

# SC CofC To Establish Small Business Council

By **BILL NEUBAUER**  
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The Santa Cruz Area Chamber of Commerce will create and sponsor a Small Business Council to serve the interests of small businesses countywide.

Objectives of the new organization are:

—To increase the skills of small business owners and managers.

—To develop legislative awareness on small business issues.

—To provide a forum where small business owners can exchange ideas and concerns and learn of community resources for small business.

The concept of creating and backing the Small Business Council was endorsed unanimously by the CofC board of directors Monday at the urging of Pamela Myatt, a member of the CofC Ambassadors (membership committee).

Myatt said that as an Ambassador she had noted that owners of small businesses are not too interested in joining the chamber because it doesn't appear to provide much information or service of value to them.

Arthur Hackwood, a CofC director, said he knows of at least 25 small business people who do not attend CofC meetings because of their feeling the CofC is not geared to aid their level of operations. "But if they got some kind of organization to help them, I'm sure that would be different," he said.

Myatt said the San Jose Chamber of Commerce had faced similar problems and had sponsored a Small Business Council to combat this. Through the Small Business Council the San Jose CofC soon picked up some 40 new members, she added.

Her implication was that if the CofC undertakes a service the small businesses can perceive to be beneficial to them, the owners of those small businesses will recognize the CofC as a viable organization to be supported by them.

During preliminary discussion of the Small Business Council relationship to the CofC, it was indicated that the CofC would create it, provide staff and other services, but that the group would operate rather autonomously, with its own steering committee to guide activities designed specifically to serve small businesses.

Myatt, who is also a member of the San

Jose CofC and its Small Business Council, suggested the group meet once monthly for an early morning seminar on matters of concern to small businesses.

There would be no charge for these seminars, which would be devoted to intense discussion of a topic of information of value to small businesses.

"What sort of topics? Well, inventory control is important to a small business, so are the nuts and bolts of putting together advertising," Myatt said.

Myatt had a leaflet detailing seminars the Small Business Council of San Jose found useful for its members. Some of the topics were: "Programming for Success," "The Satisfied Customer," "Cash Flow: One of the Secrets of Winning."

These would be nuts and bolts discussions by experts both within the business community and from other places.

The Santa Cruz Small Business Council should also put out a leaflet listing seminars in advance so that small business people can plan to attend the discussions of value to them, Myatt suggested.

Sole cost to the CofC, she indicated, would be a meeting place, coffee, staff backup and the printing and distribution of the seminar leaflets.

Myatt volunteered to help get a steering committee together and to get the Small Business Council launched.

Dick Brandberg, head of the Ambassadors, confirmed the CofC has difficulty getting and keeping members who own and operate small businesses, and it was he who moved successfully that the CofC endorse the new program.

Basic functions suggested for the Small Business Council will be:

—To assess the needs of the small business community.

—To begin special programs to serve small businesses and to tie these into existing CofC programs.

—To tie the Small Business Council with other existing community resources for small business.

Membership in the CofC will not be mandatory for small business people wanting to attend the seminars, but members of the steering committee should be CofC members, it was agreed.

And, all who benefit from the Small Business Council will want to join the CofC ultimately, it was hoped.