**Guided Conversations with Regional Industry Leaders**

**Participant Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Industry Cluster: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Introduce yourself and your reasons for this meeting. Hand respondent a copy of the SET overview and briefly explain the regional effort. After this brief introduction, hand the respondent a copy of the data for your region.

Ask the respondent to look at the data and comment on it. Is the data consistent with what he or she knows to be true?

After respondents comments on data, ask him or her if they would be willing to answer a few questions about their related industry in this region (\_\_\_\_\_\_\_\_\_\_\_\_\_Selected Industry Cluster).

*We would like to ask you a few questions about the \_\_\_\_\_\_\_\_\_\_ industry. Thinking of your industry in this region and 4 different strategies for growing your industry (creation, attraction, retention, expansion). For each of these strategies,*

**Creation**

1. Are there individuals in the region interested in starting a new business?
2. Are there entrepreneurship training programs in place to build capacity?
3. Are there channels for accessing capital?
4. What opportunities do you see to create new businesses that could support this industry? (i.e., Is there a large enough regional market to justify a new business? Are there other barriers specific to this industry, such as skilled labor/specialized services, infrastructure, or facilities, that would make it difficult to start a business within the region?) [DAVE SHIDELER SUGGESTION]

**Attraction**

1. Are there specific types of firms the region could attract to fill the leakage gap?
2. What strategies are in place to target these specific industries?

1. What do these industries need to be lured to the region?

**Retention**

1. What firms are currently contributing to the cluster?
2. Are these firms facing any common threats to survival in the region?
3. Do these firms need any particular programs, resources, policies in order to continue operation in the region?

**Expansion**

1. Could existing businesses expand to fulfill the needs of the cluster?
2. What incentives or resources are needed to help these businesses expand?

**Foundations of Economic Growth**

What local conditions or local environment do we have to have to tie all of this (creation, attraction, retention, and expansion) together in our region? Be *specific* to your industry in your area.