

**ASBDC Board of Directors
Conference Call Minutes
February 19, 2013**

Meeting was called to order by Chairman King at 11:00 am Eastern Standard Time.

Board Members Present - Chairman Jim King; CEO Tee Rowe; Georgianna Parkin, Vice Chairman; Diane Howerton, Secretary; Jim Heckman, Christian Conroy, Mark Petrilli, Allan Adams, Mary Peters; and Brett Rogers.

Absent: Mike Young

Non-board members present: Carol Lopucki, Kristina Oliver, Doug Gurley, Gayle Kugler, Jeff Eckhoff, Brett Thibodeau.

Approval of January Minutes: The January minutes were reviewed by the full Board prior to the February conference call for additions and clarifications. With the revisions, the minutes presented for this meeting were approved with a motion by Brett Rogers and seconded by Jim Heckman.

Financial Report: Tee Rowe provided the 2012 financial report and indicated that January is a slow month for incurring expenses. The salary changes as approved by the Board at the January meeting is the only expense increase. Tee is accessing the best way to move forward with a debt collector who is reasonable to recover PRODECX's outstanding debt.

President's Report:

Tee Rowe provided an update on the trademark for the logo. He sent information to the attorneys who conducted a preliminary search that resulted in no apparent conflicts. Tee will forward to the Board the email from the attorneys. He discussed this issue with Andrew Sherman who said the biggest conflict is actually becoming less specific from the SBDC acronym to America's SBDC. Andrew suggested a supplemental registration, which is not as strong as a full trademark. The objective is to use this for several years and take adverse possession. This will put everyone on notice that we are trademarking the "SBDC". Additionally, Tee can ask his Congressional contacts to insert the words "also known as SBDC" which locks the name in statute.

Jim King said to please make sure the "T" designation is added to these discussions.

Jim Heckman stated that having the logo trademarked can be seen as a threat and get people to back off, Tee agreed.

Jim King expressed concern about getting this resolved in time for the April meetings. Tee expected this process should be finished this week and in good shape for the Spring meetings.

Legislative Update: Tee fully expects sequestration to take place unless there is a compromise. He is formulating the impact for a 5% and 8% reduction in SBDC allocation. He has meetings with Congressional staffers on Wednesday and he also spoke with Congressman Graves earlier. They believe the Administration is making life as difficult as possible to frustrate the GOP.

Brett Rogers asked if there are any developments on the replacement for Karen Mills, what signaled her departure and asked if this was a surprise. Tee said yes, this was a surprise, which Jim

King agreed. They indicated that her son is very ill with brain cancer and it's for these reasons she resigned. There was a brief mention on a proposed Department of Business, Export and Trade and if this had any impact on her decision.

Jim King said that Administrator Mills called him and Tee shortly after her announcement. She was very gracious and complementary on the SBDC program. Jim stated that originally she was not a SBDC fan but she is leaving the Administration being very impressed with the program and results. Tee announced that Marie Johns is also leaving the agency.

Mark Petrilli asked when Tee plans to present the 5% & 8% budget reduction allocation to SBA and Tee indicated this week. Tee has had no further discussion with Carroll Thomas.

In absence of Mike Young, Jim King presented Mike's request to add four individuals to the accreditation committee: Diane Howerton, Sherman Wilkerson, Kristina Oliver, Nancy Jackson. Jim King said that he did not see and issues for these nominations to move forward for Board approval.

MOTION: A motion was made by Mark Petrilli and seconded by Georgianna Parkin to accept the above names to the accreditation committee. Motion passed.

Old Business

America's SBDC – Logo/Messaging/Marketing Plan

Mark Petrilli said the legislative committee has a sub-group on the messaging piece and Christian Conroy will provide an update later on this call. Overall, everyone saw the draft of the logo guidelines with the big piece being able to move forward with the graphics in time for the April meetings.

Jim King reminded the Board that a substantial effort from this committee has taken place and he is most grateful. He is pleased with the outcomes of the committee and sees this as a spotlight at the April meetings.

Technology Committee Survey

Carol Lopucki provided a thorough overview and insights on the "T" survey with 55 lead center responses. She emailed the Board her summary points, Ah-Ha's and Recommendations. (Summary points attached to the final minutes)

Allan Adams asked Carol how many states plan to apply for "T" accreditation and Carol indicated four states. There was a discussion on using the "T" in the name and Carol will reach out to those states who are applying to determine how they plan to use or not, the "T" in SBDC.

Jim King commended Carol for doing a great job on getting this information and asked for an endorsement for her to proceed. All of the members of the Board were in agreement for Carol to move forward on her recommendations. This would be an agenda topic on next month's Board call.

MOTION: A motion was made by Allan Adams and seconded by Mark Petrili for Carol Lopucki to move forward with her efforts on the "T" initiative. Motion passed.

Legislative Agenda

Christian said that the committee has made considerable progress on the message, refining and updating in order to better communicate with members of Congress. The message is structured into three board talking points. This information will be used when meeting with legislators along with leave behind point pieces.

Mark Petrili and Christian indicated that key words and phrases would be in highlighted in bold for emphasis. Jim King said an effort was being made with the 2013 legislative message to not be contentious and if left behind, the document would not cause problems.

There was a discussion on the message emphasis that could resonate in some states more so than others; i.e., disaster preparedness and defense spending. Brett Rogers said that a key phrase that applies equally to all SBDCs relate to the value of the consulting. Christian indicated that the Committee wants to distinguish the SBDC program from the 52 other entrepreneurial programs. Emphasizing: The power of the network, a national infrastructure and how to leverage the program in different ways.

In order to help inform the network on the legislative messaging, there will be two webinars scheduled: March 5, 4 pm EST and March 14, noon EST.

New Business

Mary Peters sent an email on changes to the bylaws that addresses the process on having an Associate State Director represented on the Board. She would like to enhance the power of the associate state directors, increase their participation while limiting the voting to one per state. Additionally, she recommends the association not maintain the official list of associate state directors.

Mark Petrili said that official list of designees is required to be maintained by the Association just as the state directors list is maintained by ASBDC which Jim King agreed.

The information Mary provided will be sent out again for everyone to have another review. It was also stated that Board minutes should not be sent out prior to Board approval.

Christian asked about an update on the fiscal health survey response. Jim King indicated that he has an 83%-84% response but wants 90% response. Jim plans to contact directly those states that have not responded to the survey and Jim would like to send out the raw data next week.

Christian also asked about receiving any information from SBA as they stated during the January Board Conference call they would provide. Tee indicated that he has not received the information on the Jobs numbers and the confidentiality policy regarding the contractors who are implementing their survey.

Tee said SBA should have their impact survey completed by March 1. Therefore he will move forward with the Chrisman survey for April.

With no further business Brett Rogers made a motion to adjourn and Allan Adams seconded. The motion passed and the meeting was adjourned at 12:22 pm EST.