



**Illinois**  
**Department of Commerce**  
& Economic Opportunity

OFFICE OF ENTREPRENEURSHIP,  
INNOVATION & TECHNOLOGY

Bruce Rauner, Governor

**Illinois SBDC Advisory Board Meeting Minutes**  
**May 20, 2015**

In Attendance:

Jerry Furby, Advisory Board Chairman, PNC  
Bank

Karen Binder, Grand River Spirits  
Brian Ford, Facet Technologies, Inc.

Via Conference Call:

Bill Fleischli, Illinois Petroleum Marketers  
Association  
D.R. Smith, D.R. Smith Home Interiors  
Robert "Bo" Steiner, U.S. SBA Illinois District  
Rosemary Swierk, Direct Steel LLC  
Kent Thompson, Mystic Metal Movers

DCEO Attendees:

Esther King, DCEO  
Mark Petrilli, DCEO  
Kirsti Carter, DCEO  
Trevor Lawson, DCEO  
Darryl Thomas, DCEO

Unable to Attend:

Mark Grant, NFIB  
Jan Masamoto, JTM Concepts  
Bruce Montgomery, Technology Access TV  
Jay Dee F. Shattuck, Shattuck & Associates

- I. Call to order and welcome by Jerry Furby
- II. Introductions – 3 new members on the board participated in the meeting. Karen Binder, Brian Ford & Rosemary Swierk.
- III. Review of the SBDC Advisory Board Mission by Mark Petrilli and Jerry Furby  
Items Discussed:
  - Travel Reimbursement
  - Updating Members Information
  - Future Advisory Board Meetings
- IV. Illinois SBDC Network Strategic Priorities
  - A couple of board members suggested that we start training for people wanting to start up a business BEFORE they get through the entire process then decide that this isn't for them. Make them more aware of what is needed and what all is involved with the business start-up process from the start. Comments made that people get overwhelmed and give up. Our goals need to be getting people signed up, but also keeping the current business owners growing.

Another challenge is marketing the SBDC program to local business owners. Esther King informed the board that things are in the works regarding changing the image of Illinois,

rebranding and working with a marketing group to give the centers tools to use for promoting SBDC in Illinois.

V. Illinois SBDC Network Performance

- There are 35 SBDC Centers and 9 PTAC Centers throughout the state – Feel we have excellent coverage throughout the State of Illinois, but could use a couple more centers . RFP process starting soon so now is the time to get new centers involved and started up.
- List of centers is available on the DCEO website at [www.ilsbdc.biz](http://www.ilsbdc.biz)
- 35,000 customers served last year

VI. Overview of some of the Tools and Resources

- NEOSERRA, Client Tracking System
- On-line library of our information on Center Connect
- Global Classroom, online eLearning Center
- Knowledge base through First Stop BIC
- Growth Wheel – newest addition - 360<sup>®</sup> Assessment Tool
- IBIS World – Marketing Reports
- ProfitCents – Fiscal Quality Tool
- ProfitMastery – Financial Analysis Training

VII. Illinois SBDC Network RFP Application Process

- Mark Petrilli – “We will keep you posted through emails on the RFP processes. If any board members know of a business that is interested in joining, please let us know so we can get them in on the RFP processes”.

VIII. SBDC Accreditation Process Over

- The SBDC is part of the National America’s SBDC Network. Each state is required to go through an Accreditation process that will address: leadership; strategic planning; our focus on customers & stakeholders; performance management systems; staffing; human resources; key services offered and program delivery. We’ll also have to provide information on the results of our services.

The national accreditation team will be here the week of October 18<sup>th</sup> of this year. We will keep everyone updated on the schedule of centers that they will visit and it would be nice if board members would be able to meet the accreditation team while they are doing their visits.

IX. Addition of New Advisory Board Members

- We’ve added 5 new members to the Advisory Board and 3 were able to participate in the meeting:

- Karen Binder is the founder of Grand River Spirits in Carbondale, Illinois.
- Brian Ford is the President of Facet Technologies, Inc. of Pekin, Illinois.
- Rosemary Swierk, is the President of Direct Steel LLC in Crystal Lake, Illinois.

Additional New Members include:

- Jan Masamoto is the founder of JTM Concepts in Rock Island, Illinois

- Bruce Montgomery is the Executive Producer & Host of Technology Access Television out of Chicago, Illinois

We'd like to add at least 3 more members to the team from the following areas: East Central, Southwestern and Northern area. We will work with centers in these areas for suggestions on prospective members.

X. Next Meeting Dates – Frequency – Location

-We'd like to have another board meeting in late September. By then there will be more information available regarding the RFP and Accreditation processes. Late September will also be after the National Conference.

Possibly do a video conference between our Springfield Office and Chicago Office. Board members can drive to the closest location to participate in the video conference. There will also be a conference call in number for the next meeting.

XI. Closing – Wrap Up

- Board Members should try to visit their SBDC's
- Ask the centers how we can help. A lot of great ideas were thrown out there so let's use these ideas and encourage our centers so they get out and encourage small business owners or prospective owners.
- Let Mark know what topics you'd like to discuss at the next meeting.
- Mark calendars for later September meeting & lets target for quarterly meetings of the Advisory Board.