



Enhanced Steering Committee Subject Matter Experts (SMEs)

For most of the Key Success Factors, the Steering Committee will be sufficiently knowledgeable about the local comparative advantage in order to accurately rate each Key Success Factor on a scale of '0' to '4'. For several of the Key Success Factors, it may be beneficial to invite Subject Matter Experts (SMEs) to the meeting to conduct the Key Success Factor Test. The table below presents the Key Success Factors that may need additional expertise.

Recruiting Subject Matter Experts To Evaluate Potential Strategies	
Key Success Factor	Subject Matter Expert
Assets	
Proximity to large volumes of agricultural commodities	University extension officer
Proximity of raw minerals	
Availability of locally-produced fisheries commodities	
Proximity to forests and forest products	
Ability to secure long term contracts for forest materials	State or federal forest official
Available cultural and educational resources	Post-secondary educational representative
Expandable educational institution	
Prospect for expanded geographic market for health care	Health care executive
Availability of energy resources	University extension officer or state energy official
Capital	
Availability of small business financing	Local banker and/or government finance program specialist
Access to larger-scale capital	Investment banker or well-connected finance expert
Ability to access long-term infrastructure loans and grants	State and/or federal infrastructure finance specialist
Ability to secure power purchase agreements	Utility executive
Expertise	
Post-secondary education training program	Post-secondary educational representative
Existing excellence in local health care	Health care executive
Implementation of National Main Street Approach	Downtown development expert
Long-term analysis of infrastructure needs and costs	Public works director
Government	
Supportive state energy policies and incentives	State or federal energy official
Infrastructure	
Excess local infrastructure capacity (water, sewer, power)	Public works director
Available, competitively-priced industrial land	Local real estate professional
Proximity to transmission lines with excess capacity	Utility executive
Adequate housing for labor force	Local housing authority representative
Labor	
Available labor force	Labor market economist
Location	
Expandable health care market	Health care executive