

**ASBDC Board of Directors
Conference Call Minutes
March 11, 2013
DRAFT**

Meeting was called to order by Chairman King at 11:02 am Eastern Standard Time.

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

Board Members Absent: Mary Peters

Non-board members present: Carol Lopucki, Al Salgado

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

Financial Report: The financial report was provided to the Board members on Monday, March 11, 2013. There was no discussion.

President's Report:

Tee Rowe said the conference committee met in Orlando and worked out the room assignments. All the plans are moving along smoothly for the September conference.

Legislative Update: Tee said the Senate is amending the funding bill that was passed by the House. Mary Collins through Senator Shaheen's staff hopes to restore some of the cuts and soften the blow on both sides, resulting in the SBDC being funded at the 2010 level. Tee expects the CR to be resolved later this week in the Senate and go to conference over the weekend. There is no desire on both sides of the isle for the government to shut down. The Republicans are happier with the sequestration issue because they won the media battle.

Marketing: Tee sent a draft of the marketing plan for the Boards review. Mike Young asked who developed this plan and if this was reviewed by the marketing committee. Tee said that he and April developed the draft and that he will send to the marketing committee. Mike said the marketing committee should have input into this document.

There was a discussion on the disaster bill because Meredith who works with Senator Risch of Idaho is concerned about our support for the disaster bill because of the collateral issue. SBA is still aggressively seeking personal collateral on disaster loans.

Tee discussed with Meredith the intent of the ASBDC supporting this legislation as this amends that SBDC geographic service restriction for the purposes of providing disaster support and assistance. He discussed with her the need to ease collateral requirements and help improve the flow of disaster funds to small business applicants.

Allan Adams asked if this is an observation or advocate position. Tee said, observation. Jim King indicated that the collateral issue is a narrow band and SBA is over collateralizing everything. It's very difficult to get a disaster loan.

Jim Heckmann said that during the 2008 floods in Iowa, there were a large number of businesses owned by people in their 50's. The collateral demand upon the personal residence caused several to decide to close their businesses because they were not willing to give a lien on a fully or nearly paid home so close to retirement. There was a discussion on SBA's heavy-handed collateral requirement issue and it was suggested that Jim King needs to explain these issues and concerns during the upcoming hearings. Mike Young added that on a recent 7(a) application, SBA is asking for one-to-one collateral and they are getting aggressive on this issue; we need to keep stay on the pulse of these concerns.

Jim King asked if there were any concerns on signing the Mutual Aid Response. Mike Young has concerns about the document having the appearance of a contract. If so, then Mike needs to send to their legal department. Jim Heckmann said that in its present form, this looks like a contract.

Jim King said the value of the legislation is that state lines do not restrict us from providing assistance when a disaster occurs. Mike Young agreed to send some recommended language. Brett Rogers suggested staying away from obligations to support with resources.

Logo/Messaging/Marketing Plan

Tee sent communications from Venable and we are to move forward using the improved logo. Mark Petrilli asked (1) When will the Association change the logos on the website and (2) with April on leave beginning this summer, how will this effect our plans for implementation? Tee said he is planning to hire someone this summer while she is on leave. April is taking proposals to redo the website. The new logo will be out in the next few weeks.

There was a discussion on the branding and the desire by the Board to get the branding guidelines out to the network as soon as possible. It was suggested that the Board provide Tee with input on the branding guidelines, and then the Board Members send to the liaison groups.

Old Business

Tech Commercialization – Open Conversation: Q/A with Carol Lopucki

Carol Lopucki provided a summary, analysis and proposed actions/decisions document. Carol presented a very thorough report and the Board supports her recommendations to move on the tech standards. (to be included in the final approved minutes)

Christian Conroy discussed the need to have the tech standards integrated into the overall standards in order not be redundant. The Board supports Carols request to provide feedback on tech accreditation standards to the accreditation committee. Jim King suggested adding a non-T state to this committee and Carol agreed.

Jim King thanked Carol for her great summary and time on this special interest section.

Boots2Business Issues

Christian Conroy addressed his concerns about the Boots2Business requirements being made by SBA on the SBDCs in Maryland, Virginia, and DC. This is causing undue stress and costs to the programs. He cited the following:

Maryland is being expected to conduct 32 all programs without any additional funding support or changes in their core program goals. It took five counselors and one training coordinator to complete two days of training. The Capital Region was responsible for training 7 of the 8 modules. This will also be the case for the remaining training sessions.

Number of Counselors:	5 hrs
Training Coordinator:	1 hrs
Prep Time:	22 hrs
Onsite time:	26 hrs
Travel:	9.5 hrs (miles to the base, minus their normal commute)
Total:	47.5 hrs

If they have 14 more sessions, that means they will spend 665 hours to complete Boots2Business. This number could be a little lower given the potential for less Prep Time. Nonetheless, this represents roughly 83 days of their time.

Mark Petrilli said that SBA is not flexible regarding the curriculum and they are expecting us to deliver these materials. Jim King will address this on his conference call with SBA and Michael Chodos.

Further Explanation on Business USA

Mike Young wanted to know more about Biz USA and Tee said this is an outgrowth of the Dept. of Commerce. He said DOC is not coordinating this very well and they don't have a good idea on how to do so. Mark Petrilli said that the site is not getting a lot of hits.

New Business

National SBA OSBDC Advisory Board meeting April 16, 2013.

Christian Conroy said that the Maryland, DC and Virginia SBDCs have been asked to meet with the National SBA OSBDC Advisory Board on April 16. They are wondering why the national board is not requesting to meet with either all SBDCs or a representative national sampling, or least all of region 3. They feel they are being unfairly singled out because they are local to the DC area.

Tee said that normally this Advisory Board makes site visits but because of a lack of funding, this could be the reason for inviting the local SBDCs.

Tee said that he would find out more information. Kevin Harper might be the point person but he is not sure. Tee will make sure the Advisory Board is invited to the member lunch on Monday and they are seated with difference groups. Tee will address this with SBA on Tuesday and will confirm with Christian in order for Christian to provide a response to these SBDCs.

With no further business Mike Young made a motion to adjourn and Brett Rogers seconded. The motion passed and the meeting was adjourned at 12:02 pm EST.