

Minutes
ASBDC Board of Directors Meeting
Grand Hyatt Hotel
San Antonio, TX
San Jacinto Board Room
Monday, September 20, 2010

Meeting called to order: The meeting was called to order by Chairman Jerry Cartwright at 8:40 am (CST). The order of the day was reviewed and discussed with no additions or deletions.

Board Members Present: Jerry Cartwright, Mike Young, Marc King, Jim King, Mike Mhyre, Allan Adams, Georgianna Parkin, Al Salgado, Brett Rogers and Tee Rowe.

Absent: Mary Lynn Wilkerson with proxy noted.

Approval of Minutes: Motion to approve the minutes from previous meeting was made by Mike Young and seconded by Brett Rogers. The minutes were approved by voice vote.

Guests:

Ellen Nystrom	Liz Klimback
Jim Heckman	Greg Panichello
Carol Lopucki	Clinton Tymes
Kim Kindschi	Michele Abraham
Rod Hollenstine	Mark Petrilli
Doug Gurley	Kristin Johnson
Gayle Kugler	Janet Rodrick
Jody Keenan	Dan Ripke
Karen Shauri	

Treasurer's Report: Mike Young reviewed the ASBDC's income and balance statements with comments regarding conference income increasing due to registration and sponsorships. Mike also commented that conference accounts payable are expected to post next month. Also, the Morgan Stanley ASBDC investment report is posted on the web for member viewing. Tee reviewed the dues structure matrix to be proposed to the membership on Tuesday, the next day, and added that the change of the dues formula is not an increase of income for the ASBDC but a realignment of dues to represent a more balanced pro-rata share.

Chairman's Report: Jerry Cartwright gave brief comments regarding recommendations to the new board carry-forward initiatives and action items. Jerry recommended that the ASBDC strategic plan be renewed starting October by seeking input from membership as well as committees and key partners. Jerry thanked the board for working hard this last year with special thanks to Georgianna Parking and the Personnel Committee. The Personnel Committee managed a smooth transition for the ASBDC President and CEO. Jerry also commented that Tee has performed very well since his appointment and during the transition.

President's Report: Tee Rowe provided updates and information regarding the following:

- Conference update
- Congress continues to value the SBDC program and evident by recent feedback on the Hill and friends of the SBDC.
- Discuss the “Dues change proposal” to membership not requiring a by-law change or notice to membership, however the memberships was notified 90 days before the membership meeting.
- New staff person at the ASBDC office – April has a marketing and communications background and will assist with ASBDC branding and a national ASBDC message.
- Status of the Jobs Bill
- Mike Young mentioned working with University of Houston regarding branding and will share information regarding sharing expertise.

Committee Reports:

Conference committee: Rod Hollenstine gave a brief conference report citing 180 events, technology core competency certification, advanced international trade sessions; new state director's training and highlighted the Star Performer reception with a closing reception rather than a banquet.

Professional Development: Carol Lopucki reported status on new director training, core competency training, and checklist for new directors. Report attached.

Operations Committee: Mark Petrilli gave an update regarding on-going action items such as definitions, project officer report manual, fees for service, ASBDC common metrics, EDMIS, and discussed SBA MOUs with PTAP, several foundations and ASCC.

Accreditation: Mike Young, Marc King, Greg Panicello, Tee Rowe and Carmen Marti continue to enhance the 2012 accreditation standard to be presented at the spring membership meeting. Mike also mentioned that training regarding the enhanced standards will begin at the Spring Meeting 2011.

Legislative update: Jim King and Tee Rowe briefed the board regarding the Jobs Bill 2897 and the good possibility the Senate will move the bill to conference and eventually signed by the President. Tee also mentioned that the SBDC 2011 appropriations will likely be rolled into CR and perhaps an Omnibus bill. The current Senate budget recommendation is for \$124 million for the national program.

Legislative Outreach and Stakeholder Engagement Committee: Deborah Schueneman reported the successful conference call topics conducted this year as a learning tool called “What's Working”. The topics were:

- Preparing for Capitol Hill Visits
- Letter writing Campaigns/Involving Center Staff
- Strengthening SBDC Stakeholder Support
- Conducting a Successful State Legislative Day

- Developing an International Trade Center

Communications and Marketing Committee: Deborah Schueneman provided an update regarding the committee work this year and also stated that a 2011 budget request will be submitted to the board.

Veterans Interest Section: Jody Keenan reported discussed the Veterans Website and the great collection of collateral marketing materials and best practices contributed by the network.

Personnel Committee: Georgianna Parkin discussed the CEO performance evaluation process and the results of the membership survey. The survey was sent out to all 63 state programs. The results of the membership survey gave the CEO high performance and approval ratings.

Professional Development Committee (core competency certificates): Lyle Wright reported on the offerings at the conference as meeting the needs of counselors and contributing to the strategic direction mapped in the Action Matrix.

SBA Report: Antonio Doss, Ann Bradbury, Jean Smith, Scott Henry, Penny Pickett reported on the following topics:

- SBA conference attendees
- Baldrige
- Export core competency training
- National impact study
- Project officers review
- PTAC affiliation
- Notice of Award
- Definitions and fees
- Goals
- Jobs bill
- RIC awards
- New round of supplemental funds – \$5.1 million

Motion made by Mike Young to suspend the board meeting and go into executive session. Motion was seconded by Marc King and passed by voice vote.

Meeting Adjourned at 5:15 pm (CST)

Executive Session Called to Order: Executive session was called to order at 5:30 (CST) by Jerry Cartwright.

Motion to Adjourn executive session was made by Brett Rogers at 5:45 pm (CST) and seconded by Allan Adams; passed by voice vote:

Motion to adjourn Board Meeting was made by Allan Adams and seconded by Mike Young; passed by voice vote at 5:48 pm (CST)