

Minutes
Board of Directors Meeting
Association of Small Business Development Centers (ASBDC)
May 23, 2006
By Conference Call

Board Members Participating: John Massaua (Chairman); Don Wilson (President); Henry Turner (Vice Chairman and Acting Secretary); Carmen Marti (Treasurer); Jody Keenan (Assistant Treasurer); Carol Lopucki; Mark Petrilli; Al Salgado.

Others Participating: Alan Adams; Walter Kearns; Jim King; Darryl Mleynek; Barbara Necarsulmer; Ellen Nystrom (Iowa SBDC); Dan Ripke; Clinton Tymes; Jean Wall; Mary Lynn Wilkerson; Mike Young; Dan O'Grady.

Call to Order: The meeting was called to order by Chairman Massaua at 1:00 p.m. (EDT) on Tuesday, May 23, 2006.

Approval of Minutes: The Board reviewed the draft minutes of the Board meeting held on April 25, 2006. It was noted that the draft minutes incorrectly stated the time of the adjournment of the meeting on April 25, and that the correct time was 2:45 p.m. (EDT). Mark Petrilli moved that the minutes of the meeting on April 25 be approved, with the correction of the time of the adjournment of the meeting. Al Salgado seconded the motion and the motion passed by voice vote.

Treasurer's Report: Carmen Marti reviewed the Association's financial statements for April and reported that the Association's financial position is sound.

Nominations Committee: Chairman Massaua asked the Board to approve the appointment of Jody Keenan to serve as Chair of the ASBDC Nominations Committee.

Motion: Carol Lopucki moved that the Board approve the appointment of Jody Keenan to serve as Chair of the ASBDC Nominations Committee. The motion was seconded by Henry Turner and approved by voice vote.

@ Chairman Massaua will appoint additional members of the Nominations Committee, in consultation with the Board.

Board Conference Call with Darryl Mleynek Regarding Accreditation: Darryl Mleynek, Chair of the ASBDC Accreditation Committee, and the Board of Directors will hold a conference call on June 12, at 2:00 p.m. (EDT) to discuss accreditation matters.

@ Association staff will send a reminder to Board members about the conference call.

Definitions Summit for SBA Entrepreneurial Development Programs: ASBDC Operations Committee Chairman Mike Young reported to the Board about the Entrepreneurial Development Programs “Definitions Summit” that was held at the SBA on May 18. The ASBDC was represented at the meeting by Board Chairman John Massaua, Jody Keenan, Don Wilson and Mike Young. Representatives of the Women’s Business Centers and SCORE participated in the meeting, as well as SBA personnel from the Office of Entrepreneurial Development Programs, the Office of SBDCs and the Office of Field Operations. Among the issues discussed at the meeting were: (1) revising the definition of a counseling session from a minimum of a half-hour to a minimum of one hour; (2) counting long-term training as multiple training units; (3) revising the definition of a start-up business from 0-6 months to 0-12 months; and (4) adding a transactional unit definition to account for assistance such as e-mail counseling.

Program Announcement: ASBDC Operations Committee Chairman Mike Young updated the Board on the status of the FY 2007 Program Announcement. He stated that the Program Announcement is complete except for the section on goaling, which the SBA hopes to complete in the near future. Mike Young stated that if the SBA does not complete the goaling section of the Program announcement soon, the Association may have to ask the SBA to postpone the deadline (currently set for June 16) for fiscal year programs to submit their FY 2007 proposals to SBA.

Possible EDMIS Meeting at SBA: ASBDC Operations Committee Chairman Mike Young informed the Board that the SBA has agreed to hold a meeting about EDMIS implementation, similar to the meeting held by SBA on entrepreneurial development program definitions.

SBA Reauthorization Legislation: Don Wilson updated the Board on the SBA Reauthorization legislation being considered by Congress. He stated that House Small Business Committee Chairman Donald Manzullo wants to take the Reauthorization bill to the House floor as soon as possible. Reauthorization legislation has not yet been introduced in the Senate.

The Board discussed two SBDC proposals that were included in reauthorization legislation drafted by Ranking Member Nydia Velazquez. One of these proposals would create a grant program for SBDCs and Women’s Business Centers to provide energy efficiency information to small businesses. The other proposal would create a grant program for SBDCs and Women’s Business Centers to provide health insurance information to, and negotiate lower health insurance premiums for, small businesses. Board members expressed concerns with these proposals, including: (1) the likelihood that including these new proposals would further reduce authorized funding for the core SBDC program or the four SBDC bills included in the reauthorization bill introduced by the Chairman of the House Small Business Committee; (2) the lack of language specifying that funding for these new proposals should not be taken out of the SBDC network’s core appropriation; and (3) language in the health insurance proposal calling for SBDCs to negotiate health insurance premiums.

SBDC Appropriation: Don Wilson updated the Board on the status of the FY 2007 appropriations legislation for the SBDC network. He stated that the House Appropriations Subcommittee that has jurisdiction over the SBDC network is expected to mark up its bill in June, and the Senate is expected to take up the House bill when it is sent to the Senate. He stated

that he is working with the Association's legislative relations firm to schedule visits with appropriations committee staff.

Committee Liaison Reports: Board members reported on the work of the committees and task forces to which they are assigned. Mark Petrilli stated that the Network Engagement Task Force hopes to present a report to the Board before the June meeting. Carol Lopucki stated that the Synergies Task Force hopes to have a proposal by the time of the Board's June meeting. Al Salgado reported that the Professional Development and Education Committee and its subcommittee on Professional Development are working on the new state director training program for the Annual Meeting in Houston. Jody Keenan recognized the hard work of the Operations Committee in negotiating the Program Announcement. John Massaua suggested that the Board meet by conference call with Conley Salyer, Chairman of the Synergies Task Force, to discuss technology synergies. Carol Lopucki stated that she will contact Conley Salyer and ask if he is available to meet with the Board by conference call.

① Carol Lopucki will contact Conley Salyer, Chairman of the Synergies Task Force, to ask if he is available to meet with the Board by conference call to discuss technology synergies.

Counselor Certification: Don Wilson updated the Board on the status of Counselor Certification efforts. He stated that Babson University is working on a proposal with ASBDC leaders including John Massaua, Kate Hoelscher and Don Wilson. It is hoped that a proposal may be ready to present to the Association's membership at the Spring Meeting next year.

Technology Counselor Certification: Don Wilson updated the Board on the status of Technology Counselor Certification efforts. He stated that John Ujvari and Meriby Sweet are working on a technology core competency workshop for the Annual Meeting in Houston in September, and the Association is continuing to work towards a technology counselor certification program.

Regional Reports: Board members spoke about activities in their regions. Carol Lopucki stated that Oregon SBDC State Director Bill Carter and she are working together on technology initiatives. Mark Petrilli stated that the SBDCs in SBA Region 5 met in Chicago recently. Chairman Massaua stated that the New England SBDCs held a regional professional development conference and were working on an upcoming certification training event.

President's Report: Don Wilson reported to the Board on the following.

- 1) ASBDC Website: Don Wilson stated that the Association is getting close to launching the new website. He stated that he would send Board members a link to the new site so that Board members could provide feedback before the new site is launched.
- 2) ASBDC Annual Meeting: Don Wilson updated the Board on preparations for the Annual Meeting in Houston in September. He stated that the Association expects to have several important new participants in the trade show and that he is very encouraged about the preparations for the Annual Meeting.

Chairman's Report: Chairman Massaua spoke about the need for the Association to stay united as it works to grow the network's resources. He stated that he looked forward to the Board's meeting in Maine in June.

Action Item Review:

New Action Items From the Board's Most Recent Meeting

- ① Chairman Massaua will appoint additional members of the Nominations Committee, in consultation with the Board.
- ① Association staff will send a reminder to Board Members about the Board's conference call with Accreditation Committee Chairman Darryl Mleynek on June 12, at 2:00 p.m. (EDT) to discuss accreditation matters.
- ① Carol Lopucki will contact Conley Salyer, Chairman of the Synergies Task Force, to ask if he is available to meet with the Board by conference call to discuss technology synergies.
- ① Don Wilson will ask Conley Salyer, Bill Carter and Larry Loucks (N.C. SBTDC) for suggestions for a new chairperson of the EDMIS Committee.

Action Items From the Conference Call With Accreditation Chairman Darryl Mleynek (June 12, 2006)

- ① Committee Chairman Mleynek will send to ASBDC staff any accreditation documents that are not currently posted on the ASBDC web site.
- ① ASBDC staff will update the accreditation documents that are currently posted on the website, after receiving updates from Committee Chairman Mleynek.
- ① The Board will review accreditation documents, including the Accreditation Process document which the Accreditation Committee plans to revise and submit to the Board for approval, in preparation for the Board meeting in Maine.
- ① The Board will discuss whether accreditation documents should be placed on a public web site.
- ① The Board will consider increasing the number of Accreditation Committee members to better enable the Committee to perform its schedule of reviews. (Note that the Committee is currently authorized to have 20 members, including

three associate directors. Committee Chairman Mleynek would like to increase that number to 23 members, including four associate directors.)

- Ⓐ The Board will consider how to make additional professional development opportunities available to Accreditation Committee members.
- Ⓐ The Board will discuss the process for selecting the new Accreditation Committee Chairperson for the 2007-2008 term.
- Ⓐ The Board will discuss the possibility of announcing in the *Member Connection* newsletter state/regional programs that are accredited, accredited with conditions, deferred or not accredited.
- Ⓐ The Board will discuss the development of a model process for selecting committee and task force chairs.
- Ⓐ Committee Chairman Mleynek will write an article for the *Member Connection* newsletter about the Accreditation Committee's mentoring program.
- Ⓐ Committee Chairman Mleynek will write a tote-bag insert for the ASBDC Annual Conference in September about the Accreditation Committee's training program.

Completed Action Items From the Board's Previous Meetings

- ✓ The Association needs to form a Nominations Committee.
- ✓ Don Wilson will ask Mike Myhre and Brian Johnson for suggestions for a new chairperson of the EDMIS Committee.
- ✓ Don Wilson will send Board members the financial statements for March as soon as they are available.
- ✓ Don Wilson will share with the membership Mike Myhre's e-mail to Antonio Doss, concerning inaccuracies in the SBA's EDMIS II reports.
- ✓ Don Wilson will ask SBA about the ASBDC's participation in SBA Small Business Week activities.
- ✓ The Board will schedule a conference call with ASBDC Accreditation Committee Chairman Darryl Mleynek and members of the Board to discuss accreditation issues.

- ✓ ASBDC and SBA will work with a common agenda – meeting to be scheduled with SBA Congressional and Legislative Affairs.
- ✓ ASBDC and SBA will discuss the matter of the SBA designating and funding SBDCs as first responders during disasters, and possibly seeking supplemental funds for those efforts.
- ✓ SBA should acknowledge to the appropriate Administration staff (White House) that the ASBDC network is addressing the President’s agenda by creating jobs, accessing capital for small businesses, and increasing tax revenues.
- ✓ SBA should recognize and tout that the SBDC network is using technology to assist the small businesses of America.
- ✓ Association staff will transfer funds to the ASBDC restricted reserve as directed by the Board in the motion passed on February 25, 2006.
- ✓ The Board asked that the Accreditation Committee clarify the eligibility requirements for appointment to the Committee, to specify that a state/regional SBDC director or associate director must step down from the Committee if his or her SBDC program is accredited with conditions and subsequently does not meet those conditions.
- ✓ The Board agreed to use its communications tree to assign two mentors to every new SBDC state/regional director and associate director, in coordination with the Accreditation Committee’s mentoring program.
- ✓ The Board will consider the draft Memorandum of Understanding, drafted by the International Trade Interest Group, between the U.S. and Mexican SBDC networks.
- ✓ Al Salgado will include a discussion of the Technology designation in the professional development presentation at the Association’s Annual Meeting in Houston.
- ✓ The Association will invite members of the Mexican SBDC association to attend the ASBDC annual meeting in Houston, and consider a special event for the occasion.
- ✓ Don Wilson will send to Board members the list of state/regional directors who have not yet submitted their center locations for the new ASBDC website.

- ✓ Board members will follow up with their assigned state/regional directors to ask them to submit their center locations for the new ASBDC website if they have not already done so.

Incomplete Action Items from Previous Board Meetings

- ① The Board will discuss the possible expansion of the annual fall conference.
- ① Board members will communicate with the committees and taskforces to which they are assigned as liaisons, to update the Board during its next meeting.
- ① ASBDC and SBA will continue discussing with OMB the value of the SBDC network.
- ① ASBDC will determine the feasibility from SBA's view of returning Portability funds to the SBDC national program.
- ① The Board will consider members' views on the draft ASBDC By-Laws proposals (concerning Board terms and the participation of the Associate Directors Group chair), which may be considered during the Fall Conference in Houston in September.
- ① The Board will consider whether it is necessary to increase the size of the Accreditation Committee, as suggested by Darryl Mleynek.
- ① Barbara Necarsulmer will develop a checklist of items of which new state/regional SBDC directors should be made aware.
- ① ASBDC staff will send OMB an example of an accreditation review.
- ① The Board Chairman and the Association President will consult with legal counsel to develop proposals to formalize the structure and processes of the Association's committees, taskforces and interest sections.
- ① The Board asked that staff consider purchasing a copy of the decision-tree software used by Carol Lopucki to organize the Association's work.
- ① SBDC counselors who received technology training from the North Carolina SBTDC will receive recognition for that training in any technology certification program developed by the Association.
- ① The Board asked that staff inquire as to whether the SBA intends to make Defense Transition grant awards in FY 2006 with FY 2005 funding.

- ① The Board asked that Don Wilson continue speaking to USASBE leaders, foundations and Bob McKinley about the possibility of publishing a paper on the qualifications and role of a state/regional SBDC director.
- ① Association staff will prepare a presentation for the Annual Meeting in Houston about the national SBDC network's role in assisting small businesses devastated by the hurricanes in 2005.
- ① ASBDC will draft a document on the role of the SBDCs in the long-term recovery of the Gulf-Coast states damaged by the hurricanes. The Association will ask Scott Daugherty, the Association's liaison to the hurricane-damaged states, to draft the document, with assistance from SBDC state directors in Gulf-Coast states and others in the nationwide SBDC network who have experience in disaster recovery.
- ① Board members will send to Carmen Marti suggestions regarding the Accreditation Committee's new code of ethics, for the purpose of recommending possible changes.
- ① Mark Petrilli and Carmen Marti, at the request of Chairman Massaua, will co-chair a committee to consider whether a technology accreditation should be required of SBDCs that hold themselves out as having technology expertise similar to that of a "T" accredited state. Members of the committee will also include Henry Turner, Carol Lopucki and Barbara Necarsulmer. The committee will report back to the Board in March.
- ① ASBDC staff will continue to work to develop a proposal for a certification program for all SBDC counselors, and present a proposal at the Spring Meeting next year.
- ① ASBDC staff will meet with officials of the University of Maryland School of Business to solicit a proposal for a technology counselor certification program, and make a recommendation in conjunction with the Technology Task Force to the Board by March, 2006.
- ① ASBDC staff, in cooperation with the International Trade Interest Section, will seek a Memorandum of Understanding with NASBITE that acknowledges the SBDC role in international trade counseling for small business and recognizes the NASBITE certification as the certification standard for SBDC international trade counselors.
- ① ASBDC staff will work with the Network Engagement Committee to determine a strategy to move forward on associate membership for counselors and staff.

- ① ASBDC legislative staff will continue to monitor efforts to provide funds for entrepreneurship training for farmers and ranchers in the next Agriculture Reauthorization bill.
- ① The Association will ask the SBA for a list of SBDCs that receive Defense Transition Assistance earmarks.
- ① After the presentation to SBA senior management, the Association will develop a script of the presentation for future use throughout the network.
- ① The Marketing Committee will make recommendations to the Board concerning the creation of a national brand for SBDCs, before the ASBDC Annual Conference in September.
- ① The Board agreed that the Association should present awards to volunteer SBDC counselors and corporate partners who assist in the hurricane-damaged states.
- ① The Marketing Committee will recommend a schedule for Board members to profile their assigned state and regional SBDC networks in the *Member Connection* newsletter.
- ① Association staff will develop recommendations concerning the development of a corporate associate membership program, for consideration by the Board.

Adjournment: Carmen Marti moved that the meeting be adjourned. The motion was seconded by Henry Turner and passed by voice vote. The meeting was adjourned at 3:40 p.m. (EDT) on Tuesday, May 23.

Next Meeting of the Board:

The next meeting of the Board will be held in Maine on June 25-27.

Regular meetings of the Board are held by conference call on the 4th Tuesday of every month at 1:00 p.m. (Eastern Time).

① = Action Item

Submitted by Henry Turner, Vice Chairman and Acting Secretary, ASBDC