



Meeting Minutes

CHICO INNOVATION COUNCIL

Date: Thursday, September 22, 2011

Location: Chico Chamber Conference Room

Time: 7:30 A.M.- 9:00 A.M.

Address: 300 Salem Street

Chair: Bob Linscheid

Attendees: Jill Ortega (Recology), Rick Hubbard (CSU Chico), Angela Casler (SMC), Jill Loewen (SMC), Derek Sine (Trails Ventures), Ken Lange (Dentist), Bob Evans (City Counsel), Steve Gonsalves (NMRdesign)

Staff: Bob Linscheid, Matt Robertson, Margaret Lovallo

I Open Meeting	
Objective: Presentation by Angela Casler and Jill Loewen on Sustainable Management Consulting	Notes: Discuss Schedule for release of Innovation Board Room results

II	Action Items from Previous Meeting	Responsible	Due Date
1	Marketing/Airport/Aviation Program	Bob Linscheid	3rd Quarter
2	Economic Growth and Competitiveness Agenda for Calif.	Bob Linscheid	3rd Quarter
3			

III	Agenda Topic	Notes
1	Briefing on 27th Annual Excellence in Business Awards Event- October 27, 2011	CEPCO has been working with Creative Composition for the invitations. They have been mailed out with QR codes on them. CEPCO will start contacting the nominees. Tickets are on sale.
2	Presentation: Sustainable Management Consulting	Sustainability Management Consulting is a company owned by Angela Casler and her husband, and is managed by Jill Loewen. SMC provides an action plan for its clients with the purpose of helping them save money and increase their revenues. They value making companies profitable yet still protecting the environment and being conscious of the social and economic impact. With SMC companies will see immediate savings, a plan with achievable goals, and see payback in less than 6 months. SMC has plans to expand and to create jobs by encouraging start-up businesses around the United States with a franchise program. Overall, SMC encourages making big impact with small actions.
3	Recap: CEPCO Board/Grow Cal Innovation Scorecard	Bob Linscheid received an invitation from the Cal Poly campus to initiate an Innovation Scorecard for their community. This will be done the 8th and 9th of November.
4	Brainstorm companies to Attend next Meetings	Useacode, TextbookGateway.com, and Prowieprint were companies Derek Sine mentioned as being possible presenters. Chico is a sales community and it needs to act on that by creating a sales curriculum. Dr. Hubbard recommended the Miller-Heiman method of sales training.
5	Tech Group briefing for Today at Noon	It was decided that at the Tech group briefing the idea about improving Chico's sales skills should be discussed because Ken Naas will be there. There will be a discussion on creating a Regional Continuing-Education program.
6	Old/New Business	

IV	Action Items	Responsible	Due Date
1	Generate strategies to improve Sales skills and culture in Chico	All Parties	TBD
2			
3			

V Decisions	
1	Investigate opportunities to enhance sales curriculum in local highed-ed institutions to capitalize on a cultural strength in Chico and follow up with similar models of local success companies. Possibilities include a certificate program at CSUC or Butte College and internship opportunities.
2	Companies like SMC provide fatanstic examples of scalable, green, innovative companies that will fuel Chico's economy in years to come.

VI Close Meeting	
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