

**ASBDC Executive Board of Directors  
Conference Call  
Minutes  
December 10, 2012**

Meeting called to order by Chairman King at 10:32 am Eastern Standard Time.

Board Members present - Chairman Jim King; CEO Tee Rowe, Georgianna Parkin, Vice Chairman; Diane Howerton, Secretary; Mike Young, Treasurer; Allan Adams, Christian Conroy; Jim Heckmann; Marc King, Mark Petrilli, and Brett Rogers.

ASBDC Personnel: Donna Ettenson, Brett Thibodeau.

**Approval of November Minutes** – The minutes were approved as presented with a motion by Mike Young and seconded Brett Rogers.

**Treasurers Financial Summary** – Mike Young, Treasurer reported needing more time to review the financial statements as the income appears higher than expected; Mike asked Tee about outstanding expenses. Tee did not think there were any significant expenses. Mike will be meeting with Tee and Donna the 2<sup>nd</sup> week in January on the accounting and finalizing a proposed budget to present to the Board during the January meeting.

Tee stated that invoices were sent last week to the Foundation along with a Fed Ex letter to Prodecx. Tee had a meeting with Chemonics and an invoice will be submitted by year-end.

Jim King suggested giving some thought to budgeting funds for committees, particularly the legislative committee. Mike Young indicated this has been done on an ad hoc basis in the past.

**President's Report / Legislative Update**

Tee said that he cannot tell us anymore than what we see in the papers. Tee is working with Melissa Zimmerman with Senator Durbin because of Tee's concern about SBA holding back funds and then taking a big cut from the SBDC budget. She does not think this will happen because of the support from the Legislators for the SBDC program.

Jim King will be testifying this Thursday, December 13, 2012 on disaster assistance. The focus: how important the SBDCs are to SBA and disaster assistance. Tee thinks this could end up with a tentative agreement with Congress whereby the SBDCs would receive funds to provide assistance when a disaster area is declared.

Jim King recommended a report out to the state directors about this briefing and an update on the political climate at the end of the week.

Mark Petrilli asked about Congress making some decisions by the weekend and Tee said the drop-dead date is 12/21/12. Tee expects to see a basket of deductions with entitlement reforms being addressed.

Christian Conroy asked Tee, "What will happen to our funds if the Continuing Resolution is continued throughout the year?" Tee said that we would receive funds at the 2008 rate. There was discussion on this topic and the language in the Notice of Award.

Carol Lopucki asked if there is any indication that we can get our notice of award before the holiday closings; Tee will follow-up with Carroll and Chancy. Jim King suggested a target date of Dec 15<sup>th</sup>.

### **Foundation Board**

Jim King said the four SBDC Directors have agreed to serve on the Foundation Board: Kristin Johnson, Janet Roderick, Kristina Oliver, Doug Gurley. There was a Foundation Board Conference call this morning with the next Board call January 23, 2013.

A meeting will be held this Friday, 12/14/12 with Brett \_\_\_\_\_ SBA and Citibank regarding a Veteran's project. Jim is positive about this meeting but cautious. Mike Young asked why does SBA need to be in attendance as the Foundation is a private entity. Jim said that Citibank requested that SBA participate in the meeting.

### **OLD BUSINESS**

**SBA Awards:** Concern was expressed about some of the language that legal counsel wrote regarding the requirement that new income areas be pre-approved. The legal staff wants to assure that any fee for service programs are not in conflict with free consulting. Jim said that Ann Bradbury tried to get this resolved before Carroll Thomas became Associate Administrator, but was unable to do so.

Christian Conroy asked about the law that General Council is citing to authorize them to add language their micro managing the program? Tee said they are referencing the Small Business Act.

Jim King indicated that the requirement to have SBA approve website updates and changes was supposed to be removed from the NOA. Jim will check on what's included in the NOA and let the network know the Board's position.

**Economic Gardening:** Jim King indicated some state programs are getting traction on Economic Gardening; some co-oping their own program and some are opposing. He asked for some opinions and Carol Lopucki provided insight as the Lowe Foundation is based in Michigan.

Carol's Summary: The Lowe Foundation is going through a transition and Mark Lange stepped down as Executive Director. Chris Gibbons is building a national committee and infrastructure. The organization had difficulty working with state governments to get the program launched so their approach is to work with the EDCs. There is a pilot program started in Michigan which they anticipate expanding to other EDCs focused on 3 areas:

1. Economic training
2. CEO roundtables
3. Research

Carol recommends a focus on Growth companies and not 2<sup>nd</sup> tier companies because many don't know what 2<sup>nd</sup> tier companies mean; lack of definition.

Jim King asked Carol to be the lead person on this development, which Carol agreed. Carol indicated that we need to work on our messaging relative to this initiative, as there are some important opportunities for SBDCs. Mark Petrilli agreed with the importance of this messaging for the marketing and legislative committees.

Bill Carter indicated the Lowe Foundation is using a college as their agent in Tulsa. Jim King will follow-up and develop an interest group. Christian suggested having this topic discussed at the April meetings whereby there is a breakout group.

America's SBDC – Logo/Messaging/Marketing Plan: Mark Petrilli reported the committee has drafts on the logo to get to the Board once Jim and Tee have reviewed. They want to do this as quickly as possible. Kristina Oliver, committee chair reported on the work of this committee. They are restructuring the co-chairmanship and reworking the workplans. Timelines with initiatives to have ready by the April meeting. The committee is meeting again next week. Their big goal is to have this wrapped up by the end of May. They are developing a graphic with a one pager on the specifics. An overview of the timeline:

1. Logo and standards by the January Board meeting
2. Message and branding information by the February Board meeting
3. Legislative and outreach information by March
4. All the materials completed by April for the Spring meetings
5. A welcoming packet for new members

Jim suggested the information be emailed to the Board and then to the membership. Mike Young said it would be helpful for Mark Petrilli to update the workplan and then asked who was keeping this updated. Jim indicated no one was responsible yet and if there is not a volunteer, he will ask a Board member to assume this task.

There was discussion about the America's SBDC being spelled out as everyone does not know the acronym.

**Committee Liaison Groups:** Jim asked for reports and reminded everyone of the need to meet with their respective committees and complete their work plans with timelines, objectives and outcomes. Please talk with your committee chairs.

Carol asked if there is a template and Jim indicated there is a summary sheet at the end of the matrix. He will resend later this week.

Jim King has made the Disaster Preparedness committee a full standing committee because of the important of the topic. Mary Lynn Wilkerson has agreed to serve as chair with Barry Parker as her associate. They are making an effort in the Senate to recognize SBDCs in appropriations when disasters are declared. Mary Lynn is in the process of developing work plans.

**ASBDC Communications position:** Tee spent time with April Farms who was hired to focus on communications. They are developing a work plan and in good shape to have this in place by year-end. Tee said there are press release services, which they are considering and he wants to explore all options before there is a new hire.

SBA Policy on Letterhead: Tee will follow-up with Carroll Thomas on this request. Tee would also like to have the Office of General Counsel give a letter about the interpretation on policy regarding future and current governance.

ASBDC Reserves: Mike Young reported that he, Jim Heckman and Georgianna had a conference call last week and Jim suggested reviewing the history of the reserved and prepare a report. They also agreed to have a document for the January board meeting that addresses:

1. The restriction on the reserves
2. Why the reserves were established and how are the funds to be used
3. Document in the financial statements the amounts that are reserve funds.

### **New Business:**

**Early interdiction for SBA Loan Problems:** Jim indicated that Michael Chodos has not had a meeting with finance but plans to do so. There is nothing to report yet.

Board members expressed concern about being the source for last resort. Rather, if we can work with clients prior to loan approval then we can be of assistance. Jim said this is a pilot program and he indicated there are signed in the process where we can provide help.

**Working with NIST's Manufacturing Extension:** Jim thinks it is Carroll Thomas sending out information on MEPs and will follow-up. He is not sure where this is going. Mike Young said in Texas the MEPs are targeting family owned businesses, particularly with exit strategies and expansion planning. Christian Conroy said the MEPs have been a program in PA for about 6 years with fees about \$10,000.

January Board Meeting: The meeting will be held at the Peabody Hotel in Orlando, 1-30. Monday is a travel day with meetings all day Tuesday, 1/29 and half a day on Wednesday, 1/30. No in person Foundation meeting is planned at this time, rather a conference call to save on funds.

**Membership and Committee Benefit Summary.** This was added to the agenda without comment.

**ASBDC Newsletter Board Profiles:** Jim said that each of us should take a turn at presenting some information in the newsletter. Diane Howerton, Secretary will be the next profile followed by Mike Young, Treasurer. The Board membership at large will then submit information aphetically with the newsletter due dates on Thursday.

**Other Business: Marc King's retirement** and the need to have a Board Representative from the Associate Directors. Marc said there are 6 nominations with one not eligible and 3 willing to serve. Marc will create a ballot for the Associates to vote.

Mike Young reminded the Board about the policy in the By-Laws that the Board has the authority to appoint someone to the Board who the State Directors approve. Then during the September meetings, there will be a vote of the full membership.

It was suggested this new Board member be selected in time to attend the January Board Meetings. Marc will get a survey out immediately to the associate directors and report back to the Board.

**Boots to Business:** Brett Rogers reported on a meeting in Washington that included a couple of SBA representatives from Central Office plus the local SBA district offices. He expressed the troubling nature of these meetings because of the potential demand of resources with the SBDCs for these reasons.

1. DOD is not interested in the 90-minute video but a 2-day workshop, every week for 8 days a month. The Marine Core opted out.
2. There is no funding to support the 2 days

It was asked who wrote the 2-day curriculum and Brett thought some of this was from Syracuse. Jim King said he has had limited contact with the Syracuse curriculum as it was not very useful. Jim said he needs to touch base with Michael Chodos to determine if this is a national effort or a local district office's plan.

With no further business, Brett Rogers moved to adjourn, seconded by Mark Petrilli. Meeting adjourned at 12:06 pm EST.