



HOW CNY WORKS PEC Session
OCL Study Session 10: "Small and Family Businesses"
1/27/2017, 12:00 PM – 1:30 PM

Over the course of the current OCL study – "How CNY Works" – which launched in September 2016, we have been examining the diversity and future of CNY's economic base. Session 10 will focus on the economic impact of small and family businesses in CNY.

Questions for Business Owners / Leaders:

1. Please tell us about your business:
 - ~ What is it? What do you do?
 - ~ How long has it been in existence?
 - ~ How did it get started?
 - ~ What has happened to the business from its beginning?
2. What was the motivation for starting a family business (as opposed to working for someone else)?
3. What are the challenges of running a small family business? What are the advantages and rewards?
4. What are your goals for the business?
5. What advice would you give someone asking about starting a small family business?
6. What have you learned the hard way about running a small family business?
7. Are there policy changes that would benefit the prospects of small, privately owned businesses?
8. Have you made use of the services of SBA, SBDC, SCORE, etc.?
Are there ways they could be even more helpful to you and your business?

Questions for Small Business Organizations (SBA, SBDC, SCORE):

1. How do you define "small business"?
 - ~Do you divide the general category (< 500 employees) into sub-sets, based on # of employees (or any other stratification, such as gross sales)?
 - ~Do you track family-run businesses as a distinct category?
 - ~How many such businesses operate in CNY?
 - ~Do they tend to cluster in certain fields, or are they found in most fields of endeavor?
 - ~How many persons do these businesses employ--both on average and in total?
 - ~How much do they contribute to the CNY economy--again, both on average and in total?
 - ~What % of CNY employment and economic activity is provided by small (family-run) businesses?
 - ~How many new businesses get started each year in CNY? How many go out of business annually?
 - ~Are these numbers growing or shrinking?
 - ~What are the most prevalent business sectors for new business start-ups?
 - ~What % of new businesses "make it"? How do you assess this? Over what period of time?
 - ~Are there predictors of success for new start-ups?

2. What services do you provide to persons starting small businesses?
 - ~What services do you provide as small, family-run businesses seek to grow and expand?
 - ~What services do you provide to small, family-run businesses that are struggling?
 - ~Are there other services you provide?
3. What are the most common needs or hurdles of small, family-run businesses?
 - ~Are there some common mistakes made by small businesses, especially in getting started?
4. What is the general state of small (family-run) businesses in CNY?
 - ~What's happening to small businesses in CNY? Any changes of note?
 - ~Are there changes that could improve the climate or economics for small businesses in CNY?

Thank You: We extend our grateful appreciation to today's panel members representing Dynamic Hybrids, Inc., PEC, Darco Mfg., SBA, SBDC, SCORE, – and to our hosts at Progressive Expert Consulting.

Next Up: Session 11, Monday, 1/30 @ SUNY Oswego Metro Center, 12:00 – 1:30 PM. This session will examine the economic impact of third party hiring in CNY. Session 12, Tuesday, 1/31 @ Metro Center, 11:30AM – 2:00PM. Our final session will examine the economic and social impact of low-wage and temporary work – this session will include a presentation, film screening, and post-film panel discussion.

