

First Annual Local Business Conference

Austin Independent Business Alliance

October 10, 2013

Engage. Identify. Prioritize. Achieve. Measure.

Engage: This conference is about our local business community and taking the important step of organizing and collaborating on our future.

Identify: Our goal for this conference is to identify actions that will help us all thrive as independent businesses. These will be things we ask of our city government, things we ask of AIBA, and even ideas for businesses to do.

Prioritize: Conference attendees will prioritize this list and adopt the top ten items as our target list to accomplish in the next year.

Achieve: We will form a Leadership Circle that will guide us in accomplishing each of these goals before the 2014 conference.

Measure: In October 2014 we will present a scorecard that measures our accomplishments. This will be a report of what we've accomplished through city government, AIBA, and local business owners.



First Annual Local Business Conference

Austin Independent Business Alliance

October 10, 2013

Conference Agenda

- 12:00 Lunch and informal networking
- 1:00 Welcome – Rebecca Melançon
- 1:10 Sponsor remarks — Brad Glover of PayPal and Linda Burton of Sendero Health Plans
- 1:20 Facilitator overview — Juli Fellows
- 1:25 Tables Brainstorm — At your table, brainstorm a list of answers to the following three questions. Identify a scribe who will write down ALL ideas.
- What would most help your independent business thrive that:
- The City of Austin could do (stop doing, do differently or do more)
 - The Austin Independent Business Alliance could do (stop doing, do differently or do more)
 - The business community itself could do (stop doing, do differently or do more)
- 2:00 Tables Prioritize — Each table group chooses their top 10 items using the following criteria.
- Achievable in one year (it's OK for it to be hard)
 - Local focus
 - The group feels energy, passion—the idea of this change excites you
 - Would make a difference – large or small, but would help your businesses thrive
- 2:30 Tables report
- 3:00 Break
- 3:15 Analyze and Select Top 10 Targets
- 4:45 Leadership Circle Nominations (for yourself or another.) No one will be chosen who doesn't want to do it!
- 4:55 Conference Evaluation
- 5:00 Adjourn



Local
Economies
Council



PayPal™



SENDERO
HEALTH PLANS

First Annual Local Business Conference

Austin Independent Business Alliance

October 10, 2013

Leadership Circle

We are forming an AIBA Leadership Circle to facilitate the achievement of our selected goals. You may nominate yourself or someone else for this position. You may nominate someone other than yourself who is not present today.

The Leadership Circle meets monthly for one hour to plan and execute activities needed to reach our goals. These may be contacting a City Council Member or coming to a council meeting; contacting fellow AIBA business owners or researching an issue.

Your Name: _____

Phone Number: _____

Nominee: _____

Nominee Business: _____

Nominee Phone or Email: _____

If not filled out at conference, please fax to Rebecca Melancon, 888-288-4635 or email to rebecca@ibuyAustin.com



First Annual Local Business Conference

Austin Independent Business Alliance

October 10, 2013

Thank You

We would like to thank everyone for attending and giving the Local Business Conference your time, ideas and advice. Watch for updates on www.ibuyaustin.com as we progress on achieving our goals. We will report regularly on our progress.

We look forward to the 2014 Local Business Conference when we can proudly recognize our accomplishments and chart our course for the following year.

The Local Business Conference is hosted by the Austin Independent Business Alliance (www.ibuyaustin.com) and the Local Economies Council (www.localeconomiescouncil.org) our 501(c)3 sister organization.

The Local Business Conference would not have been possible without our sponsors PayPal and Sendero Health Plans. Please consider them for your business needs.

And thank you to Eagle Office Products and Chez Zee for supplying us with a fantastic location and the materials we needed.

Lat but certainly not least, thank you to Juli Fellows, our facilitator.

