

Minutes
Fall Meeting of the Membership
Association of Small Business Development Centers (ASBDC)
New Orleans, Louisiana
September 27, 2004

Call to Order: The meeting of the membership was called to order by Board Chairman Scott Daugherty at 8:30 a.m. on Monday, September 27, 2004, in New Orleans, Louisiana.

Approval of Minutes of February 24, 2004: Clinton Tymes moved that the minutes of the membership meeting of February 24, 2004, be approved. Mark Petrilli seconded the motion and the motion passed by voice vote.

Financial Report: Treasurer Jim Hogge reviewed the financial statements and reported that the Association's financial position is sound. The annual audit of the Association's finances has been completed, the auditor found no problems and the 2003 audit is posted on the state/regional directors' website.

Chairman's Report: Chairman Daugherty reviewed the Association's activities during the past year. He noted the challenges facing the nationwide network, including tight Federal funding. He noted the progress that is being made in addressing issues such as goaling, program definitions and co-branding with the SBA. He stated that the implementation of EDMIS had been postponed until fiscal year 2006, and he thanked Brian Johnson of the Florida SBDC for his work on the ASBDC EDMIS Committee. He pointed to future challenges and opportunities facing the nationwide network, including the prospects of the SBA and the increasing role of institutions of higher education in economic development. There was a discussion of whether state and regional SBDCs would be willing to send their economic impact data to the ASBDC, in order for the Association to gather its own, accurate data, and a large number of members said they would be willing to do so.

President's Report: Don Wilson thanked Jim Hogge, Mike York and Mike Young, who served as ASBDC treasurers during the past three years, for their work in returning the Association to a sound fiscal position. He stated that the Association expected the ASBDC Annual Conference in New Orleans to break previous years' records for attendance, trade show floor participation and educational events. He noted that the SBA's decision to postpone the implementation of EDMIS was an indication of the constructive way in which the Office of SBDCs at the SBA is working with the ASBDC. He noted the hard work of the Association's members on the SBA Reauthorization bill, appropriations and other SBDC legislation during the past year. He stated that the Association's marketing efforts had resulted in new corporate and association partnerships during the year.

Discussion with SBA: The Chairman welcomed Antonio Doss (SBA Associate Administrator, OSBDC), Jean Holcombe (SBA Deputy Associate Administrator, OSBDC), Jean Smith (SBA Deputy Associate Administrator, OSBDC), and Nuby Fowler, Administrator of SBA Region 4. Mr. Doss made the following comments.

1. Risk-Based Financial Examinations -- Antonio Doss stated that the SBA is moving to a risk-based approach to financial examinations of SBDCs, because such an approach will take less time away from the SBDC mission of serving small business. The SBA also plans to move to a risk-based approach to program reviews at a later time.
2. Goaling -- Antonio Doss stated that the SBA is changing its goaling standards to measure results (economic impact, jobs created) instead of numbers served, to make the SBA's measures more consistent with the purpose of the SBDC program. He stated that the SBA will work with the ASBDC in making this change. He also stated that the SBA plans to make the timing of new goaling standards consistent with the timing of the Program Announcement.
3. Co-Branding -- Antonio Doss stated that it is optional for state and regional SBDCs to co-brand their material with the SBA. SBDCs can either use the new co-branded logo or use the traditional method of listing the SBA with the disclaimer.
4. Online Counseling -- Antonio Doss stated that one SBDC in each SBA Region will take part in an on-line counseling program under the new Program Announcement.
5. EDMIS -- Antonio Doss stated that EDMIS will not be implemented until after FY 2005. Until then, SBDCs should use the old reporting forms, but use the new program definitions.
6. New Definitions -- Antonio Doss stated that the new program definitions, created to establish standards across entrepreneurial development programs, require that counseling sessions last for a minimum of half an hour. However, Mr. Doss stated, it is SBA policy that a training session should last for at least an hour.

Committee Reports:

Accreditation Committee -- Committee Chairman Max Summers reported on the Accreditation Committee's accomplishments during the year, including the Committee's adoption of Baldrige Standards since January 1, 2004, and the development of improved self-study guidelines. He also reported that the Accreditation Committee did not miss a single deadline in 2004.

Strategic Planning Committee -- Committee Member Henry Turner reported in place of Committee Chair Erica Kauten. He stated that the Strategic Planning Committee would soon be sending out an electronic survey to state and regional directors, network members and other stakeholders.

Conference Committee -- Committee Chairman Steve Jacoby and Committee past-Chair Liz Klimback reported on the Committee's accomplishments during the year. They noted that this year's Annual Conference was expected to break records for number of attendees, exhibitors, presenters and sessions. They noted the successful implementation

of the new on-line conference registration system, and they thanked the many volunteers who contributed countless hours of their free time to make the conference a success.

Manufacturing Task Force -- Task Force Chairman Greg Higgins reported on the Task Force's work. He reported that the Task Force had prepared a proposal for a program of SBDC assistance to manufacturers, focused on strategic planning and innovation. The Task Force's objective is to share the proposal with manufacturing organizations at the state and local level, and enlist their support before sharing the proposal with national manufacturing organizations.

Legislative Committee -- Committee Chair Mary Collins reported on the Committee's work. She reported that the Legislative Committee would be working with the Branding Committee on the Association's branding efforts. She reviewed the Association's priorities in the waning days of the 108th Congress, and she asked members to renew their efforts in support of the SBA Reauthorization legislation, client confidentiality protections and the FY 2005 appropriation.

Branding Committee -- Committee Co-Chairs Liz Klimback and Christian Conroy, with Committee member Georgianna Parkin, reported on the Committee's work. They reviewed the Committee's comprehensive marketing proposal and the competition to choose a branding statement. They announced that "America's Small Business Development Center Network -- Your Success Is Our Business" was selected as the branding statement for the network.

Counselor Certification Committee -- Committee Chairman Clinton Tymes reported that the Counselor Certification Committee had distributed a survey on counselor certification and the response rate to the survey was very good.

Veterans Task Force -- Committee Chairman Doug Gurley reported that the Veterans Committee was working to coordinate the implementation of the new law that allows veterans to use GI Bill education benefits to pay for entrepreneurship courses at SBDCs.

National Needs Assessment Committee -- Elizabeth Ward (New Hampshire) reported for Committee Chairman Don Kelpinski on the work of the National Needs Assessment Committee. She reported that 37 state networks had registered for the Assessment; 21 state networks have used the Assessment; and there have been 7,000 responses to the web-based survey.

Technology Interest Section -- Interest Section Chair Carol Lopucki reported on the work of the Technology Interest Section. She reported that 13 individuals are ready to take the test to become technology certified, and between eight and ten states are in the process of becoming technology capable, even though not all are using the SB"TD"DC designation.

Recognition of Board Members, and Committee, Task Force and Interest Section Chairs:
Chairman Daugherty recognized the work and contribution of ASBDC committee, task force and

interest section chairs. Chairman Daugherty then recognized the work and contribution of the ASBDC board members.

Elections: Ballots for the election of new members of the ASBDC Board of Directors were distributed. Eight members of the Association stood for election: Jerry Cartwright; Jody Keenan; Liz Klimback; Carol Lopucki; Carmen Marti; John Massaua; Roy Miller; and Janice Rhodd. Brenda Hopper withdrew her name from consideration. The following four members of the Association were elected to the Board of Directors: Carol Lopucki; Carmen Marti; John Massaua; and Roy Miller.

Facilitated Discussion: Meeting participants broke into small groups for the purpose of a facilitated discussion on the priorities and future concerns of the SBDC network.

Adjournment: The meeting was adjourned at 3:30 p.m., Central Time.

Submitted by Henry Turner, Board Secretary, ASBDC