Kara Kaswell, David Meyer, Sue Spencer, Louise Wiedermann

Advise and counsel on all marketing efforts related to the event. Produce brochure, with input from other sub-committees. Create and manage PR and advertising campaigns to promote the event.

Primary activities are in the late winter and spring, planning then executing various PR & promotional activities.

Nominations Committee Carl Trautmann, chair

Ginni Campbell, Tim Durbin, Kendra Martin, Chris McCoy, Laura Tabat, James Webb

Identify candidates, seek nominations, coordinate submission of applications from nominees.

This committee does all its work from September through November. Once nominations are submitted for judging, the Nominating Committee is done for the year, except for some communication and coordination with the nominees when the awards are announced in March/April.

Outreach Committee John Freeborn, Ralph Eskew, Dale Furtwengler, Bob Gatesh, Barry Gleeson, Charlie Scarlett, Laura Tabat

Coordinate with other groups that cater to small businesses, such as chambers of commerce.

Program Committee Cathy Davis, chair

Produce the program booklet for the Awards Dinner. Content provided by Sponsorship, Nominations, Calendar of Events and other committees. Compile, layout, edit, proof and print the program booklet.

Most of the work of this committee occurs during the spring, after all content has been finalized, and just before SB Week.

Registration Committee Carl Trautmann, Score, 2009 chair

Handle registrations and name tags for breakfast event, Exhibit Gala and Awards Dinner; coordinate with other event sponsors regarding registration.

Sponsorship Committee Rich Hendel, Boeing, chair

Carolyn Gegg, Steve Pratt, Mami Sorrick, Dave Ruby

Solicit sponsorships from corporations or non-profit entities that can benefit from association with the Small Business Week activities.

Contact potential sponsors, explain benefits of various levels, get commitments. Heaviest committee activity is from October through February, with some admin work in March & April.

Treasurer Joe Stock, chair

Manage all financial activities, especially coordinating on-line payment processes. Financial reporting to the committee and Board. Budget and track all revenues and expenditures. Arrange for preparation & filing of entities "tax" return (Form 990 Information Return).

Web Site Committee Sue Spencer, Spencer Web Design, Inc., chair

Mary Volding

Manage content, software, design and administration of the organization’s website.

Busiest during the first month or so each year to update the website annually, then during the last two months before Small Business Week, but some activity throughout the year for site maintenance & updates.

Video Committee Khrys Vaughn, chair

Produce a video of award winners that is exhibited during the Awards Dinner. This is the highlight of the Awards program.

Committee has only planning activities until winners are announced in the Spring, than a flurry of activity to shoot & edit the video.