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The Business Resource Network helps regional businesses survive, grow and create jobs by bringing a strategic and collaborative approach to solving their problems and expanding their opportunities.

This client-centered approach transcends individual programs and red tape to focus on meeting the complete business service needs of the client and delivering measurable results to our clients and communities.
BRN History and Expansion

- Developed in 2008
  - Mahoning/Trumbull/Columbiana and PA Counties
  - Layoff Aversion Model

- Workforce Innovation Fund Grant (WIF) 2012
  - 3 Year term
  - Expanded to 16 counties in Ohio
  - Targeting Growth and At–Risk Businesses
The BRN Team

- **BRN Staff** – BRN Manager, Account Representatives (county based), Administrative Assistant

- **Partners** – Organizations with services, programs, incentives or support for businesses and their workers
  - Local and State Government Agencies
  - Chambers of Commerce
  - Economic Development Organizations
  - Workforce Development Organizations
  - Universities, Colleges, Career and Technical Centers
  - Social Services and related Non-profit Agencies

All individuals and agencies MUST sign a confidentiality agreement to be a partner.
A Three Step Process

1) Learning about the Business
   ◦ Targeted Interview using the Synchronist Business Information System
   ◦ Assess Business Challenges and Opportunities

2) Creating and Delivering a Customized Solution
   ◦ Request Partner Service Assistance
   ◦ Customized Proposal Delivered

3) Providing Continued Support
   ◦ BRN representative coordinates selected services
   ◦ Continues contact and support as needed
BRN Account Representatives or BRN Partner Contact Employer & Set-up Interview.

Send Employer Synchronist Background Form to Fill out Prior to Interview & Prime On-Site Interview Form for them to Review

Use Prime On-Site Interview Form

BRN Account Rep. should Attend On-Site Interview as either Interviewer or Scribe with Employer.

After interview Account Rep. and scribe(s) determine Challenges and Opportunities of the employer.

Account Rep. fills out Challenges and Opportunities form and then enters the information into the Synchronist System. It is then submitted to the BRN Manager.

The proposal is submitted to the employer within two weeks of initial interview

The BRN Manager and the Account Rep/Partner then engage the appropriate partners to meet with the client.

The Account Rep. maintains contact with the employer and partners and reports progress back to the Business Resource Network Manager. This information is noted in the Assistance Tracking of Synchronist.

Upon receiving the Challenges and Opportunities Form, the BRN partners can then review and respond as to what programs, services, and recommendations their organization can contribute. The form is then submitted via email back to the BRN Manager by date indicated.

Partner responds even if services do not apply

After reviewing all of the partner responses, the BRN Manager then creates a customized written proposal for the employer and sends to the Account Rep. This essentially is a menu of all of the responses, programs, and services that are available and appropriate to address the issues the employer is experiencing.
This “one stop shopping” is an effective way to match up the needs of the companies with the resources available to meet those needs. This organization is important to the retention and expansion of businesses in our area.”

-Steve Schillig, District Director of Ohio Small Business Development Center
Questions?

Thank you for your participation!