

ASBDC Board of Directors Meeting
Minutes
June 12, 2012
Branding Discussion
Crystal City Marriott
Crystal City, VA

Meeting called to order by Chairman Salgado at **10:02am** Eastern Daylight Time.

Board Members present - Chairman Salgado; CEO Tee Rowe, Georgianna Parkin, Secretary; Allen Adams; Gayle Kugler; Marc King, Vice Chairman; Jim Heckmann; Jim King; Brett Rogers; Mike Young, Treasurer and Diana Howerton.

Guests via Phone: Julianna Barbee, Bruce Strong, Carol Lopucki, and Mark Petrilli.
Guests in Person: Jacqueline Taylor, Christian Conroy, Jerry Cartwright, Laura Brown, Scott Daugherty, and Janet Roderick

The entire day's meeting was devoted to a discussion on marketing/branding.

Tee gave a brief history on where we are as of today. In 2008 and 2010 feedback from membership surveys showed a strong desire for a national branding initiative. The intent would be to increase the visibility and awareness of the association as well as individual programs nationwide. This would also help position the program with stakeholders. Based on feedback provided by the membership previously, as well as at the spring 2012 meeting, there was a consensus that we need to do something. However, there was no consensus on what direction the Association should pursue in its branding efforts.

Two additional points were stressed: We need to get a clear direction on the next steps and advise the membership of the urgency to move ahead given the fact that SBA is moving towards creating one National Logo for all SBA resource partners. It was also discussed that it would be in our best interest to have a web portal which is highly visible and content driven articulating our distinguishing characteristics from other Partners and resources. In addition it was pointed out that we need a new logo and tagline. There was an extensive discussion on what that tag line should be ranging from America's Small Business Development Centers to America's SBDC's.

Jacqueline Taylor and Julianna Barbee members of the ASBDC Communications and Marketing committee discussed the suggestions they had for the Board around the Branding issues and distributed a white paper. The following points were made:

At the Spring Meeting FKM suggested we adopt a simplified National Branding approach as a first step as well as suggesting we adopt America's Small Business Development Centers as the national brand. This would be used as the client face for the ASBDC website.

A "back office" web site would be maintained by the Association to communicate with members. This would require a new logo, tagline and website. It would not require any

thing of the members other than including a statement to the effect that they are members and connected with the Association.

The intent is to reach a consensus before the Fall Meeting on the suggested "America's SBDC" national brand. The committee will inform the membership on what is happening right now and express that the Board feels a new simplified approach is needed to keep moving ahead. The committee would like to ask FKM to assist them in moving ahead with a proposal for the new brand so as to have a clear concept of the including a logo, tagline, and outline of the new website. Additionally, a set of guidelines/conventions would be proposed for the network to tie into the national brand. The committee would review the proposal and present it to the board and then members can vote on the proposal at the Fall meeting on September 11, 2012.

There was then discussion about utilization of the tagline by members and a discussion about how far individual programs may want to utilize the brand and logo. There was discussion about clear communication to the members throughout this process via emails from the CEO, communication with respective board members as well as other means. It was also suggested that perhaps there needs to be a tiered approach depending on what may work best for individual programs tied to a unified brand. We discussed the need to develop an affiliate strategy tagline such as accredited members of the ASBDC. We also need to settle on the identifiers.

Brett Rogers made a motion to: Task the marketing and communications committee to develop and affiliate concept ASBDC logos on the ASBDC website for membership and public access after further discussion Brett amended his motion to read;

"Task the Marketing and Communications Committee to implement the recommendations as presented in their report to the Board deleting reference to FKM."

This was seconded by Mike Young and approved unanimously by the board.

Tee will follow up with Jacqueline Taylor and the committee in the next few weeks,

There was then brief discussion regarding issues a particular member was having with their District Director and not following procedures established in the program announcement and protocol agreed upon. Jim King made a motion and Mike Young seconded: that SBA abide by contractual agreements set forth in the cooperative agreement and other agreements

It was suggested that a letter be sent to SBA from the Board indicating that we want to ensure that the program announcement and other previously agreed upon protocol be followed in matters between the SBA and SBDC's. The letter concept was adopted by the board.

There was a brief discussion on economic gardening and its impact on members. Motion to adjourn was made by Mike Young and seconded by Jim Heckmann. It was approved by acclamation and the meeting adjourned at 2:45 pm.