

Minutes
Board of Directors
Association of Small Business Development Center (ASBDC)
November 3-4, 2009
Grand Hyatt
Washington, DC

Board Members Participating:

Jerry Cartwright
Mary Lynn Wilkerson
Brett Rogers
Georgianna Parkin
Mike Young
Marc King
Mike Myhre
Jim King
Alan Adams
Al Salgado
Tee Rowe

Other participants:

Donna Ettenson

Call to Order: The meeting was called to order by Chairman Jerry Cartwright at 8:20 am (EST) on November 4, 2009 in Washington D.C. at the Grand Hyatt Hotel.

Jerry Cartwright welcomed everyone to DC and opened the November board meeting. The two day agenda was reviewed by Jerry and asked if there were any additions or comments regarding the order. Jerry pointed out the importance of discussions and action to be taken regarding committee assignment and alignment of the ASBDC Strategic Plan. Jerry also reminded all about the PTAC reception to be held at the Rayburn Building at 5:15 and who would be attending.

Mike Young requested that the board meeting agenda process be reviewed for efficiency and expediency. Jerry noted that it would be incorporated as part of the agenda.

Approval of Minutes:

Motion was made by Mary Lynn Wilkerson to approve the October 20, 2009 board minutes with edits and correction and seconded by Mike Young.

Treasurer's Report:

Mike Young reported no change to the financial statements. A meeting was held Monday November 2, 2009 to transfer financial responsibility to the new Treasurer, Mike Young. Present at the meeting was Mike Myhre, past Treasurer, Mike Young, newly elected Treasurer and Tee Rowe, President ASBDC. Mike mentioned that the budget process and financial statements would be newly formatted to provide executive summary rather than full blown financials (Board friendly). Also, Mike stated that the financial executive summary report will be sent to board members prior to board meetings. Jim King requested a 3-year trend financial narrative for next meeting. Mike Young went further to report that all Rosen Creek conference expenses have been paid.

Chairman's Report:

Jerry reported that teleconference calls each week with Tee were going well and very productive. Also, commented that the Mexican SBDC Association conference in Merida was well represented by U.S. SBDCs with various presentations and speaking opportunities. Tee represented the ASBDC very well and played key roles in plenary sessions and membership meetings. Jerry commented that the legislative Committee is working diligently and communicating well with other committees and board members. Also, thanked Tee for arranging meeting with both the House and Senate Small Business Committees.

President's Report:

Tee Rowe gave a brief Mexican SBDC Merida conference report and cited the importance of continuing ASBDC support to the Mexican SBDC expansion effort. Also stated that there was an increasing interest by Latin American countries and SME organizations and other conference participants to collaborate and expand the SBDC model.

Tee also mentioned efforts underway to develop an MOU with Fred Hochberg, representative for EXIM Bank, which would assist the ASBDC to pursue a focused international agenda.

Tee shared a draft MOU currently under development among the ASBDC, USDA and Association of Chamber of Commerce Executives to address small business needs regarding energy and rural initiatives. He also proposed a similar MOU

effort with Department of Homeland Security, perhaps targeting small businesses and the need for Business Continuity counseling and training. Allan Adams mentioned that he had attended training by DHS and was quite good. Tee made further recommendations that MOU with Commerce, DOL and other agencies be developed to maintain knowledge and collaboration regarding SBDC type programs and initiatives.

Tee also mentioned that he will continue to work with Andrew Sherman regarding Technology counselor certification. Jerry mentioned that the “T” counselor certification process has lost momentum and should be revived. Tee mentioned that the “T” survey was sent out October 30th and results to be reviewed with Carol Lopucki and committee. The results and recommendations would be shared with the membership.

Tee reported that he is working with Jerry and Mark Petrilli to clarify language within the Notice of Award referencing “Limited English Proficiency”, and funding amounts.

Action taken:

1. Jerry cited the need to carry forward Strategy 1.3 that calls for “Evaluate and refine committee structures to incorporate charter, work plans, and reporting relationships” reviewed the latest committee appointments and ask for additions or recommendations. There were none and Jerry proceeded to make appointments as noted in the handout attached.
2. Strategy 1.3.2 calls for reviewing committees for efficiencies, therefore Marc King made a motion to combine all non-working Interest Sections, Counselor Certification, and Tasks forces into the Professional Development Conference Committee. Brett Rogers seconded the motion and passed by a voice vote.

Guest Speakers: Ami Sanchez, Professional Staff Member- Committee on Small Business & Entrepreneurship, US Senate, Senator Mary L. Landrieu, Chair. Ami discussed the committee's involvement building core Economic Development programs to strengthen small business needs and that the ASBDC is highly regarded and relied upon for feedback during the reauthorization and appropriations process. Noted that some Senators have been a challenge regarding passage of ED bills and perhaps requires information and awareness regarding the benefits of the ASBDC network. Ami went on to discuss the current trade bill in the House and the role SBDC plays to assist small businesses.

Ami also discussed the importance of maintaining streamlined core funding mechanisms rather than inefficient multiple grant programs that will most certainly erode formula funding.

Other discussion points:

1. Streamlined funding models
2. Managing grants both by SBA and SBDC and perceived ROI
3. Mike Young briefed Ami on the Accreditation process and rational for program excellence
4. Improvement of data collection
5. EDMIS
6. Other federal agencies entering business development
7. States redesigning economic development efforts and how that may impact state match
8. Small business health care
9. Mary Lynn discussed conversations with Don Cravins and the need for benchmark data, what drives quality, data reports by center and qualitative/quantitative data regarding SBDC impact.

Action taken:

Mike Myhre and Marc King volunteered to develop a common process for data collection by the ASBDC Network. The Chair acknowledged the challenge and requested this activity be integrated into the Strategic Plan.

Legislative Committee Report:

Tee stated that the Health Care Reform bill was slowing down the appropriations process and more than likely the SBDC appropriations bill will be rolled up into an Omnibus bill before the year is out. The appropriations amount on the House side is \$110M while the Senate is at \$114M. Perhaps the final funding amount may be somewhere in between or at \$110M. The authorization bills are also tracking slowly.

Jim King reported that the ASBDC Federal Legislative Agenda Spring 2010 is ready for Board discussion and approval. Jim stated that the membership legislative survey was used to develop the Legislative Priority.

Motion to approve the Legislative agenda as presented by Jim King was made by Mike Young and Seconded by Brett Rogers. The motion was passed after a voice vote.

Action to be taken by Legislative Committee:

1. Send Legislative Agenda to Membership with guidance regarding talking points.
2. Customize around each state's priorities
3. Schedule appointments for spring meeting hill visits
4. Engage marketing and membership/stakeholder engagement committees
5. Offer assistance to members states if requested

Jim proposed a plan and budget to assist those states with match problems.

Motion: A motion was made by Mike Young to empower the Legislative Committee and Tee Rowe to provide technical assistance to states facing crisis with state/match funding, budget not to exceed \$5,000. The motion passed after a voice vote.

Marc King reviewed the Governance Model proposed for by-law changes requiring a membership vote. It was suggested that the language be presented to the Association's attorney.

Motion: A motion was made by Marc King to accept the Governance language to be presented to the members at the ASBDC Spring meeting for ratification.

Briefing: *At the US House of Representatives Committee on Small Business hearing room, 2361 Rayburn Building.*

Attendees:

Board of Directors

Michael Day- Chief of Staff, Chairwoman Nydia Velazquez

Lisa Christian- Professional Staff, Committee on Small Business

Paul Sass- Legislative Advisor, Committee on Small Business

Barry Pineles- Chief Counsel, Republican Staff, Committee on Small Business

Karen Haas- Staff Director, Republican Staff, Committee on Small Business

Hon. Sam Graves- (R-6th) Missouri, Ranking Republican, Committee on Small Business

Representative Graves conducted the briefing and asked Board Members to share small businesses issues and concerns in their respective states. The key topic of discussing was the increasing difficulty accessing capital and impact to small businesses, and the economy. The House Small Business Committee staff continued to discuss small business issues with the Board in smaller groups. The session ended at 5:00 pm and meeting adjourned until the next day.

Wednesday November 4, 2009: Meeting called to order at 8:40 am.

OSBDC Briefing: Antonio Doss, Jean Holcombe and Jean Smith

Antonio Doss reported:

1. "What is Working Well call" came off very well and thanked Carmen Marti and Mike Myhre for two very good presentations.
2. Goals Working Group will continue to review outcomes, metrics, leverage and what's next. The next step will be to suggest performance metrics to the ASBDC.
3. Jean Smith reported that EDMIS is converting to Oracle and should be completed within the next three to four days. Jean asked the Board for any feedback regarding new enhancements or improvements to EDMIS.

4. Jean Smith gave a brief update of the California issue regarding host and match problems. The issues were stated as follows:
 - Two groups have emerged; one that is concerned about host relationship and ability to match the California SBDC program and a group that is concerned about statewide performance.
 - Organization of a statewide advisory board consisting of network and stakeholders to look at legislative issues and corporate fundraising.
 - There is a need for leadership and authority; the groups are split and do not want SBA involved.
 - Program income used as match
 - Jean was very concerned regarding the lack of trust, contentious attitudes, unorganized and the self-serving attitudes the California situation is taking.
5. Jerry suggested that perhaps it is time for the Board to consider assisting the California leadership by appointing a select group of state directors to work with hosts and California Regional Directors.
6. Jean Smith also pointed out that the 2010 goals will be re-negotiated and some of the State SBDCs are reluctant and not willing to accept increase goals.
7. Mike Young learned from various sources that each region wishes to be treated separately and suggested that perhaps negotiations should be conducted with each SBDC region rather than statewide.
8. Antonio Doss stated that the Community College Chancellor's SBDC match is not specifically targeted for SBDC programs but pegged for economic development causing match problems for some SBDC regions. Also that the UC System may be interested in hosting the state program. Mike also understands that most SBDC field centers are performing very well.
9. Jean Holcombe announced the DETA program will be funded this year and the program announcement will be out sometime early December and will require match. The Energy announcement will be out sometime before Thanksgiving.
10. Jean Holcombe advised the Board that the LEP language will appear in the program announcement as well as the NOA. The LEP language has been imposed by OMB and must be complied with.

11. Georgianna Parkin requested “Effort Certification Training” clarification and the application of the clause by state directors and other SBDC staff. Jean commented that this will be part of the regulation and does include 100% effort by state directors. The question remains whether state directors and or staff can devote time and effort to renewal and proposal writing. Some universities do not allow effort for proposal writing by staff dedicated to federal grants. The issue will be research and information feed back to the Board.

12. Antonio Doss provided an update of Ohio’s accreditation outcomes and informed that a visit by SBA with an “All Hands” meeting November 3rd – 5th. Antonio also gave a brief up-date on the West Virginia program and the search for a director.

13. Jean smith reminded all that specialty grants must be managed with separate accounts and MIS records.

14. Antonio Doss will extend an invitation to Karen Mills to join the Board on January 12th at 4:30 pm.

Board Guests:

Wallace K Hsueh, *Staff Director- United States Committee on Small Business & Entrepreneurship-Olympia J. Snowe, Ranking Member*

Meredith D. West, *Professional Staff Member- United States Committee on Small Business & Entrepreneurship-Olympia J. Snowe, Ranking Member*

Meredith: The Financial Services appropriations bill is locked down in the Senate without a time agreement and will more than likely be rolled into an Omnibus bill later this year. Senator Snowe continues to champion the SBDC program and currently supports funding levels of \$145M for 2010, \$150M for 2011, and \$160M for 2012.

Several bills were explained: the Health Care bill for small businesses contain SBDC funding to provide TA and awareness to clients regarding health care options; bill HR3854 contains language separating core funding from grants; the trade bill will expand SBDC export services to include financing, export readiness assistance training and trade promotion, and leveraging trade legislation with states.

Wally: Tee asked the question “What can we do to move bills along”? Wally stated that “Some Senators have continually asked many questions regarding ED programs and have held up the process by requesting information and data and that perhaps the Association should work with them to inform and reiterate the value of the program”. Wally went on to say that the ASBDC must strive to prove up its value to the House and Senate members. Pilot programs and creating new grants are not generally going to help core funding. Keep it clean and make it easy for appropriators.

Committee Reports: Discussion held to discussion regarding committee appoints to two-year terms in order to maintain consistency. Also, that each committee Chair should formalize reports and enhance communication to Board and Staff.

Meeting adjournment: Meeting adjourned at 12:30 with a motion made by Brett Rogers and seconded by Mike Myhre and carried by a voice vote.