

DRAFT – NOT FOR DISTRIBUTION

**Increasing Private Sector Participation
In the Southern Technology Council
January 17, 2008**

Objective

To increase the number of companies participating in STC meetings and projects.

Background

Despite the Council's success in promoting technology in the South, there has always been a desire for more company participation in the Council's activities. This results from a belief that a private sector perspective would enhance the deliberations of the Council and that private sector participation would instill the realities of the marketplace into STC projects, making them more useful to the greater business community.

John T. McCarter, STC's new Senior Fellow for Business Relations (see attached CV) has volunteered to do preliminary work with the Council to increase business participation across the spectrum of STC activities.

Action

At the February STC meeting, John will lead a discussion to arrive at strategies for increasing business participation in the Council. The discussion will center on identifying the value of STC to businesses and a methodology to reach the right business people for participation in STC. Some of the questions that we would like you to consider before the meeting:

- Would the impact of additional business participation be a positive for the Council? Should we limit the number of available slots? Does this compete with STC members fundraising within their own states?
- What value does STC present for companies?
 - a. Philanthropic objectives
 - b. Hope of future business opportunities
 - c. Ability to influence policy
- How can we identify and reach key business people to participate on the Council?
- What kind of membership arrangement is conducive to increasing business participation?

The current cost for a company to sit on a Southern Growth advisory council is \$10,000.

- What industries and company types should we pursue? What specific companies can you identify for possible participation?