

**ASBDC Board of Directors Meeting
Minutes
August 13, 2012
Via Conference Call**

Meeting called to order by Chairman Salgado at **11:01am** Eastern Daylight Time.

Board Members present - Chairman Salgado; CEO Tee Rowe, Georgianna Parkin, Secretary; Allen Adams; Gayle Kugler; Marc King, Vice Chairman; Jim King; Jim Heckmann; and Diane Howerton.

Board Members absent- Brett Rogers; and Mike Young.

Guests: Christian Conroy; Carol Lopucki; Mark Petrilli; and Bill Carter.

Approval of Minutes:

Approval of the June 11, 2012 minutes was moved by Allan Adams, seconded by Jim Heckmann and approved by acclamation.

Approval of the June 12, 2012 minutes was moved by Gayle Kugler, seconded by Diane Howerton and approved by acclamation.

Approval of the July 16, 2012 minutes were moved by Gayle Kugler, seconded by Allan Adams and approved by acclamation with one correction noted on the cost of the technology certification from \$13,000 to \$3,000 per individual.

Chairman Salgado discussed the agenda for the call and two new agenda items were added: A potential MOU with the Baldrige Program and the Money Smart training Alliance. Members then indicated they desired to discuss the status of the joint impact study with SBA; time at conference for the board to meet in executive session and to follow-up after the board elections to elect officers.

Financial Report - Tee Rowe

Tee noted an influx in registrations for the conference and no unusual expenditures during the past month. The Prodecx payment remains outstanding. Tee discussed sending a letter to them requesting payment and the need to possibly file suit for a judgment.

Prodecx owes the ASDBC approximately \$21,000 for registrations received for the AES compliance seminars. The company has had problems with the IRS and its assets were frozen. The judgment costs would be approximately \$4,000-\$5,000. Tee indicated the owner is solvent yet the lien by the IRS prohibits him from paying us. After discussion it was finally recommended that Tee call the owner and indicate that the ASBDC Board wants to pursue getting paid and that perhaps they could agree to an amenable solution such as paying in installments.

President's Report/Legislative Update -

Congress is in recess not much has happened. There will be about 7 days left in the House and Senate when they return before elections. The House has moved 7 of the 12 appropriations bills and the Senate has moved none. He believes we will have a 6 month CR through March which would keep the SBDC program at \$112.5 million. Ann Bradbury has

indicated to Tee that she is going to approach OMB in attempt to get a 90% allocation of funds rather than the normal quarterly allocation. This would allow SBA to issue NOA's to most programs in November. Reauthorization is dead.

The AEO bill tying entrepreneurship to the workforce investment board probably won't move as it blurs the lines between Dept. of Labor and SBA and there is no incentive to move anything ahead.

Supplemental Funds: SBA wants to allocate funds back to the 19 minimally funded states to bring them back up to their original budgeted amount. Because of the small dollar amounts and the fact that proposals submitted had the higher budget figure, SBA indicated they do not have to process amendments to release the funds.

Boots 2 Business: SBA wants to utilize some of the supplemental funds for the 4 pilot programs.

LA IDEA- There is frustration that this has not been a highly organized event. Tee reiterated that SBA would like states to use unexpended Jobs bill funds if they wish to participate.

\$400,000 of the \$1 million will be devoted to Disaster. Colorado indicates it needs \$100,000. Tee noted that half of these funds expire on September 30, 2012 and the remainder will expire on September 30, 2013.

Some State Directors have indicated that the need for drought assistance is significant. Economic Injury and Disaster loans showcase drought loss for business but don't match up well with SBDCS. All acknowledge that there is significant impact but questioned how the programs should be structured. There could be significant impact in rural areas. We were also reminded that we have not entered into hurricane season yet. Tee also questioned whether \$400,000 would be enough. SBA allocated one million dollars last year.

Old Business

1.) Conference registration

Registrations are rolling in. The hotel is almost full and Tee suggested everyone desiring to attend make their room reservation now. The ASBDC has made no overflow arrangements yet as they do not feel a need to do so and last year the Association got burned by an overflow that was set up and then returned rooms eliminated the need for it. As of today there are 1,072 registrations and the ASBDC expects more. He perceives no problems with the budget, sponsorships etc. Al indicated the Organization of American States is bringing in members to attend and they have been offered a daily rate for Wednesday. They have invited the State Directors to a Tuesday reception next door to the Membership meeting. Senator Mary Landrieu can't attend the conference but, her staff will be there. International trade sessions will take place on Thursday and Al encouraged the 8-9 states with strong International programs to attend. Tee indicated the early bird registration fee expires on August 14, 2012. In addition, Tee indicated the number of exhibitors may be down a bit but patron sponsorship is up and we will do better than break even.

2.) Board Elections – All nominees returned the completed template which was sent out to the membership. We have 8 nominees for 4 seats on the Board. Elections will take place on Tuesday at the membership meeting, We will have a follow up meeting on Wednesday or Thursday for office elections, discuss other issues and a time for an executive session with the new board. Tee will follow up.

3.) Marketing/ Branding –

At the June meeting the Board agreed that the concept: “America’s Small Business Development Center” would be presented to the membership at the fall meeting. Tee stressed we are trying to get individuals who don’t know us to recognize us.

There are several components to the marketing and branding issue:

Want do we want for a logo and color scheme?

Tee indicated he has a call with the graphic artist and committee and will come up with something to present to the membership. We also need to tune up the website. There will be a landing page for individuals as well as a private back page for the membership. We have a potential 37 million customers we can reach out to. It was mentioned there might be a different tag line needed depending on the market one is attempting to reach. Mark Petrilli suggested that any approach we take regarding a tag line must be simple and concise so it would encourage usage by every member. He also suggested that any identifier should be spelled out, be clean and concise.

One suggestion Mark presented was using America’s SBDC and use wording spelling out Small Business Development Center in a circle around America’s SBDC. It was suggested that we use the exact three colors in the American flag. It was also reinforced that this is an association logo and we should not force its use on any member. Members can use it as an affinity/affiliation mark. All believe if we have a good association logo and member states won’t have to re- brand to adopt it.

The Board was concerned that we have a plan to present the membership for discussion, and that any decision we arrive at needs to be made by consensus. The board indicated that any plan needs to come to the Board for review and then be sent out to the membership at least a week before conference so they can digest, review and form opinions to discuss.

There was a very brief discussion on the money smart training alliance as most just received the email nothing was decided it was stated that this is an SBA optional program.

Tee then discussed the small business lending program which was created under the JOBS bill. This is a small business lending program at the state level. The Treasury is involved with the program and has requested some time at conference to speak with the membership about the initiative and want involvement particularly by states who are involved currently with the program. Treasury desires to increase SBDC involvement with the program.

SBA/ASBDC Joint impact Study:

Jim King indicated that with respect to the joint impact study SBA is exploring whether they get authorization to proceed. This has been in limbo for 2 months.

Jim King mentioned that we should take a formal vote authorizing Tee to proceed in contacting Prodex to receive payment. Jim made a motion to authorize Tee to explore all options available to collect the \$21,000 due to the ASBDC. The motion was seconded by Gayle Kugler. The yea votes were: Jim King, Gayle Kugler, Allen Adams, Marc King, Diane Howerton, Georgianna Parkin, and Al Salgado. A Nay vote was cast by Jim Heckmann.

New Business

Al discussed the possibility of working out an MOU with Baldrige around servicing high growth companies. Some questioned whether this might present a downside for the SBDC's. It was stated that NIST has cut Baldrige loose and the MOU would be with Baldrige and not NIST. Some questioned the status of Baldrige i.e. is it a not for profit? Others questioned whether an MOU would bind us financially to them. Al is going to proceed to obtain a draft MOU to the Board for review and consideration which would not bind us financially.

Motion to Adjourn - Offered by Gayle Kugler, seconded by Diane Howerton and approved by acclamation. The meeting adjourned at 12:26pm.