

**ASBDC Board of Directors
Conference Call Meeting Minutes
July 11, 2011**

Meeting called to order by Chairman Salgado at 11:04 AM Eastern Daylight Time.

Board Members present - Chairman Salgado; CEO Tee Rowe, Jerry Cartwright; Jim King; Mike Young; Georgianna Parkin; Allen Adams; Gayle Kugler; Mary Lynn Wilkerson and Brett Rogers.

Board Members absent – Marc King.

ASBDC Members on the call – Carol Lopucki; Doug Gurley; Jim Heckman; Becky Naugle; Christian Conroy; Bill Carter and Jeff Brusio.

Approval of June Minutes – Moved for approval by Mary Lynn Wilkerson and seconded by Gayle Kugler. Motion approved.

Treasurers Financial Summary – Mike Young indicated that there were no significant nor extraordinary items during the last period; no new additional sponsor checks.

Marketing / Branding Proposals – Mike Young and CEO Tee Rowe reviewed the proposal process and conference call discussions held by the Task Group in their review of the three proposals. FMK's proposal was more in line with membership infrastructure issues and was recommended to Tee to bring to the Board for acceptance and issuance of a contract to develop a marketing and branding proposal for the ASBDC. No procedural vote is necessary by the membership but it was suggested that FMK present at the fall conference on their research thus far and a second at the March meeting to present any recommendations to the membership. Tee reviewed possible action items in the proposed contract that would get to these presentations. Mary Lynn Wilkerson questioned the implementation costs. This question would have varying answers depending upon implementation items and State/Region differences in use.

Mike Young moved to authorize Tee to proceed with executing a contract with FMK for marketing and branding. Jerry Cartwright seconded. Board vote was unanimous.

President's Report / Legislative Update – Tee discussed the slow movement on the appropriations fronts with the Senate only discussing financing programs and the House still had no markup. Tee is to discuss the funding formula with the House and has been invited by the Senate to present at a July 21st roundtable.

Supplemental Funding Formula Issue - Tee and individual members questioned the correctness of OSBDCs presentation of returned and/or unobligated SBDC funding. Tee questioned Marie Johns on the distribution methodology, the amounts proposed and asked

for a better accounting of the funding. Mike Young pointed to actual carry-forward being identified for Texas-Houston on the OSBDC data sheet as returned funding. Questions were raised regarding either pursuing a Congressional letter of inquiry or a boycott by the SBDCs on supplemental to force OSBDC to consider ASBDC objections to the formula and distribution. Tee indicated the roundtable discussion would give him a better feel for a letter of inquiry but it was felt a boycott may show a more “entitlement mentality” and back fire. Al Salgado summarized the next steps Tee would be taking in the next few weeks.

Mike Young and Jeff Brusio left the conference call at 11:40 AM.

Funding Formula – Discussions around the debt ceiling are causing related problems with any appropriations discussions. Mary Lynn Wilkerson asked whether or not letters should be sent to members regarding the census and states that would be seeing decreases in funding. Tee indicated that two states, Michigan and N.Y. have filed law suits over the census funding issue. Al Salgado indicated that under the census formula 40 programs would not see an increase in funding. It is unknown at this point what is to change with the formula. Jerry Cartwright questioned action steps and Mary Lynn Wilkerson asked whether or not it is in our best interest and how many approaches should we have? Tee indicated that getting the formula right is more important than our 2010 impact. Tee indicated that he would raise these issues to the House and Senate and that would determine what the ASBDCs best approach should be. Brett Rogers indicate that the 2013 implementation would be a better scenario with supplemental funding filling the gap in between.

Allan Adams left the conference call at 12:10 Eastern.

Tee updated the Board on the status of Google fusion tables with uploads to be conducted from the New England SBDCs utilizing CenterIC. Some large states will also be asked to upload into Google fusion. Data reliability is important as both Senate Landrieu and Don Cravens have both asked for this data from ASBDC.

Board Elections Update – All bios for nominees have been received and Bon Wickenheiser has dropped from the slate due to the flooding disaster in her state which will require her full attention.

Chrisman Benchmark Proposal – Tee indicated that he is waiting for the survey and asked that state liaisons should call to ensure surveys are being sent in and who’s conducting electronically. Due date is July 22nd. Related, Al Salgado brought up the need for a succession plan with Chrisman and that a letter will be sent to Chrisman for follow up discussion with Al and Tee.

Conference Update – all is tracking well for the San Diego conference. The SBA Administrator will be asked to address the full membership and the State Stars at their reception. Carol Lopucki questioned whether the technology programming is on track. Tee indicated issues with the exam and costs at \$60,000. The core track should be live on the conference site today (11th). Gayle Kugler questioned how counselors become certified and

Jim King recommended that Tee follow up with an email to State/Region Directors on that process. The Board agreed.

No further business being identified, Gayle Kugler moved to adjourn, seconded by Jerry Cartwright. Meeting adjourned at 12:25 PM Eastern.

Amended and approved as discussed during the August 15, 2011 ASBDC Board conference call.