



**Small Business Environmental Council  
October 16, 2014**

**DNR Central Office  
101 S. Webster St. Madison, WI  
Room 713**

**9:00 A.M. – 12:00 P.M.**

- 9:00 – 9:15**      **Welcome**  
*DNR Secretary Cathy Stepp*
- 9:15 – 9:45**      **Small Business Program updates**  
*Small Business Team*
- 9:45 – 10:45**      **Direction of the Small Business Program**  
*All*
- Value of the SBEAP
  - Measurables – How do we define success?
  - Website survey
  - Program's core message
  - Communication needs
  - Integration with sector specialist / Green Tier project coordinators
  - Future trends
- 10:45 – 11:15**      **Outreach to other small business assistance providers**  
*All*
- 11:15-11:30**      **Meeting dates for next year**  
*All*
- 11:30**              **Public Comment**