

**CCNet Business Discussion Group
Kickoff Meeting
April 29, 2010**

Objectives and Activities

CCNet Overall

CCNet will foster collaboration around leadership opportunities for Champaign County. The current topic that creates an opportunity for competitive differentiation is sustainability. This opportunity enables us to attract and retain innovative ideas, products and people, and it will attract external financial resources in the form of federal funds, research dollars and new corporate investments.

CCNet Discussion Groups

The goal of the discussion groups is to build relationships between people who are interested in the same subject, to bring together individuals and ideas that may not have been introduced before, and to foster collaboration and cooperation on efforts that help create change in our community.

What we do:

- Connect with others in a way that allows us to learn and gain a deeper understanding of sustainability issues
- Understand how our particular interests fit within the context of broader community and sustainability issues
- Identify opportunities for our community, our organizations, and for ourselves
- Foster collaboration and cooperation

What we do not do:

- Sound bites
- Take positions and lobby on issues
- Raise money to support specific causes
- Point fingers and blame
- Allow individuals to hijack/dominate discussions with their own agendas against the will of the group

How Discussion Groups Evolve

- Topic area identified
- Initial meetings to define scope of interest, key issues, and questions
- Identify/recruit additional participants
- Subdivide if needed
- Identify what we need to learn
- Create learning opportunities and participate in ongoing dialogue
- Let interests and emerging issues organically guide the direction of the group

This Meeting's Discussion

As business people, what do we need to learn about sustainability (individually and collectively) in order to help us be more successful and accomplish our goals?

Perhaps we need to first understand why we are interested in sustainability:

- A. For goodness sake – we do it because we believe it is the right thing to do
- B. For image – it is attractive in the eyes of people who matter to us (employees, customers, trade partners)
- C. For economic benefit – we can save money or get tax credits or grants
- D. We are a green enterprise – we are selling green products and services
- E. For defensive reasons – we could be negatively impacted by sustainability movement so we need to be at the table learning so we can respond accordingly
- F. Other – ???

My Notes

Ideas

Interesting ideas;

- Dump + Run
- Office Supplies
- Marathon - Run LA
- Plastic Bag Change

What are the questions we need to explore?

- Apt education for "new" tenants

Day DeLong

Who needs to be involved in our discussions to help us grow our knowledge?

Adelle
B

And / Both
OR / Either

Chris Schlauf

Centrack Consulting

Follow Up

- Shaklee
- Email Victoria - re: summer programs
- Email Wilke - Thanks

Learn

Read about broadband
Follow Blog/Twitter

Climate Action Plan

CONET To-Do

- Communications Committee mtg?
- New Promos
- Does the Chamber need another video?
- Clean up CONET YouTube

Adelle
B
Chris Schlauf
Centrack Consulting

Next Meeting

Date – what days and times work best?

Other invitees

Homework:

We will continue to discuss scope of sustainability and begin defining goals for the group. Please review the following goals and be prepared to participate in a discussion about which ones would provide the most value.

- Learn (me) – Understand what my company's sustainability objectives should be.
- Learn (community) – Create and nurture connections within the business community that allow us to learn from each other.
- Grow (me) – Identify new things that my business can do to meet our sustainability objectives.
- Grow (community) – Reach out to other businesses that are not engaged in or aware of the impact sustainability might have on their businesses.
- Be Leaders – As a business community, we want to be leaders in the effective deployment of strategies and tactics to make our businesses more sustainable.
- Other –