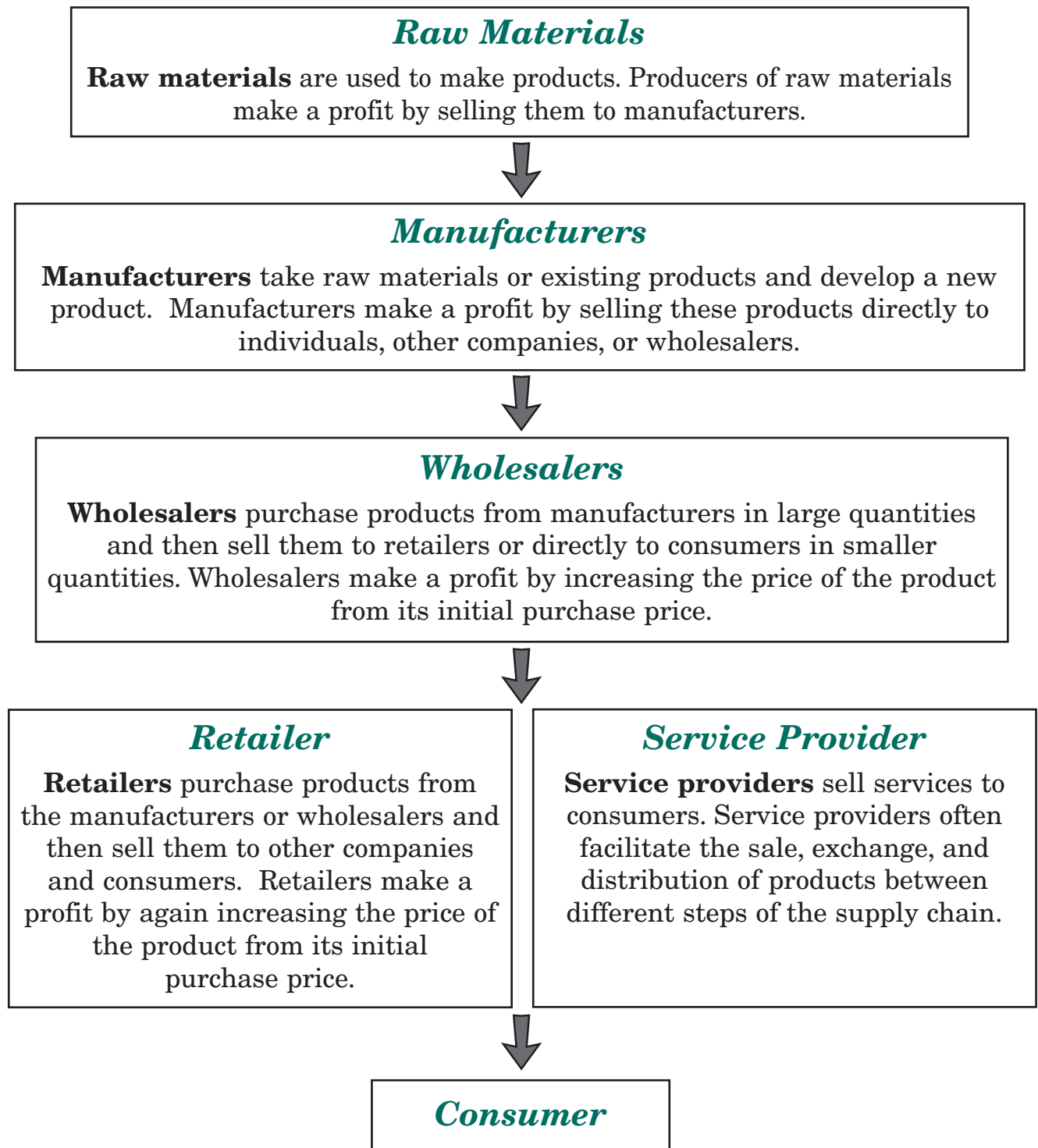


VISUAL 1

THE SUPPLY CHAIN

Supply Chain: The supply chain is all of the steps involved in making a product and delivering it to the customer.



VISUAL 2

ASSET ANALYSIS

In any region, there are existing resources or assets from which businesses can be built. These assets take the form of:

Financial assets:

Assets that have the potential to be transferred into or produce liquid capital (money). These resources might also be used to support entrepreneurs in the form of training and financing for businesses.

Examples include:

- Financial lenders: banks, credit unions, other lending agencies
- Existing businesses
- Economic development agencies
- Government offices
- Civic organizations

Human assets:

Assets that serve as a resource for creating jobs or hiring employees.

Examples include:

- Schools, colleges, and universities
- Community-based educational and job training programs
- Existing labor pool, such as unemployed workers, existing workers, and students
- Churches or other faith-based training programs
- Military

VISUAL 2, CONTINUED

ASSET ANALYSIS

Social assets:

Assets that provide opportunities for connecting and networking with people.

Examples include:

- Social groups, such as the Boy/Girl Scouts, Big Brothers/Sisters, gardening clubs
- Professional organizations, such as legal and medical organizations
- Fraternal groups, such as the Lions, Kiwanis, Rotary, and Veterans of Foreign Wars
- Religious organizations, youth groups, and service groups
- Educational groups, such as parent/teacher organizations and alumni organizations
- Recreational groups, such as sports teams/leagues, card clubs, and other interest groups
- Boards of directors of such organizations as banks, school boards, and chambers of commerce

Cultural assets:

Assets that impact quality of life by providing entertainment.

Examples include:

- Music attractions, such as the blues music of the Mississippi, jazz music of Chicago, Broadway in New York City, etc.
- Sports attractions, such as the Baseball Hall of Fame, professional and collegiate sports arenas, and local sporting team fields
- Food attractions, either regionally specific (Maine lobster, North Carolina barbeque, etc.) or culturally/ethnically specific (Amish, Mexican, Navajo, etc.)
- Historic and civic sites, such as battle fields, monuments, or seats of government
- Family entertainment venues: theme parks, water parks, etc.
- Religious attractions: historic churches or cathedrals
- Art attractions: museums, festivals, crafts, and shows

VISUAL 2, CONTINUED

ASSET ANALYSIS

Environmental assets:

Assets that relate to a region's geography.

Examples include:

- Beaches: resorts, stores, restaurants, and rentals
- Rivers, lakes, and oceans: fishing, boating, and commercial transit
- Parks: food, festivals, and family reunions.
- National parks, forests, and historic sites: camping and hiking
- Roadways: Interstate exits, historic roadways (Route 66), and scenic byways
- Wildlife: hunting, fishing, bird watching
- Railways

Entrepreneurial assets:

Assets that assist entrepreneurs in starting and operating their businesses.

Examples include:

- Chambers of Commerce
- Financial institutions
- Government supported services: Small Business Development Centers, Small Business Administration, Minority Business Assistance Centers, etc.
- Business incubators: buildings where entrepreneurs can start businesses and receive services such as advertising, accounting, legal, rent, and telecommunications at a reduced cost