

**ASBDC Board of Directors
In-Person Meeting Minutes
ASBDC Fall Conference San Diego
September 5, 2011**

Meeting called to order by Chairman Salgado at 8:30 AM Pacific 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.

Chairman Salgado requested guests present to introduce themselves. Ellen Nystrom, Iowa; Diane Howerton, Ca., Carol Lopucki, Mi., Mark Petrilli, Il., Jim Heckman, Iowa; Rod Hollenstine, Il., Doug Gurley, Ms., Sherm Wilkinson, Utah; Darrell Brown, D.C., Christian Conroy, Pa., Jody Keenan, Va., Janice Washington, Az., Michele Abram, N.C.

Approval of August Conference Call Minutes – Moved for approval by Mary Lynn Wilkerson and seconded by Brett Rogers. Motion approved.

Chairman Salgado discussed action items in the minutes and reference to the July 22nd roundtable attended by CEO Rowe. In addition, a review of the events surrounding the visiting OAS members, agenda and invitation to attend the reception on Wednesday.

Treasurers Financial Summary – Mike Young reviewed the financial summary and indicated very little change since the August report. Conference registration was at 1700 with a full 1400 identified as SBDCs. Investments accounts were on the positive side through June and overall financial position is good. CEO Tee Rowe indicated that spending for food and beverage at this conference is at approximately \$427,000 due to higher costs in San Diego.

President's Report / Legislative Update – Tee discussed the July 22nd roundtable with entrepreneurship providers and the focus on collaboration and mutual assistance. State Director Clinton Tymes of Delaware also attended this roundtable and the ASBDC focused presentation was regarding accreditation and its process, as differences between the ASBDC and other providers.

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 1150. Some 50 SBA personnel will be in attendance, mostly new project officers and District Directors.

Tee indicated that the Senate is working on reauthorization with a permanent fund for disaster recovery for SBDCs; WBC language changes regarding their eligibility to host SBDCs; reauthorization of SBDC at \$135 million, with no mention of typical sub-programs and no report language. The Super Committee of 12 may have decision for an across the board cut to eliminate the lack of decision-making as to what programs to cut and/or eliminate. Cuts could be 5 percent lowering SBDC funding to \$107 million. No agreement means an approximate 15 percent across the board cut.

The annual national SBDC impact survey is in and overall impact figures are up.

Georgianna Parkin mentioned the issue of continued duplication of efforts by programs such as MEPs in “regionalization” efforts and related funding issues for SBDCs. Mike Young countered that ASBDC should distinguish itself as a job creator with accountability, while other jobs programs are being created. This strategy should be implemented at both the federal and state levels.

Tee reviewed his August discussion of bringing on a fund-raising individual; a professional to work on a commission basis and needed strategy for project orientation. He indicated that a proposal would be brought to the Board at its January meeting for discussion.

Congressional data uploads should be fully implemented as of October 1st. Twenty-six (26) surveys were sent out to CenterIC users with only 5 responding. Tee reviewed the client attribution vote with the Board with 20 members not responding and some discussion ensure as to engaging the Membership to obtain full cooperation. Tee recommended that Board updates be included in the Member Connection to ensure full awareness of Board activities and that liaison reports should also be a permanent item on the Board’s agenda. Both of these activities should increase dialogue with members to ascertain issues, concerns and greater cooperation with Network strategies.

Accreditation

Mike Young discussed a needed action item to replace departing member Max Summers as he will rotate off the Committee. Jim King questioned whether or not the By-Laws referenced replacement of members and a need to formalize the process. Jim King moved to create a designee position that would meet all the accreditation committee member requirements within a six month timeframe. Mark Petrilli asked whether or not there’s a waiting list for the Committee and Mike Young indicated that he held a list of four candidates. Mark King amended the motion so that designees would be non-voting members. Brett Roger seconded and the motion passed unanimously. Marc King moved to accept nomination of Chris Brouhard of Missouri to become the newest accreditation member. Mary Lynn Wilkerson seconded the motion. Motion passed.

All accreditation documents are updated and posted on the ASBDC web site and the Committee is meeting Thursday on state reports with training held at the conference on Wednesday. Seventeen (17) reviews will be discussed during the meeting.

Conference Committee

Rod Hollenstine briefed the Board on the State Star activity planned and the success of the conference app that was developed. The trade show floor has been maxed out for the conference. Rod was questioned as to the documentation kept regarding an individual's participation in a session at the conference and could that be utilized if a core curriculum was put into place and tracking was necessary to document completion for any type of certificate. He acknowledged that is available currently. Rod also indicated that the Committee is documenting its role in preparing for the conference for succession planning purposes.

Operations Committee

Mark Petrilli reviewed some actions by the Committee during the year. The Program Announcement being the biggest and most important work of the committee. Reviews included changes due to the Jobs Act Bill and requirements placed on SBDCs. Discussions centered on the new requirements under the STEP Grant for minimums of certified international trade counselors and mandatory certification. Issues raised were requirements of training, who conducts it, who pays for it, etc. SBA is offering training for free as well as the certification necessary. Other training alternatives exist and the most notable certification is through NASBITE. There was Board Member concern regarding the STEP Grant activities duplicating efforts of some stand-alone SBDC international trade center programs in states/regions where the state relies solely on the SBDC for that activity. No action item was developed.

Marc King voiced concern of the State Director's conference calls conducted by OSBDC being used to circumvent the role of the OSBDC requirement to work directly with the ASBDC through its Board, to make decisions regarding such issues as, supplemental funding initiatives and guidelines; distributions of unobligated formula funding, etc. No action item was developed.

Mary Lynn Wilkerson voiced concern regarding the OSBDC goals and metric formula used once again for SBDCs. The Chair would ask OSBDC representative again about clarifying the how these metrics were developed.

FKM marketing and branding contract

Mark Kline, Robert Hurts and Larry Kelly were present for the presentation to the Board. Mike Young introduced the principals at FMK and provided a brief overview of where the Association was in the process of reviewing the marketing and branding of the Association.

A power point presentation was presented to the Board on the principle research conducted by FMK and their findings to date. Power point will be provided to each member of the Board, provided to the membership at its meeting and presentation, and will be posted on the Association's web site. The research power point was presented in tabs as follows.

- Competing resources
- Search engine optimization
- State Director research
- Customer / Stakeholder Comments
- Brand destination Discussion

Chair Salgado asked the Board to facilitate the identification of agenda items to be discussed with the OSBDC / SBA representative for the afternoon.

OSBDC / SBA Discussion

Associate Administrator Michael Chodos and Ann Bradbury, OSBDC were present to discuss agenda items with the Board.

- TCPP International Session
 - Discussion centered on Jobs Act requirements for SBDCs.
 - Funds are set aside for certification exams via OSBDC
 - NASBITE is a recognized certification
 - Web-based training be provided by SBA
 - Outside contractors will qualify to meet the requirement of the lesser of 5 percent or 10 employees in an SBDC state/region certified in international trade.
- STEP Grant
 - Discussion of issues related to SBDCs not qualified to be recipients of direct funding under the grant and the duplication of efforts with stand-alone international trade center programs was brought up to Michael Chodos. He indicated a lack of knowledge in this area but a willingness to ask questions and get answers for the Board.
- Supplemental Awards
 - 26 applications and 15 awards made.
 - The Board responded with the issue of not responding to the wishes of the SBDCS to have formula funding distributed per law.
 - Michael Chodos committed to better communication and debriefing those SBDCs that were not funded.
- DETA funds have been rolled into the formula funding. The amount of funding stood at \$1.7 million.
- Grants Management and Notice of Awards intent is to have the process published prior to the ASBDC March meeting.
- 2012 Funding
 - Using census for the formula
 - Letters of intent were based on last year's funding
 - Veterans program will be re-bid
 - DETA sunsets this year and should not be part of the conference report
 - Energy and veterans funding will be in this years funding
- EDMIS - 5 keys areas for improvement were discussed. A new system is to be in place by 2013 with new architecture.

- Data collection
- System applications and report
- Reports
- Program definitions
- Standardization
- Financial Exam Pilot Program – examiners have been moved to E.D.
- Cluster initiatives – awards to be announced within a couple of weeks.
- Client Confidentiality Issues - Brett Rogers reviewed a current issue in Washington resulting in their being cited as in “non-compliance” for refusing to release client information. Difference of interpretation of the statute language requires SBA to provide guidance.
- Goaling Methodology – Ann Bradbury reviewed the OSBDC percentage goals to the percentage of the national population. No further discussion.

Michael Chodos indicated his main agenda items were to gain better coordination and collaboration across all of SBA’s E.D. resources. To do so, he requested assistance from the Board for Association Working Groups in the following areas.

1. Financial matters
2. EDMIS Issues
3. Confidentiality Matters

Old Business

Carol Lopucki briefed the Board on the New Director Training in place for the conference and the “core curriculum now developed and implemented for Directors. A self-assessment is also put into place that will provide the trainers specific information related to areas of key focus. This process is now part of the overall conference professional development plan. The core competencies have also been worked into job position descriptions.

Strategic Plan Action Matrix – Marc king reviewed the items requiring further updating and discussion at the membership meeting. The current version is posted on the Association website.

Benchmarking proposal should be ready by the end of October and a report on banding in November.

Interest Section briefs were provided by Jody Keenan, Veterans. Debbie Trujillo, Women’s; Jim Heckman, Agricultural.

Marc King provided a short update on the Associate Director’s meeting to be held while at the conference.

Marc Petrilli indicated he would provide three (3) member names to be part of the EDMIS working group asked for by Michael Chodos.

Marc King moved that the Board go into executive session at 4:16 pm. Seconded by Georgianna Parkin. Motion passed.

Board reconvened its regular meeting at 4:39 pm. Jim King moved to adjourn and seconded by Gayle Kugler. Motion passed and adjourned at 4:40 pm Pacific Time.