

## **Minutes**

### **Board of Directors Meeting**

Association of Small Business Development Centers (ASBDC)

December 21, 2005

By Conference Call

**Board Members Participating:** John Massaua (Chairman); Don Wilson (President); Henry Turner (Vice Chairman); Jody Keenan (Assistant Treasurer); Carol Lopucki; Georgianna Parkin; Mark Petrilli; Al Salgado.

**Others Participating:** Dan O'Grady.

**Call to Order:** The meeting was called to order by Chairman Massaua at 11:00 a.m. on Wednesday, December 21, 2005.

**Approval of Minutes:** The Board reviewed the draft minutes of the Board meeting of November 28-29. Georgianna Parkin asked that the draft minutes be corrected to indicate that the Marketing Committee's two highest priorities are to disseminate SBDC success stories and to enhance monthly e-mail communications via the ASBDC website to all SBDC staff. Vice Chairman Henry Turner moved that the minutes, as amended at the request of Georgianna Parkin, be approved. Mark Petrilli seconded the motion and the motion passed by voice vote.

**Financial Report:** The Board reviewed the Association's financial statements, and Don Wilson reported that the Association's financial position is sound.

#### **Chairman's Remarks:**

- 1) Meeting with Senior SBA Personnel -- Chairman Massaua stated that he met with Stephen Galvan (SBA Acting Deputy Administrator and Chief of Staff), Cheryl Mills (SBA Associate Deputy Administrator for Entrepreneurial Development), Antonio Doss (SBA Associate Administrator, Office of SBDCs), and other SBA personnel in Washington on December 12. The meeting was a follow-up to the Board's working dinner with Mr. Galvan, Ms. Mills, Mr. Doss, and other SBA personnel during the Board meeting of November 28. Chairman Massaua stated that he believes the SBA shares the ASBDC's goal of strengthening the partnership between the SBA and the ASBDC. He stated that he invited Ms. Mills to meet with the Board during the Association's Spring Meeting. He stated that the SBA agreed to re-open the dialogue on program definitions and goaling, and he stated that Don Wilson and he will meet with Mr. Galvan and Ms. Mills in the near future. Chairman Massaua also stated that he would like to schedule a series of meetings between the ASBDC and senior SBA personnel.
- 2) ASBDC response to SBA Inspector General's Reply Letter -- Chairman Massaua stated that he informed Cheryl Mills of the ASBDC's response to the SBA Inspector General's reply to the ASBDC's request for an examination of matching funds claimed by a subcontractor of the Los Angeles regional SBDC, Valley Economic Development Center

(VEDC). The ASBDC had written to the SBA Inspector General to request an examination of the claimed matching funds, and the SBA Inspector General's office had replied that the Inspector General did not believe such an examination was necessary because the SBA Office of SBDCs was conducting an audit of the Los Angeles regional SBDC. In response, the ASBDC requested that the SBA Inspector General reconsider his decision. Chairman Massaua stated that he believes Ms. Mills was pleased to know that the ASBDC's purpose in requesting an SBA Inspector General examination of the claimed matching funds was to protect the integrity of the SBDC program.

**President's Report:** Don Wilson reported to the Board on the following.

- 1) Content of *Member Connection* newsletter: Don Wilson stated that he had been informed that the SBA was concerned that the Association's *Member Connection* newsletter had included references to statements by third parties that were not complimentary of the SBA. The Board discussed the need for the Association's newsletter to include information that is relevant to the SBDC network, even if that information is not complimentary. Don Wilson stated that the Association's newsletter will continue to objectively inform members of the SBDC network about matters that are relevant to the network.
- 2) Earmarks of SBDC Funding: Don Wilson informed the Board that earmarks of up to \$1 million for the Compliance Alliance and up to \$2 million for Defense Transition Assistance were included in the Federal FY 2006 appropriation for the SBDC network. The Board agreed to discuss the Association's position with regard to earmarking SBDC funds during the Board meeting in January.
  - @ The Board will discuss the Association's position with regard to earmarking SBDC funds during the Board meeting in January.
- 3) EDMIS 2: The Board discussed the status of EDMIS 2. The Board will further discuss the status of the implementation of EDMIS 2 during its meeting in January.
  - @ The Board will discuss the status of the implementation of EDMIS 2 during its meeting in January.
- 4) SBDC Locations for ASBDC Website: Don Wilson reported that a number of network members have not provided the Association with a list of their center locations for inclusion in the new ASBDC website. The Board agreed to follow up with network members to finish compiling the list.
  - @ Don Wilson will send to Board members the list of state/regional directors who have not yet submitted their center locations for inclusion in the new ASBDC website.

① Board members will follow up with their assigned state/regional directors to ask them to submit their center locations for inclusion in the new ASBDC website if they have not already done so.

5) ASBDC Interviews: Don Wilson reported that he had been interviewed on a radio program about the SBDC network. He also stated that the ASBDC had sponsored an internet TV webcast conference for service disabled veteran business owners, which included an interview about SBDC services for veterans. The Internet TV webcast conference will be available for viewing throughout the coming year on the USVets.TV Internet TV channel webcast event site.

**Marketing Committee Update:** Georgianna Parkin updated the Board on the work of the ASBDC Marketing Committee. She stated that the Committee is working to gather SBDC client success stories. The Committee is planning to release a success story in conjunction with the launching of the new ASBDC website in January.

**National Brand for SBDCs:** Mark Petrilli suggested that the Board discuss the possibility of creating a national brand for SBDCs, during its meeting in January.

① The Board will discuss the possibility of creating a national brand for SBDCs, during its meeting in January.

**Information Needed for the Board Meeting in January:** Chairman Massaua asked Board members to follow up with their assigned state/regional directors to obtain (1) work plans and membership lists from committees, taskforces and interest groups that have not yet submitted their work plans or membership lists; (2) updated work plans and membership lists from committees, taskforces and interest groups that have already submitted their work plans or membership lists; and (3) budget items for possible inclusion in the ASBDC budget for 2006.

① Board members will follow up with their assigned state/regional directors to obtain, by January 6, the following information for consideration during the Board meeting in January: (1) work plans and membership lists from committees, taskforces and interest groups that have not yet submitted their work plans or membership lists; (2) updated work plans and membership lists from committees, taskforces and interest groups that have already submitted their work plans or membership lists; and (3) budget items for possible inclusion in the ASBDC budget for 2006.

#### **Action Item Review:**

#### **New Action Items From the Current Board Meeting**

① The Board will discuss the Association's position with regard to earmarking SBDC funds during the Board meeting in January.

- ① The Board will discuss the status of the implementation of EDMIS 2 during its meeting in January.
- ① Don Wilson will send to Board members the list of state/regional directors who have not yet submitted their center locations for the new ASBDC website.
- ① Board members will follow up with their assigned state/regional directors to ask them to submit their center locations for the new ASBDC website if they have not already done so.
- ① The Board will discuss the possibility of creating a national brand for SBDCs, during its meeting in January.
- ① Board members will follow up with their assigned state/regional directors to obtain, by January 6, the following information for consideration during the Board meeting in January: (1) work plans and membership lists from committees, taskforces and interest groups that have not yet submitted their work plans or membership lists; (2) updated work plans and membership lists from committees, taskforces and interest groups that have already submitted their work plans or membership lists; and (3) budget items for possible inclusion in the ASBDC budget for 2006.

### **Completed Action Items From the Board's Previous Meeting**

- ✓ Chairman Massaua will send an e-mail to state/regional SBDC directors to encourage them to take the Microsoft small business accounting software tutorial.
- ✓ Chairman Massaua will communicate to state/regional SBDC directors the Board's decision to share the ASBDC *Member Connection* newsletter and copies of network-wide ASBDC communications with associate/assistant state and regional SBDC directors.
- ✓ Barbara Necarsulmer will request the views of the Associate/Assistant State and Regional SBDC Directors group concerning the best way for the group to become an official part of the Association, and whether the chair of the group should be a member (voting or non-voting) of the ASBDC Board of Directors.
- ✓ Don Wilson will write to Cheryl Mills to inform SBA that the ASBDC will need a renewal of the accreditation contract or a continuation letter by January 1, or the ASBDC will be forced to discontinue accreditation visits.
- ✓ The Marketing Committee will further prioritize the key action items in its work plan, and further specify who will be responsible for completing the action items.

- ✓ Don Wilson will re-send an e-mail to state and regional directors asking for recommendations for a non-Board member to serve on the Board's Investment Committee. If no recommendations are received by January, the Board will nonetheless proceed to select someone at its meeting in January.
- ✓ ASBDC will follow up again on the agreement with SBA to conduct a rolling test of EDMIS 2 for all SBDC networks during the latter part of this year (possibly in the November 15 to December 15 timeframe).
- ✓ By December, ASBDC will send to Cheryl Mills proposed dates and topics for a meeting with senior SBA management.

### **Incomplete Action Items from the Board's Previous Meeting**

- Ⓐ Board members will contact their assigned state/regional SBDC directors to encourage them to take the Microsoft small business accounting software tutorial.
- Ⓐ Barbara Necarsulmer will send an e-mail to members of the Associate and Assistant State/Regional SBDC Directors group to encourage them to take the Microsoft small business accounting software tutorial.
- Ⓐ Each Monday, ASBDC staff will send to all state/regional SBDC directors and associate/assistant directors the numbers, by state and region, of network members who have taken the Microsoft small business accounting software tutorial.
- Ⓐ The Board will hold an in-depth discussion during its meeting in January, led by Mark Petrilli, of the development of technology accreditation standards.
- Ⓐ Al Salgado will work with the Professional Development and Education Committee to incorporate into the Committee's work plan all the action items identified by the Board for the Committee, and to secure chairs for the Committee's three subcommittees.
- Ⓐ The Marketing Committee will consider what resources are needed at the ASBDC to institutionalize the Marketing Committee's recommendations.
- Ⓐ The ASBDC will include in the *Member Connection* a notice to network members that the Association's committees, taskforces and interest groups are seeking members. (The notice in the *Member Connection* should include a statement of the Board's policy that committee, task force and interest group members must be members of the SBDC network.)

- ① The International Trade Interest Group will draft a Memorandum of Understanding between the U.S. and Mexican SBDC networks, for consideration by the ASBDC Board.
- ① ASBDC staff will give the Board a compilation of dues paid by network members.
- ① ASBDC staff will prepare an agenda for the Spring Meeting that takes into account all of the needs identified by the Board (see above).
- ① Mark Petrilli will recommend a member of the network to serve as the non-Board member on the Board's Personnel Committee.
- ① The Board agreed that the Association should present awards to volunteer SBDC counselors and corporate partners who assist in the hurricane-damaged states.
- ① ASBDC will draft a document on the role of the SBDCs in the long-term recovery of the Gulf-Coast states damaged by the hurricanes. The Association will ask Scott Daugherty, the Association's liaison to the hurricane-damaged states, to draft the document, with assistance from SBDC state directors in Gulf-Coast states and others in the nationwide SBDC network who have experience in disaster recovery.
- ① The Association will recognize the work of past Association Chairmen Scott Daugherty and Clinton Tymes.
- ① ASBDC will develop a schedule for Board members to profile their assigned state and regional SBDC networks in the *Member Connection* newsletter.
- ① Association staff will develop recommendations concerning the development of an associate membership program, for consideration by the Board.

**Board Communications to Network Members:** Board members will communicate with their assigned committee/taskforce/Interest Section chairs, and state and regional SBDC directors, on the following matters.

- 1) Center Locations: Board members will follow up with their assigned state/regional directors to ask them to submit their center locations for the new ASBDC website if they have not already done so.
- 2) Information Needed for the Board Meeting in January: Board members will follow up with their assigned state/regional directors to obtain (1) work plans and membership lists from committees, taskforces and interest groups that have not yet submitted their work plans or membership lists; (2) updated work plans and membership lists from committees, taskforces and interest groups that have already submitted their work plans

or membership lists; and (3) budget items for possible inclusion in the ASBDC budget for 2006.

**Adjournment:** Al Salgado moved that the meeting be adjourned. The motion was seconded by Georgianna Parkin and passed by voice vote. The meeting was adjourned at 12:00 noon (Eastern Time).

**Next Meetings of the Board:**

The Board will next meet in Tucson, Arizona on January 11-13.

Regular meetings of the Board are held by conference call on the 4<sup>th</sup> Tuesday of every month at 1:00 p.m. (Eastern Time).

Submitted by Roy Miller, Board Secretary, ASBDC

@ = Action Item