



ASBDC Board of Directors  
Monthly Board Conference Call  
Tuesday, October 15, 2013  
10:00 am Eastern Standard Time

**Call to Order:**

Chairman Jim King called the conference call meeting to order at 10:03 am Eastern Standard Time (EST).

**Board Members Present:**

Tee Rowe, CEO	Allan Adams, Member
Jim King, Chairman	Christian Conroy, Member
Georgianna Parkin, Vice-Chair	Diane Howerton, Member
Janice Washington, Treasurer	Greg Panichello, Member
Mary Peters, Secretary	Mark Petrilli, Member
	Mike Young, Member

ASBDC Staff: Brett Thibodeaux

Non-board members participating on call: Mary Stanford/Tennessee, Jim Heckman/Iowa, Bill Cummins/Alabama

**Approval of the September Board Minutes and Board Elections:** The minutes were reviewed by the Board and approved as presented by with a motion to accept the minutes as presented by Greg Panichello and seconded by Mark Petrilli. The minutes were approved.

**Treasurer's Report:** Janice Washington was driving, so Tee led the discussion of projected ASBDC conference financials. The Board's expectation of breakeven was realized with 86% of budget and attendance (1,400 anticipated and 1,100 actual). While sponsorship revenue was slightly up, exhibit attendance was down due to the absence of federal agency. The possibility of raising conference attendance fees was discussed and dismissed. Survey responses were overwhelmingly positive from the attendees on the content and the overall event. Sponsors and exhibitors also report satisfaction with the event. It was agreed that the improved signage and related rigging costs were a good investment.

**Action Items – Tee Rowe was asked to publish the conference survey results in the ASBDC newsletter, along with publishing the rationale behind lack of coffee and food on the first day (to control registration costs).**

**President's Report:** Legislative Update - Tee Rowe speculated that the Senate and House are inching toward making a deal, with a resulting detailed budget plan by mid-December and Continuing Resolution thru mid-January. Limited congressional staff is available to facilitate hearings. Tee has passed along client feedback and feels that an SBDC client may be testifying before one hearing today. Should a CR be passed thru mid-January, there is not yet any feedback on how SBDC budget will be handled – hopefully clean/retroactive with regard to funding. Timing on budget plan, CR and sequester cuts very complicated. With regard to SBDC, CR will continue at current sequestration rates, then the question becomes the sequestration rate for SBDC being set by SBA. Unsure of how much input SBA

CFO, OMB, and Acting Administrator (Jeanne Hewlitt) will have on the final decision. The effective date of the CR will be critical. Legislative Committee may be re-engaged in early November.

**Action Items - Tee will research how retroactive funding situation was handled in 1995. Tee will also explore ways to communicate with the agency during the shutdown period. Tee will consider urgency and appropriateness of actions to be taken in support of a healthy appropriation level in the short term and next year.**

**Old Business:**

Reserves & Risk Management Consultant – Financial specialist at Morgan Stanley, Peter \_\_\_\_\_ indicates a 70/30 bond/equity strategy with a recommended minimum level of 60/40 based on current bond market

**Motion – Motion was presented for Tee to approve the 60/40 recommendation with authorization to explore maximum/optimum recommendation and report back to the Board by Greg Panichello and seconded by Mark Petrilli.**

Website – Update on RFP: Four proposals were received. Recommendations will be ready for November board meeting. Budget is \$30,000. Target launch March/April 2014.

**Chairman's Report:** Jim King

Update on 641 situation – OMB response was not what was hoped, but situation is in limbo due to federal shutdown. Issue may be resurrected, so ASBDC may need to communicate with members as to the various.

Housekeeping/Various: Planning survey to be sent soon, liaison lists updated , cell phone updates requested of newer members.

**New Business:**

New Logo implementation - adoption of new logo almost complete. Communications and Marketing Committee – Mark Petrilli (level of adoption varies) Tentative timetable forthcoming. Focus on establishing tools, guidelines and information to ease adaptation and implementation of new logo and related national ad/brand campaign.

ASD Working Group – Curriculum Assessment Team: evaluating Georgia curriculum and will have recommendation regarding feasibility of adaptation by America's SBDC as optional, branded curriculum.

Update on trademark of America's SBDC – supplemental registration being sought. Tee to further research and report at November meeting.

A motion to adjourn was requested by Jim King: First made by Greg Panichello, second by Mark Petrilli. Motion was unopposed. Meeting adjourned at 10:22 am EST.

**Forecast of Upcoming Meetings:**



Board Meeting: November 20-21, 2013 Alexandria, Virginia  
Board Call: December 9, 2013 10 am EST  
Board Meeting: January 27-28, 2014 Washington, DC  
Board Call: February \_\_, 2014 10 am EST  
Board Meeting: March 23, 2014 Washington, DC  
Membership Mtg: March 24, 2014 Washington, DC  
Capitol Hill Visits: March 25-27, 2014 Washington, DC  
Board Meeting: June 17-18, 2014\*

*\*Tentative*