

Berryessa Business Association (BBA)

Panera Bread
Thursday, March 21, 2011
9:00 a.m. – 10:30 a.m.

MEETING NOTES

1. Introduction

- Start: 9:08 a.m.
- Attendees:
 - *Kansen Chu, District 4 Councilmember*
 - *Elik Porat, SCORE*
 - *John Luong, Royal Cleaners*
 - *Del Broberg, California Senior Cares*
 - *David Liem, Berryessa Pure Water*
 - *Rebecca Stene, Tutor Doctor of San José*
 - *Chuck Mondave, Versant Business Team, Inc.*
 - *Ava Thanh, Coba Cleaners*
 - *Bob Stewart, Coldwell Bank – The Real Estate People*
 - *Larry Whitcomb, Lawrence Whitcomb Photography*
 - *Poonam Gupta, Fantastic Sams Hair Salon*
 - *Vijay Kumar, Kamal Spice House*
 - *Steve Sturken, Sturken Automotive*
 - *Robert Paedon, HSBC Bank USA, Milpitas Chamber of Commerce*
 - *Frank Cancilla, Keller Williams Realty*
 - *Carl Kennedy, H&R Block*
 - *Mike Flaughner, Berryessa Citizens Advisory Council*
 - *Marc Liebman, Berryessa Union School District*
 - *Rose Whitcomb, North Valley Community Association*
 - *Bill Hughes, Berryessa Citizens Advisory Council*
 - *Linda Locke, Berryessa Citizens Advisory Council*
 - *Ty Graves, Berryessa Citizens Advisory Council*
 - *Sharon Ngo-Tran, City of San José – Office of Economic Development – Work2Future*
- Council Staff:
 - *Stephanie Fong, District Director*
 - *Anh Tran, Council Assistant*

2. Mike Flaughner – Review of Last Meeting

- *Flaughner* made a presentation about the last meeting.
- *Stewart* made an additional comment to his presentation: there is a temporary boost from Japan.

3. Elik Porat – SCORE

- *Porat* has 12 years of service in counseling and can relate to everyone at the meeting. *Porat's* background is in the computer and software business with executive positions.

- All SCORE volunteers are retired executives in the high tech field or of similar interest. The national organization has about 300 chapters with 11,000 volunteers. According to *Porat*, 1/3 of businesses that go through SCORE's counseling sessions are still in business today.
- *Porat* made a brief consultation for business cards. Key points:
 - Your business card introduces yourself and your business.
 - It is a major asset as your front introduction to other businesses.
 - Make sure to utilize both the front and the back of the business card.
 - *Hughes*: I date and write a note on the cards to remember who and what.
- SCORE helps small business through mentoring and training. Volunteer counselors bring decades of experience in a variety of business disciplines and industries.
- Counseling is provided at no charge. Workshops & seminars are modestly priced. SCORE also has a reference library and material collection.
 - For more information, please visit: www.score.org
- Services:
 - Comprehensive seminars and workshops
 - Professionals database who works with SCORE (only recommended and not endorsed)
 - List of classes:
 - All-day Workshop for Startups and Existing Businesses
 - Successful Consulting
 - The Business Plan
 - Marketing & Sales for Startups
 - Marketing on the Internet
 - Accounting & Taxes for Small Businesses
 - QuickBooks
 - Legal Issues for Startups
 - Patent and Other Intellectual Property Rights
 - Non-Disclosure Agreements/Buy-outs
 - Buying & Selling Small Business
 - Franchise – Evaluation & Buying
 - Doing Business with the Federal Government
 - Nonprofit – Management
 - Export – Import Seminar
- *Greaves*: Who qualifies as a counselor?
 - *Porat*: People with real experience with high level of national management. All new comers go through an orientation and it takes 4-6 months to become an official counselor at SCORE. The process is very intricate.
- *Hughes*: Do you ever do any of the workshops for free in a shorter time period?
 - *Porat*: No.
- *Porat* ended his presentation with a self-assessment test for all businesses. He guided the businesses through the assessment and with the interactive activity, evaluated the businesses and helped the business recognize what is needed in order to simplify their business.
- *Flaughter*: For an independent view on the industry, going to someone who has been out there and done it is the best place to go for advice. Always take advantage of anyone who can help.
- *Liebman*: This is great. I also have a non-profit organization that assists youths go to college. Currently, there is an outstanding student who needs a job. Please contact me.

4. Marc Liebman – 36th Annual Berryessa Art & Wine Festival

- Potentially, 25,000 people go through this event each year. Money raised from the Festival will go to the music programs in local schools.
- *Hughes*: Everyone should talk to each business there and help gain more membership for the BBA.
- Slots:
 - 8:30pm: Rose Whitcomb/Mike Flaughner
 - 9am: Rose Whitcomb/Mike Flaughner
 - 10am: Chuck Mondave/ABC Animal Clinic/Mike Flaughner
 - 11am: Berryessa Pure Water & Royal Cleaners/Mike Flaughner
 - 12pm: Fantastic Sams Hair Salon/Mike Flaughner
 - 1pm: Coba Cleaners/Mike Flaughner
 - 2pm: Tutor Doctors of San Jose/Mike Flaughner
 - 3pm: Coldwell Bank/Mike Flaughner
 - 4pm: Coldwell Bank/Mike Flaughner
 - 5pm: Mike Flaughner

5. David Liem – April Featured Business – Berryessa Pure Water

- Liem's business has been in the community for 26 years. He has owned the business for 11 years.
- His business offers pure water that you can fill up yourself.
- Business location: 1188 N Capitol Ave, San Jose, CA 95132
- His major concern is the high rent cost for his location.

6. Public Comment and Questions

- *Hughes* motioned for a BBA member to go to BCAC's May 9, 2011 meeting to present their business to the members. *Broberg* from California Senior Cares agreed to present.
- *Councilmember Chu* made two announcements:
 - Saturday, April 23, 2011: Public Safety Dialogue
 - Tuesday, April 26, 2011: BART Meeting - Possible Lundy and Sierra closure
- *Ngo-Tran* made two announcements:
 - Tuesday, May 24, 2011: Youth Job Fair
 - If you have a need for employees this summer, please register to have a booth.
 - Thursday, June 23, 2011: Small Business Social Media Conference
- *Kennedy*: What about workshops for seniors?
 - *Ngo-Tran*: There is an event called "Job Hunting at 50 & Up" on April 27, 2011.
- *Flaughner*: What about *Liem, Luong, and Kumar's* concerns about high rental cost?
 - *Councilmember Chu*: I have been in contact with the shopping center landlords and landowners and plan to meet with them.
- Next Meeting: May 19, 2011 from 9:00 a.m. to 10:30 a.m. Please bring a friend.

7. Adjourn – 10:27 a.m.

For more details, contact Anh Tran.