



BOARD OF DIRECTORS

MEETING MINUTES

September 4, 2017

*Supporting the Success of its
Members – America's SBDCs*

Canal A Boardroom, Gaylord Opryland Resort

OUR SHARED MISSION

Deliver high-quality, professional business advice, education, and information that generates meaningful results.

OUR SHARED VISION

America's SBDCs are highly valued for driving economic prosperity.

ASBDC'S PURPOSE

To support the success of its members.

BOARD OF DIRECTORS OBJECTIVE

To establish the Association's mission, vision, strategic direction, approve the Association's budget and operations plan, and appoint and evaluate the performance of the Association's President, including setting compensation.

The meeting was also hosted on WEBEX

CALL TO ORDER The Chairman called the ASBDC Board of Directors meeting to order at 8:41 CST.

ROLL CALL

The Secretary completed the Board of Director roll call.

PRESENT	BOARD MEMBER	NOT PRESENT
X	Michele Abraham (South Carolina)	
X	Terry Chambers (Washington) Sec'y	
X	Christian Conoy (Pennsylvania)	
X	Bill Cummins (Alabama)	
X	Mark Langford (Texas)	
X	Michael Myhre (Florida) Chair	
X	Greg Panichello (Kansas) Treasurer	
X	Georgianna Parkin (Massachusetts)	
X	Katie Sewell (Idaho)	
X	Janice Washington (Arizona) Vice-Chair	
X	Tee Rowe, Association President	

APPROVAL OF THE MINUTES - Secretary Chambers noted that the AUGUST 21, 2017 Board of Director (BoD) Meeting Minutes had been sent out to the board and all revisions had been made in the version the Chairman included in the BoD Meeting Packet. The Secretary asked for a motion to approve the minutes. Greg Panichello made a motion to approve and Katie Sewell seconded the motion. The BoD voted unanimously to approve the minutes.

The Chairman reviewed the below Board action items and the meeting agenda.

OPEN BOARD ACTION ITEMS

ITEM	DESCRIPTION	PARTY	STATUS
1	Obtain final 2016 Auditors Report	Rowe	Completed – Included in 9/4/17 Board Packet
2	Send legislative request letter to SDs and request they send to House Members.	Rowe	Completed – Sent call to action email to all SDs on 8/28/17

3	Meeting with Senator Risch (R-ID), Chairman of the Senate Committee on Small Business and Entrepreneurship	Sewell	Will Update Board at 9/4/17 meeting
4	Disaster "Open for Business" Proposal	Myhre	Open - Board Action/Motion Needed to Move Forward

CURRENT COMMITTEE, INTEREST SECTION AND MEMBER REQUESTS FOR BOARD ACTION:

ITEM	REQUESTED ACTION	MOTION/STATUS
1	<p>From Accreditation Committee:</p> <p>Change policy concerning the appointment of new Accreditation Committee Members</p>	<p>Proposed Motion:</p> <p>The Chair of the Accreditation Committee shall have the authority to select new committee members 1) who meet the committee's policy requirements for member eligibility and qualifications, 2) who have been vetted by the Accreditation Committee New Member Subcommittee, and 3) who have been approved by a majority of the members of the Accreditation Committee. The Chair of the Accreditation Committee shall present a current list of the members of committee, including specific identification of new members, in the committee's regular report to the Board of Directors.</p>
2	<p>From Conference Committee:</p> <p>Take action on Core Competency Report and Recommendations provided by the Core Competencies</p>	<p>Lyle Wright, Core Competency Taskforce Chair is scheduled for this meeting to make presentation of survey findings and recommendations as "New Business."</p>
3	<p>From Operations Committee:</p> <p>Review feedback letter and discuss what actions, if any,</p>	<p>Item added to agenda as "Old Business."</p>

PRESIDENT'S REPORT

I. Conference Update

Tee Rowe reported that the conference has shaped up in an excellent Fashion. We currently have 1,263 registered attendees, over 110 exhibitors and sponsors and a full exhibit hall floor. We are in line to hit our budget targets which will mean the ASBDC balance sheet will be looking solid. We are looking forward to hearing from SBA Administrator Linda McMahon at Conference on Thursday at the General Session.

II. Auditor's Report

The auditors have completed their work on the audit and it has no findings or issues. We are rather disappointed with the slow pace of the auditors' work. They came in and got all the paperwork from us several months ago, and then tax season hit and we went to the back of the line. However, we have the report and all is good. We are continuing to compile updated procedures for the association operations manual.

III. Association Business

The by-laws have been sent to the membership and will be presented for adoption at the membership meeting. Christian Conoy asked about the removal of the termination language. Tee Rowe noted that it was already included in the suspension section.

The drafting of the cybersecurity report/strategy is beginning, thanks to all those who helped with the survey. I've sent drafts to everyone on the Cyber team so they can help with the editing and drafting. Christian Conoy asked about the networks involved in the Cyber taskforce. Tee Rowe noted that several networks were involved with Mike Myhre stating that his survey to SDs and ASDs requesting interest in committees had gone out and that the responses could be used to potentially recruit added involvement in this and other committees and task groups. Mike Myhre noted that the above would be discussed at the member meeting the next day. Christian Conoy asked who was heading-up the Cyber group with Tee Rowe responding that he was. Tee Rowe said he would send out a copy of the rough draft Cyber report he had.

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IV. News Events

The drafting of the cybersecurity report/strategy is beginning, thanks to all those who helped with the survey. I've sent drafts to everyone on the Cyber team so they can help with the editing and drafting. SBDCs and their clients have been featured frequently in the last month. We were prominently mentioned in television news reports on a US House cybersecurity hearing (One America News). On Friday 8/18 Administrator McMahon spoke about SBDCs in an interview on CBS news.

Several SBDC clients were featured in news reports nationwide surrounding an event at the White House On "Small Business, Engine of the Economy."

V. SBA

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Right now, the SBA is focused hard on the response to Hurricane Harvey, the disaster office is one of their best. I’m always impressed by the response from our networks and their willingness to help. We are putting together some meetings to discuss how we can aid our colleagues in Texas. I’m hoping we can coordinate with some of the SBA folks who will be at conference.

The Administration has put out a request for regulations that small business would like to see changed, updated, eliminated or enacted. I intend to ask them to publish the updated SBDC regulation from the Advance Notice of Proposed Rulemaking that we commented upon some time ago. OSBDC is planning to release an SOP update regarding the SBDC program, I have yet to see the draft. I am concerned because I believe our operations should be conducted openly and with public comment, not through a largely unaccountable process.

SBA is continuing to discuss the Administrator’s plans for new metrics but has yet to release any details. I am continuing to push for the Association’s full involvement. Our goal is to develop a coordinated approach to goaling between SBDCs, OSBDC and the Districts. Michele Abraham noted she was also concerned about the evolution she and others were seeing with the focus of other SBA partners/providers. She noted that Score was focused on start-ups and is now was transitioning to established businesses and are being pushed to create more jobs. Christian Conoy asked for clarification on metric definitions. Tee Rowe and Mike Myhre both indicated concern about what was the motivation or who was the driver behind the change.

Tee Rowe said that there was an upcoming hearing with all SBA providers in attendance to testify about what they are doing. The meeting offered an opportunity to get everyone together to discuss roles, etc. Katie Sewell, Christian Conoy, Janice Washington, Georgianna Parkin and Greg Panichello noted that networks were getting pressure, substantial in some networks, from SBA Field Ops staff and district directors to attain aggressive metrics. Greg Panichello noted that goals should be coming from OSBDC not from field ops and that we need to help members with their conversations with field ops. Michele Abraham and Christian Conoy both noted that the pressure was coming from every level of the field ops teams. Mike Myhre agreed that it is a combined issue with directions coming from every source including the district directors, program managers and the project managers all of which were getting potentially different directions from above. Bill Cummins asked whether the WBC and Score have advisory boards as well and that they and we should have a dialog. Tee Rowe said he does reach out to them. Mike Myhre agreed that it is a good idea of the heads of all three organizations get together. Greg Panichello suggested we have an action plan to help address these issues.

Mike Myhre said that he really liked the idea of a support system for SDs and perhaps we could share final goal metrics from across the national network which might help new SDs. He also suggested that we strengthen the new SD training in this area.

VI. Legislative

House

The Congress will return from recess on September 5th. In anticipation of that, the House Committee on Rules will be meeting to set up a rule for consideration of the appropriations bills. The plan is roll all 12 bills together and pass them during the first week (9/5-9/9). Representatives Velazquez, King, Larsen and

Vargas will be offering an amendment to add \$10 million dollars to the SBDC appropriation. I believe that, with a bipartisan amendment on a popular program it should be ruled in order. There are roughly 700 amendments proposed so the Rules committee will be hard at work Tuesday and Wednesday going through them.

Senate

I met with Lauren Comeau, the staffer on the FSGG subcommittee and discussed our appropriations concerns and she was very receptive. We will need a final push with the Senate to ensure a good mark in the bill. We will be targeting Senators Moran (KS), Manchin (WV), Coons (DE), Boozman (AR), Durbin (IL), Van Hollen (MD), Lankford (OK) and Daines (MT).

On the authorizing side things are less rosy. While there was an initial understanding that Legislation would move via the NDAA the talks have broken down. Apparently, the House language was far more ambitious than the Senate wanted and things are at an impasse. This doesn't reflect our bill which is universally liked, but we have become collateral damage.

While we won't get our authorization package right away I believe we are in good shape to get report language to deal with some of our funding and carryover issues.

The House appropriations language will be passed (with our amendment I trust). It will have Trouble being approved by the Senate. The Senate minority has already expressed disapproval of the Defense package. I anticipate a fight to establish a CR by the end of the month and to get the debt limit raised.

That means the full appropriations package will be an Omnibus of indeterminate timing. We may have an opportunity to add our authorization language to the Omnibus, that will depend. I know the Senate SBC folks would like to move some legislation of their own on various topics, so I'll be working on the compromise. Michele Abraham inquired about the opportunity of the President's budget having traction, Tee said he thought the \$125MM level was still a good number through a Continuing Resolution. He expects us to know more about the dollar figure by the end of December. Tee briefly reviewed the authorization process. Mike Myhre noted that Tee was on call to go back to the Hill at any time this week so, we would have to support him at the conference if needed.

CHAIRMAN'S REPORT

Mike Myhre indicated that it has been a pleasure to serve as board Chair and thanked both Katie Sewell for her work on the operations, certification committees as well as the work she did with the Leadership committee in developing a great toolkit for SDs He also thanked Georgianna Parkin for her decades of service to the organization. He noted that the last year included a lot of adversity with two networks being re-bid, a change in SBA leadership but also included several milestones including increased funding to \$125MM, first SBDC Day, launching of our Cyber programs and more. Mike Myhre also noted the new SD onboarding process and how important it is to the Network as well as the importance of the increased leadership engagement including the level of sharing across the Network.

Mike Myhre noted that from his perspective the next areas of focus for the board include: to continue to grow funding, better tracking of impacts, and to further engage SBA leadership

I. SBA relations

Though Vicky was not at the board meeting she did attend the accreditation committee meeting and that Alan would address the BoD membership at that meeting. Both Michele Abraham and Christian Conoy

were interested in understanding Alan's talking points. Mike Myhre also said the Administrator McMann would address the membership later this week.

II. Member relations

Mike Myhre reported that the decision has been made on the new host for the Louisiana network. Christian Conoy as about the status of the re-bid of the Norther California network. Mike Myhre said that a bidder conference appeared not be holistic but focused on the technical aspects of host duties. Mike Myhre said that he has requested that a small group of SDs review the process and give feedback. The SBA said that their legal counsel had told them that could not be done as it was confidential to the SBA. Christian Conoy asked about the engagement of members of Congress and if doing that resulted in any blow-back. Greg Panichello said that the re-bid was caused by more than just accreditation issues. Mike Myhre said that he thought we needed to be careful in our engagement in the process. He said the SBA expects to have a new host in place in January.

Mike Myhre asked if there were questions concerning his report, none were noted.

TREASURER'S REPORT

I. Financials

Greg Panichello noted that the financials had be included in the BoD packets. He summarized the association's financial status.

He said that the association has about \$1MM in cash right now which put us ahead of the plan. He noted that the current plan is to end the year with the same cash balance as last year, about \$360k, and that we are on-track to do that. He also said that he expects the reserve balance to end the year the same as last year because we have earned income on the investments that closely matches the expenditure out of the reserve.

Greg Panichello said that accounts receivables are in good shape and that at this point we have generated the entire income for the year which is normal as the conference represents a clear majority of the association's income stream. He also noted that this helped support that the association is not over-charging for the conference as we end with a similar ending cash flow balance.

II. Auditor's report

Greg Panichello said that the auditors noted a minor change that needed to be made to the 2016 profit & loss and had questions concerning the de minimis rate which was cleared up with the agreement that the association would evaluate if an indirect rate was needed to be used instead. Mike Myhre noted that the financials and the auditor's reports would be uploaded to the association web page.

Greg Panichello also noted that the SBNA grant resulted in a change to the character of the financials as a results of a large dollar amount coming in and then going back out with only a 10% fee being retained as a new revenue stream. Tee said that they were considering doing a separate balance sheet for that transaction so it did not so greatly impact the standard balance sheet and cause confusion.

Janice Washington asked if the auditor had suggested we change the indirect rate. Greg Panichello said that it was a simple test of what we do and that it would probable result in no actual change.

COMMITTEE REPORTS

I. Conference Committee

Drew said that the total attendance at the conference was nearly 1,500, that there were 167 breakouts, 131 exhibitor attendees, 122 SBDC presenters (the most the conference has every had), two general

sessions and 56 exhibitors. He noted that 388 topics across 8 topics areas were submitted for consideration by the committee.

He also noted that the state stars had tickets to go to the Grand Opry show after the evening presentations. Mike Myhre said that he was impressed with what the committee has done for this year's conference and that having advisors doing more workshops was a good thing in his mind.

II. Accreditation Committee

Jody Keenan said that the committee had created new templates for the self-studies and the final reports. She said that they had made a one-word change in the marketing strategy standard to clear-up some minor confusion. Mike Myhre said that the change would require a member vote at tomorrow's meeting and that the change could be added to the PPT and reviewed. Jody also said that there are 14 reviews scheduled for 2018. She then thanked Beth Melnik for her two years of service as chair, Duane Fladland for his service as secretary. Mike Myhre thanked the entire committee for the huge commitment the members make and that he was sure the network appreciated their hard work. Mike Myhre noted that the committee had made changes to the new member process and that he felt that the committee could clearly define the eligibility and credentials of any new member. He then reviewed the revised language and made a motion to approve the revised process which was seconded by Janice Washington. The board approved the motion unanimously.

III. Leadership Committee

Bill Cummins noted the number of SD roundtables at the conference this year and the new SD onboarding process which was clearly having a positive impact on new SDs.

IV. Legislative Committee

No report was available from the committee. Tee did an overview of the new lobbyist firm that had been hired and noted that they also did work for Intuit. He noted that their background fits well with the work that the association and network need done and that the cost was \$2-3k less than the others he had reviewed. Mike Myhre noted that the board had supported the change and it was clearly a wise investment.

Christian Conoy noted that much of the change in the Obama administration came out of the President's office and he wondered what has changed with the new administration. Tee said that President Trump and Administrator McMann have known each other for years and that so far, the Administrator is driving policy changes in the agency. He noted that the President's focus on small businesses is much higher than Obama's was. Christian Conoy said that that being the case we need to be engaged with the SBA. Mike Myhre said that was correct and that he and Tee are engaged in meeting with the SBA.

V. Marketing Committee

Michele Abraham noted that the committee had three primary initiatives:

1. Millennial conference which was a success.
2. Marketing meet-up that happens this week. We will be doing flash talks and then roundtables on a variety of topics.
3. SBDC day which will now occur the third Wednesday of March each year going forward. She then showed a short video the committee had prepared on the successes of the first SBDC Day.

She thanked the members of the committee saying they are a great group and thanked them for all their work in the past year. Mike Myhre noted that it was a great event with many networks getting engaged. Michele Abraham also noted that there is a lot of information and materials on the ASBDC web site for people to use.

VI. Operations Committee

Spam said that the committee had been working on the SBA proposal to go to two-year Notice of Awards. The committee's consensus is that the change is more trouble than it is worth. The issue is that every

network is treated differently as far a carry-over is concerned. Mike Myhre noted that carry-over authority is given to the Program Manager which makes it very inconsistent across carry-over, supplemental funding and other programs. Mike Myhre said he had spoken with Vicky and that from the SBA's perspective is that they are very short on staff to do all the work that the current system requires. He said that when he and Tee attended the SBA meeting they made it clear that the SBA was moving ahead with implementing the program to which he and Tee had suggested doing it as a pilot program. Christian Conoy asked who would be involved in the pilot to which Mike Myhre noted, everyone. The question was asked when it would start, Janice Washington said 2018.

Katie Sewell asked about the impact on Supplemental funding. Mike Myhre noted the object is to do away with all carry-over requests and it won't impact Supplemental funding as those monies come from states not spending all their awarded funds. Greg Panichello said that it was clear the SBA's motivation is to do away with lots of networks requesting carry-over each year. He also noted that there is an issue with the SBA challenging how networks spend their funds. Mike Myhre said that the new NOA would be for two years with no carry-over provision. Christian Conoy said he thought Alan's discussion at the member meeting should result in a lively discussion. Georgianna Parkin said she thought the biggest issue will be with the havoc this change will cause for our hosts. Greg Panichello also noted that this will impact time and effort process potentially making it impossible. Christian Conoy said, it is happening, and we need time to prepare with Michele Abraham saying we need time to talk with our hosts. Mike Myhre said he had talked with his host and explained the change as a "no cost extension" which seemed to work for his host. Greg Panichello said he thought it was doable but there is clearly a high risk. Georgianna Parkin again stressed that hosts have bought into the current system and that they need to be brought into the conversation and allowed to comment to the SBA. Janice Washington said that this change fits into the Administrator's goals of effective and efficient but she needs to be given feedback on the real issues this change causes. Mike Myhre said he thought it was appropriate to wait for Alan to talk to the members and see what the reaction is and then collect feedback. Christian Conoy asked if we could get back to doing a pilot in just a few networks. Mark Petrilli said that he thought it could help over time and he is concerned about the initial negative reaction by the members. He suggested the Board set the stage at the member meeting to do a real pilot. Mike Myhre said he thought it might be appropriate for all programs to go to calendar year fending as well.

Mike Myhre summarized saying the SBA admits that their business practices are inefficient and that the system they have requires a lot of extra work at the sub-center level. Mike Myhre said that he has requested that the SBA put together their best proposal and get it to us. He said he would request that members ask strategic questions of Alan.

VII. Research Committee

Lisa noted their report was in the board packet. In summary, she said that the committee had met with SBDCNet to inquire about what was working and not working.

The committee had also started the process of looking a purchasing national licenses for data bases. To start the process, they need to first understand what data bases networks need and what is being paid for each. She said that MEP does have some national licenses. Mike Myhre suggested doing a membership survey.

Lisa then discussed a peer review process for networks comparing terminology definitions the SBA has and what the networks use. Mike Myhre noted that this was done several years ago and that needs to be reviewed and needed clarifications added. Greg Panichello noted the importance of completing this process as it impacts doing a new national impact study. Janice Washington said that she was aware of some networks getting definitions from their SBA Project Officers which complicates this issue.

BOARD LIAISON DISCUSSIONS

Bill Cummins said that the heartland networks met in the spring and will meet again in November.

Michele Abraham said that the SE networks had nothing to report.
Katie Sewell report that the NW region had nothing new to report.
Greg Panichello noted nothing to report for the square states. He informed the Board that there was a discussion concerning CRM systems on Friday at 9AM.
Mark Langford reported that Steve Lawrence was the new Gulf Coast Texas SD.
Janice Washington reported that her networks were interested in the national licenses being moved forward.

Georgianna Parkin reported her networks met and June and will meet again in September.
Terry Chambers reported that the ASD working group had adopted Mobilize io as a new listserv tool and that it saved conversations and was searchable for best practice tools and processes and conversations.
Christian Conoy noted what Delaware was doing in the Cyber security area. He also noted that Carl Brown, in DC, is looking for content for his Sirius radio program.

Mike Myhre said that he was sending out a Leadership survey to all SD and ASD asking what committees they are interested in being part of and if they were interested in leadership positions within a committee. Mike Myhre asked if others had comments.

Christian Conoy mentioned having an energy committee with Katie Sewell suggesting one for minimally funded states and Mike Myhre suggested a disaster and millennial committee. Christian Conoy noted these could be Interest Groups with committees. Mike Myhre suggested doing meetings at next year's conference as well.

OLD BUSINESS

- **SBA HOST SUMMIT**

Mike Myhre discussed the SBA advisory board's outcome from their last meeting was doing a Host Summit. He said he had talk with Becky Takada. He said that the suggestion was to do the summit at the spring meeting in DC in February. He noted that the board would be meeting with the SBA advisory board tomorrow to discuss the host meeting. He walked through his comments in the proposal. Christian Conoy suggested doing a pilot conference call to test engagement of the hosts. Greg Panichello suggested polling the members at the meeting on whether they think their host would be interested. Tee thought it best to do the call with the SD and hosts only. Christian Conoy noted that he thought the concept was a recipe for disaster. Tee clarified that the summit was the advisory boards meeting with no involvement or agenda from OSBDC per a conversation with the board. Georgianna Parkin asked if someone other than the SD could attend with Mark Langford reinforcing doing the summit at the spring meeting. Mike Myhre asked for other comments, none were noted.

- **OPEN FOR BUSINESS PROPOSAL**

Mike Myhre noted that the SE network's Open for Business proposal was in the board packet and that he is in full favor of making funds available to gather and review content from across the country. Michele Abraham said that she thought it is a good idea to collect what everyone has done at one time is a good beginning. Christian Conoy said he thought it made sense as well. Greg Panichello said he was not sure he understood how the money was being spent and that a statement of work needed to be developed and then also look at contracting the work outside the SBDC networks. Mike Myhre asked for input on not using SBDC staff to do it.

Al Salgado said that all staff need to be fully prepared and understanding the SBA disaster loan process. Mike Myhre said he thought the process was not soon enough to the current disasters but would be a good long-term. Mike Myhre asked if he had Board consensus and that he needed a motion. Michele Abraham said she was in favor of capturing the information and she made a motion to do the first of the three parts

of the proposal. Greg Panichello said a SOW needed to be created first. Mike Myhre said he thought we needed to ID who has what information. Greg Panichello said another issue is the association paying for work that is normally done via volunteers. Mike Myhre suggesting looking at it as paying for overload work not as paying for volunteers. To this comment, Bill Cummins suggested putting out an RFP and if the cost was about the same use a third party to do the work. He noted that the he understands the works is urgent but paying the SE networks to do it for pay sets a precedence. Greg Panichello suggested using contractors and not paying for volunteers with Michele Abraham suggesting we do something in the middle of the two proposals. Greg Panichello suggested asking for a motion to be made. Mike Myhre suggested doing items 1 and 2 in the proposal with a timeline for up to \$60k. Christian Conoy asked how they would get paid, a 1099? Bill Cummins said they thought we should contract with the Network not the individual people. Michele Abraham said she thought a contractor could play a role. Mark Langford said the issue from his perspective is paying the people and that he would be okay if the Network was the fiscal agent. Christian Conoy noted he thought the ASBDC could be the fiscal agent. Al Salgado aid that looked better to him. Greg Panichello said he was still concerned about paying SBDC staff to do the work. Tee said he would draft a contract for the board's review. Greg Panichello said he should add an amendment developed using input from several states which would give continuity to the process and an arms-length relationship. Janice Washington seconded that proposal. Bill Cummins asked for an update at the next board meeting. Greg Panichello asked if any state could be considered for doing the work with Mike Myhre saying yes. Janice Washington noted that the conversation is about the process not about the two-people presenting the proposal. Greg Panichello made a motion that the process was to be managed by the association to collect and brand the materials. The work would be contracted through a third party and the process would go through normal business practices with an SBDC member team to review it. Mike Myhre said that he understood we would execute on items 1 and 2 in the proposal for a total of \$60k that would come out of the operational reserve. The board voted unanimously to move forward.

12:00 PM CST BOARD OF DIRECTORS LUNCH

1:00 PM CST RECONVENE MEETING

NEW BUSINESS

- **FRANFIT UPDATE AND VETFRAN MOU**

Mark Gregory noted that the information was in the board packet. The FranFit training included 13 on-line training sessions. He noted the training could be used to leverage education resources. His desire to do an MOU with FranFit to be used to finalize the Networks relationship. Tee asked about the role of IFA. Mark said they supply the modules. Tee asked if they should be part of the MOU? Mark said he thought so. Tee noted that he thought the IFA relationship would be beneficial to the Networks in the long-term. Greg Panichello asked if there is a cost associated with signing the MOU with an answer of no costs associated with the MOU. Mike Myhre asked for the Board's permission to proceed with developing an MOU. Michele Abraham and Christian Conoy noted they wanted to see the language that we needed to be careful in its wording. Tee noted that he understood that he had the Boards direction to proceed with drafting the MOU.

- **FINANCIAL HEALTH SURVEY RESULTS**

Mike Myhre said that he was pleased to report 100% participation in the survey. Christian Conoy asked if he had regional data. Mike Myhre said he would share the raw data so that anyone could manipulate the data. Mike Myhre said he was willing to meet with small groups to discuss the data. Mike Myhre said he would bring it up at the membership meeting.

DISASTER RESPONSE – HURRICANE HARVEY

Al Salgado and Steve Lawrence updated the Board on what is happening in Texas in response to hurricane Harvey. They both noted they were already working with the SBA response centers and were doing everything possible to respond to the needs.

NON-BOARD MEMBER COMMENTS

- **National Survey**

Alan Adams asked for an update on the national survey RFP. Tee said there are still 2 questions 1. The survey questions and records management. Greg Panichello noted that he thought we needed 2-year data with Tee noting he is interested in if clients have multi-year impacts. Tee said he does not have the needed information to go to the Hill with. Greg Panichello stated that we need a 100% sample and that he thought members wanted control as well. Alan Adams said that he still thought the methodology was still an issue and without getting it right this will be a train wreck in the future. The question of this change causing an issue with the survey agreement with the SBA was brought forward. Tee said he did not think it would be an issue. Alan noted that it would still be important for the advisors to stress the importance of the survey to their clients. Christian Conoy said he thought we had a process but was unclear on the goal and what was needed. Alan said the question was whether we keep the current survey or make changes. Christian Conoy said that the key is that it must be defensible. Janice Washington said in that case that she thought we could not use the networks to send the survey and collect the responses. Tee said he had a vendor that already said they could do an electronic version for \$34k. Michele Abraham asked if that was for long-term clients only. Tee and Alan said the vendor was ready to do whatever we wanted, that it was customizable. Mike Myhre said that a third party needed to do it. Tee said that NBRI proposed \$39k to do it. Alan suggested that Tee work with research experts from in the membership. Mark Delisle said we need the tax revenue and other ROI metrics that Chrisman gives us but that we need consistent definitions to make the numbers viable. Tee said he would go back to the vendor to see if the quote was still good, ask about doing state break-outs, how quick they could do it and to get assurance that the data was ours to use. Mike Myhre discussed how he uses the data and stated that we need to be able to compare ourselves to other ED organizations. Mark Langford clarified that we need to go back 1 and 2 years. Tee brought up that emails from clients giving attribution was okay. Katie Sewell said yes with attribution language in the email. Mark Delisle said that we still need to do attribution surveys. Michele Abraham asked that if Tee got answers to our questions if there was any reason to not proceed with the proposed vendor. Mike Myhre said that we needed to go to Chrisman with the same RFP. Greg Panichello asked if \$35k was the number. He noted we would give the vendor 100% of client's emails, that they would survey the last two years and that we needed long-term consistency. Christian Conoy noted that that we also needed to ensure the vendor could do emails that look like they come from the center/advisor. Greg Panichello asked about what data we should collect with Michele Abraham and Beth Melnik noting we should work with the vendor to define that. Mike Myhre indicated that he thought we should move ahead with the vendor. Tee will move forward with the vendor and a team of member research experts to design the survey tool and process that results in a cost of under \$49k.

- **Core Competency**

Lyle reviewed the Core competency PPT that was part of the board packet. He noted many other professionals have certification programs but there is no standard among the 63 networks. He said the results would go to the Board and he would wait for the Board's recommendation/requested action. Mark Petrilli should be delivered by the network and not individual advisors. Mike Myhre said he had made three recommendations and that he would bring it up at the next board meeting and that he would post everything for the Board's review.

Mike Myhre asked for other non-board items for discussion, none were noted.

Mike Myhre asked for a motion to adjourn which was offered by Janice Washington and Bill Cummins seconding the motion.

5:00 PM CST ADJOURN MEETING

UPCOMING BOARD MEETINGS

OCTOBER 16TH (MONDAY) 3:00
PM ET - 4:00 PM ET WEBEX
MEETING

NOVEMBER 8TH - 10TH (WEDNESDAY – FRIDAY)
WEDNESDAY, NOVEMBER 8TH
1:00 PM ET, WEDNESDAY – 12:00 PM ET, FRIDAY WASHINGTON, DC