

Minutes
Board of Directors Meeting
Association of Small Business Development Centers (ASBDC)
December 12, 2006
By Conference Call

Board Members Participating: Mark Petrilli (Chairman); Don Wilson (President); Jody Keenan (Vice Chair); Henry Turner (Treasurer); Georgianna Parkin (Secretary); Al Salgado; Bill Carter; Mike Myhre; Becky Naugle; Barbara Necarsulmer; Jon Ryan.

Others Participating: John Hemmingstad; Mark Langford (North Texas SBDC); Carol Lopucki; Darryl Mleynek; Mike Young; Dan O'Grady.

Call to Order: The meeting was called to order by Chairman Petrilli at 10:00 a.m. (Eastern Standard Time) on Tuesday, December 12, 2006.

Approval of Minutes: The Board reviewed the draft minutes of the Board meeting held on November 10 and 11, 2006. It was noted that the draft minutes incorrectly identified the Board Liaison to the Network Engagement Committee. The minutes were corrected to show Jody Keenan as the Board Liaison to the Network Engagement Committee. Henry Turner moved that the minutes of the meeting of November 10 and 11, as corrected, be approved. Jody Keenan seconded the motion and the motion passed by voice vote.

Financial Report: The Board reviewed the un-reconciled financial statements for November. Don Wilson stated that he would send the reconciled November financials to Board members as soon as they were available the following week. Treasurer Henry Turner and Don Wilson noted that they would be working on the Association's 2007 budget during the coming weeks, to present to the Board in January.

Chairman's Remarks:

SBA Goaling: Chairman Petrilli updated the Board on SBA's goaling process for 2007. He stated that SBA asked several SBDC networks to change their goals for capital infusion and for clients with five hours or more of counseling. He stated that Don Wilson and he have expressed concern to SBA's Office of SBDCs about the goaling process, which has effectively dictated goaling numbers to some networks even though the agency had said it would allow networks to negotiate goals with local SBA District Offices. In addition, it was noted that the 2007 Program Announcement called for a process of consultation among the SBA Office of SBDCs, SBA district offices and SBDC state directors, in situations where the SBA Office of SBDCs disagreed with negotiated goals.

President's Report:

1. ASBDC Budget for 2007: Don Wilson stated that Association staff is developing the ASBDC Budget for 2007, and Treasurer Henry Turner will be working with the staff to finalize the budget proposal for the Board.
2. Congressional Appropriation for FY 2007: Don Wilson informed the Board that recent statements by Congressional appropriators indicated that Congress will not pass the FY 2007

appropriations bills individually, but instead pass a year-long Continuing Appropriations Resolution to fund most Federal programs at FY 2006 levels.

3. Dues Billing: Don Wilson reported that the Association will bill Association members for 2007 dues at the 2006 level, because it appears that Congress will fund most Federal programs at FY 2006 levels. He stated that adjustments in the dues billing could be made if the FY 2007 Federal funding level changes.
4. 2007 ASBDC Fall Conference Preparations: Don Wilson updated the Board on preparations for the 2007 ASBDC Fall Conference in Denver. He stated that the Association has sent out and posted the Call for Papers on the ASBDC web site. He urged the Board to encourage network members to respond to the Call for Papers or share their suggestions for professional development programs at the Conference.
5. Entrepreneurship Week: Don Wilson reported that the Association agreed with InfoUSA that there is insufficient time to develop a joint project for Entrepreneurship Week 2007. The Association and InfoUSA will consider a potential joint project for Entrepreneurship Week 2008. Chairman Petrilli suggested that the Association include in the *Member Connection* newsletter a request to member networks to let the Association know if they are conducting any programs for Entrepreneurship Week 2007.

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6. Success Story Book Mailing: Don Wilson stated that the Association plans to mail the ASBDC-Bank of America client success story book, along with other information about the SBDC network, to the top 100 business editors in the nation.
7. Entrepreneur Magazine: Don Wilson stated that *Entrepreneur Magazine* will again provide prizes to the winners of the client success story competition in 2007. Entrepreneur Magazine will also provide articles for the ASBDC web site, and the Association will ask other publications to do the same.

National Conference of State Legislatures: Al Salgado reported to the Board that he is working with ASBDC staff and his state senator, who has been elected President of the National Conference of State Legislatures (NCSL), to inform NCSL members about the nationwide SBDC network.

Reauthorization of the Farm Bill: Dan O'Grady reported to the Board that the Association is looking into the possibility that the 2007 reauthorization of the Farm Bill may include funding for entrepreneurship programs.

National Association for Community College Entrepreneurship: Don Wilson stated that the National Association for Community College Entrepreneurship will be meeting in Orlando in January, and he hoped to be able to meet with some of its members during that time.

Approval of Nominations for Membership on the Accreditation Committee: Chairman Petrilli presented nine nominations for service on the Accreditation Committee, submitted by Darryl Mleynek (Chairman of the Accreditation Committee). Committee Chairman Mleynek stated that approval of these nominations would give the Accreditation Committee 19 members. The

Accreditation Committee is authorized to have up to 23 members. Chairman Mleynek stated that the Accreditation Committee needs members with accreditation experience because of turnover in state director positions. He also stated that the Committee is increasing its geographical and ethnic diversity.

Motion: Becky Naugle moved that the Board approve the nine nominations for service on the Accreditation Committee that were presented by Chairman Petrilli, as follows:

- To serve as returning members for three-year terms expiring on December 31, 2009, Christian Conroy (PA SBDC), Jim King, Marc King (NC SBTDC), Carmen Marti, Mike Myhre, and Max Summers.
- To serve as new members for three-year terms expiring on December 31, 2009, Duane Fladland (NM SBDC), and Kelly Manning.
- To fill a vacancy for a one-year term expiring on December 31, 2007, Darryl Mleynek.

The motion was seconded by Mike Myhre and approved by unanimous voice vote.

Approval of Nominations to Chair Committees, Taskforces and Interest Sections: The Board reviewed nominations presented by Chairman Petrilli and Don Wilson, of Association members to serve as chairs of committees, taskforces and interest sections. The Board also reviewed draft guidance, charters and action plan templates for committees, taskforces and interest sections. Chairman Petrilli will send the guidance, charter and action plan documents to all committee, taskforce and interest section chairs.

Motion: Jon Ryan moved that the Board approve the nominations presented by Chairman Petrilli and Don Wilson of Association members to serve as chairs of committees, taskforces and interest sections, as follows:

- To chair the Accreditation Committee (effective January 1, 2007), Mike Young
- To chair the Professional Development and Education Committee, Liz Klimback
 - To chair the Conference Subcommittee of the Professional Development and Education Committee, Liz Klimback, and to serve as Conference Subcommittee vice chairs, Claire Livingston (Oklahoma SBDC) and Rich Werner (Colorado SBDC)
 - To chair the Leadership Development-New State Director Training Subcommittee of the Professional Development and Education Committee, Jim King
- To chair the Legislative and Stakeholder Engagement Committee, Max Summers
- To chair the Operations Committee, John Massaua
 - To chair the EDMIS 2 Subcommittee of the Operations Committee, Brian Johnson (Florida SBDC)
- To chair the Communications-Marketing Committee, Christian Conroy (Pennsylvania SBDC)
- To chair the Network Engagement Committee, Jacqueline Taylor (University of Houston SBDC Network)
- To chair the Technology Counselor Certification Taskforce, Carol Lopucki
- To chair the Minority Entrepreneurship Interest Section, Eric Bonaparte (Georgia SBDC)
- To chair the Women's Entrepreneurship Interest Section, Ann Desch
- To chair the Veterans Entrepreneurship Interest Section, Jim Hogge
- To chair the International Trade Assistance Interest Section, Jim Foley (IL SBDC)
- To chair the Regulatory Compliance Assistance Interest Section, Chris Lynch (PA SBDC)
- To chair the Agriculture and Rural Development Interest Section, John Hemmingstad

- To chair the Manufacturing Assistance Interest Section, Sam Males
- To chair the Government Contracting Interest Section, Sandra Ledbetter (MA SBDC)
- To chair the Disaster Recovery and Assistance Interest Section, Jerry Cartwright
- To chair the E-Tools/Technology Utilization Interest Section, Greg Panichello
- To chair the Personnel Committee of the Board of Directors, Georgianna Parkin (Jon Ryan was also selected to serve on the Committee, and a non-Board member of the Committee will be chosen in the near future)
- To chair the Investment Committee of the Board of Directors, Jody Keenan (Mike Myhre was also selected to serve on the Committee, and a non-Board member of the Committee will be chosen in the near future)
- To chair the Election Committee of the Board of Directors, Becky Naugle (Jon Ryan was also selected to serve on the Committee, and a non-Board member of the Committee will be chosen in the near future)

The motion was seconded by Henry Turner and approved by unanimous voice vote.

- ① Board members will contact their assigned committee, taskforce and interest section chairs to discuss the guidance, charter and action plan documents, and to ask each chair to prepare his or her action plan in time for the Board meeting on January 10 and 11.

Conference Subcommittee Update: Mark Langford (North Texas SBDC), on behalf of Subcommittee Chair Liz Klimback, updated the Board on the work of the Conference Subcommittee. He asked for volunteers to help with preparations for the 2007 ASBDC Fall Conference in Denver, especially volunteers with curriculum experience.

Technology Counselor Certification Taskforce Update: Carol Lopucki stated that the Technology Counselor Certification Taskforce has developed a draft survey for the purpose of compiling an inventory of the technology consulting capacities of SBDC networks. She asked the Board to review the survey and consider how to disseminate it to member networks.

- ① The Board will review the draft survey of the technology consulting capacities of SBDC networks, which was developed by the Technology Counselor Certification Taskforce, and consider how to disseminate it to member networks.

Technology Assessment: Mike Myhre stated that Bill Carter and he have completed an assessment of web and other technologies that are available to member networks, and they will send the Board their written assessment in the near future.

Adjournment: Al Salgado moved that the meeting be adjourned. The motion was seconded by Bill Carter and passed by voice vote. The meeting was adjourned at 12:00 noon (EST) on December 12, 2006.

Next Meetings of the Board: The Board will next meet in Orlando, Florida, on Wednesday and Thursday, January 10 and 11. Regular meetings of the Board are held by conference call on the fourth Tuesday of each month, at 10:00 a.m. (Eastern Time).

New Action Items

- ① Don Wilson will include in the *Member Connection* newsletter a request to member networks to let the Association know if they are conducting any programs for Entrepreneurship Week 2007.
- ① Board members will contact their assigned committee, taskforce and interest section chairs to discuss the guidance, charter and action plan documents, and to ask each chair to prepare his or her action plan in time for the Board meeting on January 10 and 11.
- ① The Board will review the draft survey of the technology consulting capacities of SBDC networks, which was developed by the Technology Counselor Certification Taskforce, and consider how to disseminate it to member networks.

Completed Action Items from the Boards Previous Meetings

- ✓ Chairman Petrilli and Don Wilson will send Board members ideas on structuring the Association's committees, taskforces and interest sections for the coming year.
- ✓ The Board will work on proposals to enhance the effectiveness of Association committees, taskforces and interest sections, including definitions of committees, taskforces and interest sections.

Incomplete Action Items from the Board's Previous Meetings

- ① Don Wilson will prepare information for OMB concerning non-Federal funding for the SBDC network.
- ① Don Wilson will ask SBA to share SBDC client satisfaction information with OMB.
- ① Board members will bring reports and studies on their state/regional SBDC networks to the Board, for the purpose of sharing those reports with OMB.
- ① Don Wilson will compile comments on the proposed definitions that Association members submit.
- ① Don Wilson will let Antonio Doss know that the Association will be sending suggestions to him on changes to the SBA's proposed definitions.
- ① Barbara Necarsulmer will send to other Board members the results of a brief survey of associate state directors.
- ① Chairman Petrilli and Don Wilson will send information to Board members to assist them with their calls to state directors regarding capital infusion levels in the 2007 proposals.
- ① Board members will contact assigned state directors to ask them how they determined capital infusion levels in their 2007 proposals.

- @ Jody Keenan and Barbara Necarsulmer will put together a list of suggested items that a new state/regional SBDC director should be aware of and do.
- @ The Board of Directors will include action items from the CEO's evaluation in the Board's action items for the coming year.
- @ Don Wilson will ask the Association's law firm to add a provision to the policy statement regarding termination of membership for non-payment of dues, stating that an SBDC can re-join the ASBDC after being terminated for non-payment of dues if such SBDC makes full payment of the dues for the calendar year in which such SBDC re-joins the ASBDC.
- @ Donna Ettenson will look into software that can automatically update state/regional SBDC maps on the ASBDC web site whenever center information is updated.
- @ The Association will ask SBA for additional funding or a change in the scope of work to pay for accreditation training. The Accreditation Committee will choose a group of members to work with Association staff on this.
- @ Dan O'Grady will poll appropriate ASBDC members to determine whether 70% of all members of the U.S. House and Senate appropriations subcommittees that fund the SBDC network have visited an SBDC, as called for by the Board's strategic direction milestones.
- @ Don Wilson will give the Board a document specifying a corporate associate membership program.
- @ ASBDC staff will consider the possibilities of expanding the annual fall conference and make a recommendation to the Board.
- @ ASBDC staff will consider purchasing a copy of the decision-tree software used by Carol Lopucki to organize the Association's work.
- @ Don Wilson will continue working with USASBE leaders, foundations and Bob McKinley on publishing a paper about the qualifications and role of a state/regional SBDC director.
- @ ASBDC staff will continue to work to develop a proposal for a certification program for all SBDC counselors, and present a proposal at the Spring Meeting next year.
- @ ASBDC staff will make a recommendation to the Board for a technology counselor certification program, in conjunction with the Technology Task Force.
- @ ASBDC staff, in cooperation with the International Trade Interest Section, will seek a Memorandum of Understanding with NASBITE that acknowledges the SBDC role in international trade counseling for small business and recognizes the NASBITE certification as the certification standard for SBDC international trade counselors.
- @ ASBDC staff will work with the Network Engagement Committee to determine a strategy to move forward on associate membership for counselors and staff.

- ① ASBDC legislative staff will continue to monitor efforts to provide funds for entrepreneurship training for farmers and ranchers in the next Agriculture Reauthorization bill.
- ① The Marketing Committee will make recommendations to the Board concerning the creation of a national brand for SBDCs, before the ASBDC Spring Conference.