

Minutes

Board of Directors Meeting

Association of Small Business Development Centers (ASBDC)
January 18-19, 2005
Ft. Lauderdale, Florida

Board Members Present: Scott Daugherty (Chairman); Don Wilson (President); Georgianna Parkin (Vice Chair); Henry Turner (Treasurer); Carol Lopucki; Carmen Marti; John Massaua; Mark Petrilli; Clinton Tymes.

Others Present: Jerry Cartwright; Mike Young; Donna Ettenson; Dan O'Grady.

Call to Order: The meeting was called to order by Chairman Daugherty at 1:00 p.m. (Eastern Time) on Tuesday, January 18, 2005.

Approval of Minutes: Clinton Tymes moved that the minutes of the Board meeting of December 28, 2004, be approved. Henry Turner seconded the motion, and the motion was passed by voice vote.

Financial Report: Treasurer Henry Turner reviewed the Association's financial statements, covering the previous 12 months of the Association's operations, and reported that the Association's financial position is sound.

President's Report: Don Wilson reported on the following:

- 1) Congressional Outlook -- Don Wilson reported that there have been changes in the memberships of key Congressional committees, and that the Administration's budget request to Congress was expected to call for cuts in many programs. He stated that John Massaua had met with Senate Small Business Committee Chair Snowe to discuss the Association's top concerns, and the meeting had been very productive.
- 2) ASBDC Spring Meeting -- Don Wilson reported on preparations for the ASBDC Spring meeting in Alexandria, Virginia.
- 3) 2003-2004 Chrisman Report -- Don Wilson reported that Dr. Chrisman is prepared to conduct a new SBDC economic impact survey covering the years 2003-2004, and the cost of the survey has been included in the Association's proposed budget for 2005. Dr. Chrisman has informed the Association that he is available to conduct the SBDC economic impact survey annually.
- 4) On-Line Meeting Software and On-Line Counseling Pilot Program -- Don Wilson reported that Carol Lopucki, Donna Ettenson and he would be meeting with representatives of Microsoft to discuss the on-line meeting software that Microsoft has generously offered to provide to Association members. Don Wilson noted that the SBA is very anxious to press ahead with the on-line counseling pilot program, but there are

still important steps that need to be taken before the pilot can go forward, such as the acquisition of on-line meeting software.

- 5) Veterans Training -- Don Wilson reported that several state and regional SBDC networks are working with their state approving agencies to obtain approval for sites, curricula and instructors, under the new law that allows veterans to use G.I. Bill education benefits to pay for entrepreneurship courses. However, some SBDC networks are finding unanticipated roadblocks in this effort.
- 6) MEP State Directors Meeting -- Don Wilson reported that SBDC state and regional directors Craig Bean, Jim Hogge and Don Kelpinski had attended an MEP state directors meeting in Miami earlier in the month. Don Wilson and SBA Associate Administrator Antonio Doss also attended the meeting. At the meeting in Miami, the SBDC state and regional directors participated in a panel discussion with their MEP counterparts, showcasing examples of cooperation and coordination between SBDCs and MEPs.
- 7) Meeting With PTAC Leaders -- Don Wilson reported that he met in December with leaders of the Association of PTACs. The PTACs are interested in working with the SBDCs.

Chairman's Comments: Chairman Scott Daugherty made the following comments:

- 1) Host Institutions and Economic Development -- Chairman Daugherty noted that many SBDC networks play central roles in the plans of their host institutions, and that governors and institutions of higher education are increasing their commitment to economic development. As a result, expectations of the SBDCs from governors and institutions of higher education are growing.
- 2) Changes in ASBDC Veterans and Legislative Committees -- Chairman Daugherty informed the Board that Jim Hogge agreed to chair the ASBDC Veterans Committee, and Mary Collins had stepped down as Chair of the ASBDC Legislative Committee.

Meeting with Senate Small Business Committee Chair Snowe: John Massaua reported on his meeting with Senate Small Business Committee Chair Olympia Snowe, in which the Association's legislative priorities were discussed. The meeting was very productive and several follow-up activities are anticipated as a result of the meeting.

Leadership Development: The Board agreed to launch an on-going leadership development initiative aimed specifically at helping state directors to effectively position their SBDCs within hosts, state/regional economic development infra-structures, and the political environment at both the state and federal levels. As a part of the leadership development effort, the Board planned a short leadership development workshop at the ASBDC Spring Meeting.

Legislation: The Board had an extended discussion of the Association's legislative initiatives and strategy.

Review of Proposed ASBDC Budget for 2005: Treasurer Henry Turner and Don Wilson reviewed the proposed ASBDC Budget for 2005. They noted that the proposed budget included funding for new initiatives such as an annual Chrisman survey and increased marketing efforts.

Motion: Treasurer Henry Turner moved that the proposed ASBDC Budget for 2005 be approved as presented, and that the marketing sections of the budget be reconsidered by the Board at its next meeting. Mark Petrilli seconded the motion and the motion passed by voice vote.

Chairman Daugherty asked that Board members submit recommendations for the marketing section of the budget to him by close of business on the 28th of January.

Recognition Awards: Chairman Daugherty suggested that the Association should present awards during the Spring Meeting for exceptional contributions to the SBDC network.

Entrepreneurship Curriculum: The Board discussed developing or obtaining a branded entrepreneurship training course. The Board agreed that the issue should be considered by the membership during the Spring Meeting.

Marketing Committee: The Board discussed the work of the Association's Marketing Committee, and the need for close coordination of the Association's communication and legislative efforts.

SBA: The Board welcomed Antonio Doss (SBA Associate Administrator, OSBDC). Mr. Doss made the following comments:

- 1) Risk-Based Assessment -- Mr. Doss stated that OSBDC is developing a risk management approach to better meet its management oversight responsibilities for the SBDC program. This will include looking holistically at the SBDCs, based upon profiles for each SBDC which include program reviews and accreditation. A model of this risk management approach is expected to be ready by the summer. Mr. Doss stated that the SBA would seek input from the ASBDC during the development of the model.
- 2) Reviews of Women's Business Centers -- Mr. Doss stated that the SBA OSBDC now has responsibility for reviewing Women's Business Centers.
- 3) Reporting Deadlines -- Mr. Doss stated that the OSBDC will adhere to reporting deadlines, so that SBA can inform the SBDCs about their budget allocations and distribute un-obligated funds in a timely manner. He stated that this policy will be communicated to the SBA district offices.
- 4) Goaling -- Mr. Doss stated that the OSBDC would like to receive impact data from SBDCs more frequently, perhaps on a monthly basis if possible, so that the data can be incorporated into the SBA's goaling process. It was noted by the Board that there is a disconnect between the measures of economic impact requested by the OSBDC and the SBA district offices.

- 5) Program Announcement -- Mr. Doss stated that the OSBDC would like to get the Program Announcement process for 2006 underway as soon as possible. The goal is to begin the process in late February or early March. Chairman Daugherty suggested that Mr. Doss and the Association should choose a date for a meeting to begin discussions. It was also suggested that SBA should consider changing the disclaimer policy in the next Program Announcement.
- 6) Program Marketing -- Mr. Doss stated that the OSBDC would like to do more to recognize SBDC success stories. He suggested that SBDCs might copy the OSBDC when they send success stories to SBA district offices.
- 7) Best Practices -- Mr. Doss stated that the OSBDC would like to develop a recognition and award program for outstanding SBDCs and programs, and he asked for Board input on this.
- 8) SBA Funding -- Mr. Doss stated that the SBA is in the process of producing its budget proposal for Congress. Don Wilson asked that, whenever the SBA submits a disaster supplemental funding request to Congress, it should include funding for SBDCs in impacted communities, and not only request funding for capital access programs. Don Wilson noted that the SBDCs have historically been very involved in disaster recovery efforts, and these efforts require additional funding.
- 9) SBA Reauthorization Act -- Mr. Doss noted that the SBA Reauthorization Act, which was enacted last year, requires the SBA to work with the ASBDC to study the feasibility of developing a database of manufacturers. He also noted that the SBA Reauthorization Act requires SBA to create a task force on manufacturing. The task force will consist of government employees, but it will reach out to the public for input.
- 10) MEP and SBDC Collaboration -- Mr. Doss stated that the panel discussions of MEP and SBDC state/regional directors, which were held in Miami during a meeting of MEP directors, showed a high level of coordination between MEPs and SBDCs. The panel discussions also showed that there is very little overlap between the services of the two networks, as the MEPs and SBDCs serve different needs and clients of different sizes.
- 11) On-Line Counseling -- Mr. Doss stated that the OSBDC is holding bi-monthly calls with the SBDC networks participating in the on-line counseling pilot program.
- 12) Impact Survey -- Mr. Doss stated that the SBA's impact study draft report has been prepared and is being reviewed internally. Report distribution plans are being prepared. He noted that the study shows clear differences among the types of clients served by SBA entrepreneurial development programs.

Needs Assessment: The Board discussed the status of the national needs assessment database.

Chrisman Survey: The Board discussed the need to conduct the Chrisman economic impact survey on an annual basis.

Motion: John Massaua moved that the Board of Directors recommend to state and regional SBDC networks that they conduct economic impact surveys of their networks on an annual basis. Georgianna Parkin seconded the motion and the motion passed by voice vote.

Member Connection Newsletter: The Board agreed that the *Member Connection* newsletter should include a quick calendar reference in each edition, with Board meeting, conference and other meeting dates.

Adjournment: Carol Lopucki moved that the meeting be adjourned. The motion was seconded by Mark Petrilli, and the motion passed by voice vote. The meeting was adjourned at 1:15 p.m. on Wednesday, January 19, 2005.

Next Meeting of the Board: The next meeting of the Board will be held by conference call on Tuesday, February 1, at 1:00 p.m. (Eastern Time). Regular meetings of the Board are held by conference call on the 4th Tuesday of every month at 1:00 p.m. (Eastern Time), except when the Board meets in person in February, June and September.

Submitted by Roy Miller, Board Secretary, ASBDC