

Minutes
Board of Directors Meeting

Association of Small Business Development Centers (ASBDC)

April 26, 2007

By Conference Call

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

Others Participating: Jim Hogge; Liz Klimback; Carol Lopucki; Dan O'Grady.

Call to Order: The meeting was called to order by Chairman Petrilli at 1:00 p.m. (Eastern Daylight Savings Time) on Thursday, April 26, 2007.

Approval of Minutes: The Board reviewed the draft minutes of the Board meeting held on March 3, 2007. Henry Turner moved that the minutes be approved. Bill Carter seconded the motion and the motion passed by voice vote.

Financial Report: A reconciled financial statement for March was not available for review because it had not been completed by the bookkeeper. The statement will be sent to Board members as soon as it is available. Don Wilson reported that the Association had made a profit of \$25 on the annual Spring Meeting (the goal being not to lose money on the Spring Meeting), and that all but five states had paid their annual dues.

Chairman's Remarks:

Resignation of Jon Ryan: Chairman Petrilli stated that Don Wilson and he received a note from Jon Ryan saying that he was resigning from the Board effective immediately and leaving his position as State Director of the Iowa SBDC. The Board expressed its appreciation to Jon for his service to the Association and to the nationwide SBDC network.

The Board discussed the process of filling the vacancy on the Board created by John Ryan's departure. Don Wilson stated that the Board has the option to fill the vacancy until an election by the membership.

Need for Greater Communication: Chairman Petrilli urged Board members, including himself, to be more proactive in communicating with their assigned committees, taskforces, interest sections and state directors. He also asked that Board members let committee, taskforce and interest section chairs know about the newly created committee, taskforce and interest section home pages on the ASBDC website.

President's Report:

Small Business Week: Don Wilson reported to the Board on the events of Small Business Week, which was cosponsored by ASBDC. He thanked Vice Chair Jody Keenan, Treasurer Henry Turner and Donna Ettenson for representing the ASBDC and the SBDC national network at the Small Business Week events. He noted that the National Small Business

Persons of the Year were clients of the North Carolina SBTDC, and numerous State Small Business Person of the Year award winners were clients of their local SBDCs.

Don Wilson noted that Senate Small Business Committee Chairman John Kerry was the keynote speaker at a Small Business Week event. Senator Kerry stated that funding for SBA's Entrepreneurial Development programs has been neglected and needs to be increased. Senator Kerry also noted that the Massachusetts Small Business Person of the Year gives credit to John Rainey and the Massachusetts SBDC for his success.

ASBDC Participation at MEP Conference: Don Wilson informed the Board that he participated in a panel presentation at a conference of the Manufacturing Extension Partnership (MEP) program earlier in the week. The president of APTAC was also on the panel.

Black Enterprise Conference: Don Wilson stated that Delaware SBDC State Director Clinton Tymes, Donna Ettenson and he would be representing ASBDC at the Black Enterprise Conference in Orlando the following week.

Inner City 100: Don Wilson stated that he had been invited to represent the ASBDC at the Inner City 100 conference in Boston in May.

U.S. Chamber of Commerce Letter in Support of SBDC Funding: Don Wilson stated that the United States Chamber of Commerce had again this year written to the Congressional appropriations committees in support of \$110 million in funding for the nationwide SBDC network. He thanked the Chamber and the director of the Chamber's Small Business Council, Giovanni Coratolo, for their strong and continuing support of the SBDC network.

New SBDC State Director in Connecticut: Don Wilson stated that Ginne Rae Clay-Gilmore has been named the new SBDC State Director of the Connecticut SBDC network.

Virgin Islands SBDC Director Retiring: Don Wilson stated that Warren Bush announced his retirement as Director of the Virgin Islands SBDC.

Trillium Foundation Grants for Hill Search: Don Wilson stated that the Trillium Foundation, working with the J.J. Hill Library, made grants to 40 SBDCs to allow them to use the Hill Search business research service at no cost.

Online Services Meeting at SBA: Don Wilson stated that representatives of the Georgia, Ohio, Oregon, Northern California and Utah SBDCs, as well as SBDC Net, met at SBA to discuss ways to provide services on-line. He also stated that, thanks to the E-Tools/Technology Utilization Interest Section, chaired by Greg Panichello of the Utah SBDC, the Association expects to have an excellent presentation about on-line services at the annual ASBDC Conference in Denver.

Legislative Update:

Reauthorization Bill: Don Wilson stated that the House Small Business Committee expected to hold a hearing on the SBDC reauthorization bill in May. He stated that he discussed SBA's damaging reauthorization proposals and the Association's priorities with House Small Business Committee staff.

Appropriations: Don Wilson stated that Chairman Petrilli and ASBDC staff met with staff of the Senate Financial Services Appropriations Subcommittee. He stated that the Budget Views and Estimates letters submitted by both the House and Senate Small Business Committees called for \$110 million in SBDC appropriations. In addition, the Senate Budget Resolution calls for an appropriation of \$110 million.

Legislative Committee: Don Wilson stated that the ASBDC Legislative Committee, chaired by Max Summers, is working to strengthen the nationwide network's capacity to inform Members of Congress and other key stakeholders about the value of the SBDC network. He noted that the Committee is building on its work during the previous year, under the chairmanship of Bill Carter.

Campaign for a Renewed Rural Development: The Board discussed joining the Campaign for a Renewed Rural Development. The Campaign is a coalition of organizations created to support rural development funding in the 2007 Farm Bill. It was noted that joining the Campaign was not without risk, since funding from the Farm Bill could be used as a rationale for reduced funding under the Small Business Act. The Board also reviewed the Association's goals for the Farm Bill, which is to ensure that SBDCs are eligible to use rural development and agricultural entrepreneurship funding authorized in the Farm Bill – not to set aside funding in the bill for the exclusive use of SBDCs. It was agreed that the ASBDC should join the Campaign for a Renewed Rural Development.

Training for Technology Counselors: The Board discussed technology training for counselors. It was stated that there is a misperception that the Association has a certification (or credentialing) program for technology counselors, when in fact there is training and recognition for technology counselors but not certification. It was suggested that the Association clarify the misunderstanding about technology certification.

@ Carol Lopucki, Chair of the Technology Taskforce, will write a past-present explanation of the Association's role in technology training and recognition for counselors who complete technology training.

SmallBusinessHelpDirectory.com: The Board discussed a proposal from Jim Hogge. The proposal was for the ASBDC to be a partner in the development of a website to help SBDC counselors find providers of different types of business insurance. The website would also provide information about local business resources, such as the locations of local SBDCs. The website might at a later date be expanded to provide information about other small business professional service providers, such as accountants and attorneys. Ten percent of profits from the website would go to the ASBDC Foundation. Don Wilson stated that he discussed the proposal with legal counsel, and legal counsel has no objection to ASBDC partnering in the website and no objection to the ASBDC Foundation receiving income from the website. Bill Carter stated that the website should include a statement that the ASBDC does not endorse specific products or providers referenced in the website. Chairman Petrilli asked Board members to consider the proposal and send any concerns to Don Wilson and to him in writing, so that they could fully address any concerns.

Franklin Covey Training: Don Wilson updated the Board on the Association's discussions with Franklin Covey. Franklin Covey has proposed to give the nationwide SBDC network the opportunity to offer Franklin Covey training to the small business market. Franklin Covey would train SBDC personnel to deliver the training and provide discounted prices so that small businesses can afford Franklin Covey classes. The Franklin Covey classes would be custom-made for small businesses.

Franklin Covey would ask that SBDCs provide the classes only to companies with 150 or fewer employees. Franklin Covey would conduct a three-day training session for 100 SBDC personnel (two per network) each year at the ASBDC Annual Conference at a significantly discounted cost, as well as possibly offer regional training. The training would be co-branded with Franklin Covey and ASBDC, and local centers could add their branding. It was agreed that the Association should pursue this opportunity with Franklin Covey, and the Board asked Don Wilson to continue his discussions with Franklin Covey.

SBA Technology Leadership Summit: Jody Keenan updated the Board on preparations for the SBA Technology Leadership Summit, which will be held on May 23 at the National Press Club in Washington, DC. She stated that the SBA had received 12 proposals for presentations at the Summit, and seven of those proposals were from SBDCs. Chairman Petrilli thanked Jody Keenan for her leadership in organizing the SBDC network's participation in the Summit.

ASBDC Annual Conference Update: Liz Klimback, Chair of the ASBDC Professional Development and Education Committee, updated the Board on preparations for the Annual Conference in Denver. She stated that the Committee planned to finalize the Conference schedule in the coming days. She stated that the Committee received more than 200 submissions in response to the call for papers. She also stated that booth sales were proceeding well.

Adjournment: Al Salgado moved that the meeting be adjourned. The motion was seconded by Becky Naugle and passed by voice vote. The meeting was adjourned at 3:30 p.m.

Next Meetings of the Board:

- The next meeting of the Board will be by conference call on Thursday, May 31, at 2:00 p.m. (Eastern Daylight Savings Time).
- The Board will meet in Chicago on June 27 and 28.
- Regular meetings of the Board are held by conference call on the fourth Tuesday of each month, at 2:00 p.m. (Eastern Time).

New Action Items

- @ Carol Lopucki, Chair of the Technology Taskforce, will write a past-present explanation of the Association's role in technology training and recognition for counselors who complete technology training.

Completed Action Items from the Board's Previous Meetings

- ✓ Don Wilson will create the means for committees, taskforces and interest sections to populate their web pages on the Association's web site.

Incomplete Action Items from the Board's Previous Meetings

- @ ASBDC staff will send out a state Chrisman release form so we can get state Chrisman data.

- ① Bill Carter and Mike Young will draft a document showing the need for additional accreditation funding.
- ① Board members Al Salgado, Bill Carter and Mike Myhre will propose a long-term plan for the Association's web resources; and the Board will create a technical group of SBDC network members to consider the look and feel of the Association's web resources.
- ① 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.
- ① 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.