

**ASBDC Board of Directors
Conference Call Meeting Minutes
August 15, 2011**

Meeting called to order by Chairman Salgado at 11:07 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; Brett Rogers and Marc King.

ASBDC Members on the call – Bill Carter; Jill Kline; Mark Petrilli

Approval of June Minutes – Moved for approval after noted edits by Jim King and seconded by Mary Lynn Wilkerson. Motion approved.

Treasurers Financial Summary – Mike Young reviewed the financial summary and identified two atypical payments made during the period. One at \$175K was a deposit for the conference hotel and the second was at \$2500 for a speaker fee. There were no other significant or extraordinary items identified. Tee Rowe indicated that an upfront payment of \$45,000 would be made between now and the fall conference to FMK for the Marketing-branding contract.

President's Report / Legislative Update – Tee discussed the slow movement on the appropriations front 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.

FMK marketing and branding contract has been signed and principal Larry Kelly will be reaching out to both large and small SBDCs to begin the initial research. Some states included in this initial effort are Arkansas, Maine, Colorado, California, Iowa, Mississippi and New York. Mr. Kelly will be attending the fall conference membership meeting to present some initial research findings to the group and discussion next steps toward identification of a branding and marketing proposal. FMK will also present a proposed brand and marketing effort at the ASBDC Spring Meeting in March.

The conference and overflow hotel rooming blocks have been sold out and another potential hotel is being reviewed. Tee asked State Liaisons to contact their states to determine whether or not additional rooming would be required before efforts went in to secure another room block. Registration is currently at 1,150. Some 50 SBA personnel will be in attendance, mostly new project officers and District Directors.

Al Salgado indicated that OAS will once again have a regional workshop for interested members and the focus will be on the case study of U.S. SBDC s and development in Mexico,

Columbia and El Salvador. Caribbean OAS members have been invited to participate. Those Board members wishing to participate in the workshop should contact Al. An evening reception for the OAS will once again be held on Tuesday afternoon with Tee opening the event.

Tee indicated that Congress would not return until after Labor Day and that no mark up has been made on the House side for the SBDC. The Senate mark stands at \$112 million. There have been no discussion on reauthorization and it appears that another giant omnibus appropriations bill may be in the works. Tee will be having discussion this week on reauthorization and funding levels with House staff.

Tee noted that Michael Joseph was named the new Associate Deputy Administrator; Rob Hill as the new head of Field Operations and Michael Chodos as the new head of Entrepreneurial Development. Tee has had discussions with Rob Hill regarding better coordination with SBDCs and the lending community, which he was supportive of. No supplemental funding awards have been issued by OSBDC and there's still no full accounting for the amount of unobligated funds. Al put the figure at \$2.7 million, which is up from previous figures given to ASBDC. There continues to be a sense of no change in attitude for implementation of the funding formula from the census change from October 1, 2011.

Regarding questions on former DETA funding being rolled into core SBDC appropriations, Tee indicated that report language actually states where those funds are to be placed. Currently, there is no language on DETA, Veterans, Portability, etc. on the House side. It is believe DETA will be a dead issue. The debt discussions may lead to talks on cutting entitlement program funding with Defense cuts taking the biggest piece of the cuts. No decision on cuts will mean across the board cuts but again, entitlement programs will be an issue in those debates.

Mary Lynn questioned what specifically should be the focus of discussions with Senate Landrieu's staff. Tee indicated that staff is very much aware of the role SBDCs play and focus should be on internal SBA problems such as the broken grants management processes and that ASBDC ROI merits an authorization at the \$135 million level.

Google fusion uploads continue to progress with CenterIC states being utilized first. Tee will update the membership at the fall meeting. The Definitions approved by the membership will be distributed as quickly as possible for discussion at the meeting.

Allan Adams and Jerry Cartwright left the conference call at 11:35 am Eastern.

Old Business

Board Elections Update – no changes in the status of candidates at this time. Elections will be held during the membership meeting on Tuesday and Tee will pull together the new Board immediately following the membership adjournment. Marc King's re-election as the

Associate Director Board representative will need action by the Board to ratify his selection.

Chrisman Survey – moving along quite well and in good shape at this point. Historically, some 60-62 programs participate in the annual process. Two states have not yet submitted their electronic data, those being Florida and Ohio. Mike Young indicated that he would follow up with both states.

Action Matrix – review by Marc King with only those actions identified by red as being in need of work. Discussions centering on those points are the following

- 2.3 – Mike Young has created a core technology curriculum and has circulated it to approximately five states and will be incorporate changes into and fund the final curriculum.
- 2.5 – accreditation. Mike Young and Marc King have been working on a feedback survey that will capture immediate impact from the review and a longer term response out approximately a year. This will capture the full impact of the process for quality improvement. Training will be held for the 2012 Standards. Google fusion will be used to benchmark programs. All items should be completed by the March meeting for presentation.
 - Considerable questions and discussions continued on the differing interpretations of the By-Laws on governance of the Committee and whether or not the Standards are the “rules” for the SBDCs.
 - Further discussion will be held with the membership in San Diego and the point of clarity in communication was deemed most important.

Tee indicated to the Board that he would like to bring up discussions regarding hiring a fund-raising individual to work at the ASBDC under a percentage of funds raised. Further discussions will be held with the Board as this process moves along.

- Marc King will finalize the Matrix from today’s discussions and have it posted to the Association web site. It was pointed out that the document currently on the web site was from 2009.

New Business

ASBDC membership approved definitions have not been sent to the membership but Tee will get those out for discussion in San Diego. Mark Petrilli, Jim King and Tee will work on an appropriate message to the membership for the next newsletter.

No further business being identified, Marc King moved to adjourn, seconded by Brett Rogers. Meeting adjourned at 1:27 PM Eastern.