



### **America's SBDC Board of Directors**

Annual Membership Meeting  
Marriott Grand Marquis  
San Francisco, California  
Tuesday, September 8, 2015

#### **Call to Order:**

Chairman Mark Petrilli called the meeting to order at 8:30 am Pacific Standard Time (PST), made opening remarks, and previewed the agenda.

#### **Board Members Present:**

|                              |                           |
|------------------------------|---------------------------|
| Tee Rowe, CEO                | Michele Abraham, Member   |
| Mark Petrilli, Chairman      | Diane Howerton, Member    |
| Christian Conroy, Vice-Chair | Kristina Oliver, Member   |
| Janice Washington, Treasurer | Greg Panichello, Member   |
| Mary Peters, Secretary       | Georgianna Parkin, Member |
|                              | Mike Young, Member        |

**Chairman's Comments:** Mark Petrilli welcomed the members. The meeting agenda was previewed, and three new State Directors were introduced: Mike Brophy/Michigan, David Martin/North Dakota, and Rich Grogran/New Hampshire.

**Roll Call:** Mary Peters conducted the roll call. A quorum was present and all proxies were duly noted. A manual vote was held to decide the FY'16 Board of Directors.

**Approval of the Fall Meeting Minutes:** The minutes of the March 16, 2015 General Membership meeting in Alexandria, VA were presented by Mary Peters. A motion to approve the minutes was made by Doug Gurley/Mississippi and seconded by Craig Bean/Northwest Texas. The motion was unopposed and unanimously approved.

**New Board Members:** Elected into positions vacated by Diane Howerton/CA and Mike Young/Texas Gulf Coast were Michele Abraham/South Carolina and Michael Myhre/Florida.

**Treasurer's Report:** Janice Washington communicated a strong financial situation while reiterating the currently projected impact of a financial shortfall in conference revenues. The Reserve Policy in place addresses that situation, but a Board motion to transfer up to a total of \$230,000 from the Contingency Reserve Fund to cover the anticipated conference financial shortfall and address potential association cash flow deficiencies thru March 2016 was recently approved by the Board. Further, a motion by the board requiring the Board Chair be presented with and approve a conference reconciliation and updated association cash flow projections was also recently approved.

**President's Report:** Rowe provided an overview of the Facebook, SBA and other top-level executives presenting at the conference. He announced that existing and new members of the Board will be invited to a meeting with SBA Administrator Sweet on Wednesday, September 9, 2015 at 4 pm. Rowe provided an overview of the financial dynamics of the annual conference, indicating an increased level of management attention will be paid to monitoring future conference cost projections and the related cost modeling, including attendee fees. It was clarified that sponsorships of events only partially cover, or subsidize functions.

**Marketing Committee Update:** Jacqueline Taylor provided an overview of the online marketing toolkit; branding (48% have adopted the logo in full, with the balance co-branding); new committee members; desired messaging clarity to differentiate between the association office and the members; the upcoming conference Marketing Meetup; the Spring Hill reception featuring clients; and public relations.

**Conference Committee Report:** Drew Tonsmeire/GA provided statistics (1,558 registered attendees, with 220 additional exhibit and sponsor personnel. There are 199 workshop sessions, and 320 people signed up for pre-conference workshops.) He encouraged download of the conference application.

**SBDC Network Member Survey Results:** Mike Myhre reported the results of the Member survey. Of particular note were the figures on matching funds. SBDC overmatch the federal appropriation with over \$145 million in matching. Myhre reported that there are still some responses outstanding.

**Accreditation Committee Report:** Beth Melnik/GA provided updated information on current accreditation committee review activity. Three new subcommittees include focus on new committee member onboarding, revised standards, and the value proposition of participation. Some opportunities exist for accreditation review observers. Feedback was received by the participants of the recent two webinars. The board recently approved the nomination of Jennifer Deamud of Michigan SBDC network as a new Accreditation Committee member.

**SBA Briefing:** SBA was represented by Chancy Lyford, Lori Gillen/Deputy Associate Administrator for Entrepreneurial Development, Scott Henry, and Nick Walter from the Financial Examinations unit. Areas discussed included the SBA Advisory Board's membership and role; status of the current Advanced Notice of Public Rule Making; Lean Startup national funding level for the iCorps training (which involves classroom training and travel); possible State Department funding for SBDC foreign partner recipients; the SBA International Trade Survey; the status of the joint impact survey; the timing of a replacement for Carroll Thomas (estimated at a month away), Vicky Mundt's new roles as the Director of Financial Oversight; and the recent OIG "Sandy" Report, related concerns and the funding extension.

**Old Business:** Discussed were a National Impact and Performance Data Collections and Reporting Project being explored and led by Greg Panichello/Kansas; further definition of America's SBDC strategic priorities; a review and update of the bylaws led by Mike Young/Houston.

A motion to adjourn was requested by Mark Petrilli. A motion to adjourn was made by Allan Adams, seconded by Jill Kline and was unanimously approved. Meeting adjourned at 2:45 pm PST.