

**The Historic Davenport Hotel, Spokane, Washington**

**Welcome and Opening Remarks**

A meeting of the NASBITE Board of Governors was called to order at 8:30 a.m. on Wednesday, March 29, 2017 at the Historic Davenport Hotel in Spokane, Washington, by President Tammy Marquez-Oldham.

**Roll Call & Establishment of Quorum**

Kathy DeMarco, Executive Director, performed a roll call to establish attendance. A quorum for the purpose of voting was established. The following were in attendance:

Tammy Marquez-Oldham, President  
Dr. Norman Sunderman, Secretary/Treasurer  
Katie Arroyo  
Jeanette Benson  
Amy Coon  
Larry Dill  
Dimy Doresca, Board Nominee (non-voting)  
Jim Foley  
Colette Hart  
Sara Jackson  
Dimitris Kloussiadis

Maurice Kogon  
Bronwyn Madden  
Mary McKinney  
Chris Schrage  
Gabe Shweiri  
Sarah Singer  
Joyce Steffan, Board Nominee (non-voting)  
Danielle Wilsey, Ex-Officio (non-voting)  
Laura Wolff (Distinguished Fellow; non-voting)  
Linda Abbruzzese (Designated representative for  
Ex-Officio member Yuki Fujiyama; non-voting)

The following were not present: Kelly Fish; Aleda Bourassa (hosting Export Summit offsite); Leroy Lowe (hosting Export Summit offsite; joined meeting in progress); Jackie Rasmussen (hosting Export Summit offsite); Zach Person.

The following staff members were present: Kathleen A. DeMarco, CAE, Executive Director; Fred Stringfellow, CAE, Management Liaison.

**Review & Confirmation of Agenda**

Tammy Marquez-Oldham reviewed the agenda as distributed prior to the meeting.

**Operation & Management Reports:**

Executive Director Kathy DeMarco delivered reports on CGBP exam metrics, Membership and Recertification, and financial metrics year-to-date based on data sent prior to the meeting.

**Program Review/Updates:**

Kathy DeMarco reported on the 2017 Annual Conference attendance and projected revenues and expenses. She was asked to try to determine the number of first-time attendees who attended subsequent conferences and report that information to the Board when available.

She also reported on the status of the 2017 Partnership Program and sponsorships for the Annual Conference. A question was raised as to the benefits that CIBERs receive in return for sponsoring/exhibiting at NASBITE (13

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CIBERS each submitted \$500 sponsorships for 2017, with a few more expected). This question will be addressed by a task force focusing on Partnerships/sponsorships.

Sarah Singer recommended that NASBITE seek to cultivate relationships with other organizations that provide an opportunity to exhibit at their conferences, as a way to build awareness of NASBITE and the CGBP.

Kathy DeMarco reported on the 2017 Awards program and the six “Advancing International Trade” Award recipients, one “International Trade Educator of the Year” Award recipient, one “Program Excellence” Award recipient, and Jim Foley as recipient of the John Otis Lifetime Achievement Award.

**Report on Past & Upcoming Webinars:**

A report was provided on NASBITE webinars. Laurie Wolff who coordinates presenters and topics, reported that she is seeking additional presenters and there is potential to have more than one webinar each month. Participation in the webinars continues to increase as a result of timely topics, more focused marketing and promotion, and offering the webinars at no charge to both Members and non-Members.

**Proposed Membership Policy for Handling Non-Renewals:**

Kathy DeMarco reviewed ARTICLE VI of the bylaws regarding payment of dues and termination of membership for non-payment of dues, which states that the Board may terminate membership for any member in default for the period of three months from the date when such dues become payable. The matter was deferred to the Membership Task Force for consideration of a change to this policy including the possibility of providing for a period of member benefits suspension for non-payment of dues.

**Student Case Competition: Proposal for New Format/2018 Timeline**

Kathy DeMarco reviewed a proposal, provided in advance of the meeting, for a revised format and timeline for the Student Case Competition program for 2018.

Moved and seconded to approve the proposal as presented, for the 2018 Student Case Competition.

Discussion on costs and fees to be charged; the team fee will be determined based on covering cost of team attendance as proposed; the case subject company will be asked, but not required, to provide a monetary award. Motion carried, with two abstentions (Sunderman, Benson).

**Financial Reports & Budget Presentation:**

Norm Sunderman, Secretary/Treasurer, reviewed the preliminary financial statements through February 2017, as provided prior to the meeting. He also provided a comparison of Annual Conference revenues, expenses, net revenues and attendance (paid and complimentary) from 2012 through projected 2017.

Kathy DeMarco reviewed the 2017-2018 Proposed Budgeting Worksheet, including 2016-2017 projected revenues and expenses, and 2017-2018 proposed revenues and expenses. She recommended that approval of the 2017-2018 proposed budget be held until after the Task Force reports, in the event any line items would need to be changed to support planned activities.

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**Report of Distinguished Fellows:**

Jeanette Benson, Fellows Chair, reported that a meeting of the Fellows attending the Annual Conference will take place on Thursday, March 30 at 4:30 pm.

She reviewed a proposal, provided in advance of the meeting, to amend language in Appendix F of the Procedures Manual, item 2-Benefits for Fellows, to clarify that “Discounted NASBITE conference rate (for Fellows not supported by an institution) and special ribbon identifying all attending Fellows attached to the badge.” Moved, seconded and carried to approve the amendment to the Procedures Manual, Appendix F.

**Vision 2020 Plan: Task Force Reports:**

**Conference Task Force:**

Sarah Singer, Co-Chair, reported on the 2017 Annual Conference session presenter recruitment process, and the challenges presented in filling the conference session schedule that included 36 session time slots. She noted that prior feedback from attendees indicated that the session topics had moved away from instructor training, to focus more on exporting topics, and that there are two different audiences within the NASBITE Conference audience (trainers and practitioners) for which content must be provided. Jim Foley recommended that session “tracks” be reinstated so as to organize content targeted for different audiences. In the past, conference tracks included the following: trade education; trade skills; trade resources. An additional track may be “international education.” It was noted that more targeted recruiting of session presenters for specific tracks may be needed to fill the schedule in a balanced way. Katie Arroyo recommended communicating the session tracks/call for presenters through the SBDCs which are all based at institutions of higher education and could be leveraged for session presenter recruitment.

**2018 Conference Planning:**

Kathy DeMarco reported that a timeline is being developed for the 2018 Annual Conference based on a much earlier start to the planning process. The first call for presenters will be issued in spring 2017 (before the academic semester closes) with a final call in the summer, so that the conference sessions can be confirmed in time to open registration in early fall. The new Case Competition timeline will be integrated into the planning process as well.

**2019 Conference Site Proposals:**

Kathy DeMarco presented hotel proposals from properties able to host the 2019 Annual Conference in Savannah, Georgia and in Tampa, Florida. The Board discussed the benefits of each location and the local support available; in Tampa, an active exporting location, the Tampa Regional Export Council and Eileen Rodriguez from the Tampa SBDC can be tapped to support the conference. Savannah would be an attractive destination but local support would need to be confirmed. It was agreed that guest room rates should target the \$150 to \$160 range. A resort location is not necessary. Criteria for conference locations was discussed and both local support/resources and total cost to attend (travel and hotel costs) are key.

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Staff was asked to revisit hotels in Savannah and Tampa for lower room rates, and confirm the availability of local support, and to bring updated proposals to the fall 2017 Board meeting for a decision.

**2020 Conference Location**

The Board recommended San Antonio, Fort Worth/Dallas as possible locations for the 2020 Annual Conference. Staff will begin researching cost-effective host properties and local support available in these locations and will develop preliminary recommendations for the fall 2017 Board meeting.

**CGBP Task Force:**

Jim Foley reported on work done by the task force including the development and launch of the “CGBP Exam Test Taker’s Guide” as a new resource for exam candidates to help them navigate the testing process. He recognized Jackie Rasmussen’s work in developing this new resource.

He then recommended that the 2017-2018 operation budget including funding to develop a new version of the practice exam. Gabe Shweiri noted that exam pass rates have fallen dramatically and having a second practice exam could help exam candidates prepare better. To develop a second practice exam would require question-authoring and addition of the new practice exam to the technology platform, at an estimated cost of \$3,000 to \$4,000 total.

Jim Foley then reported on recommendations for recertification policies based on research of other professional certifications that indicate a two- to three-year recertification period is the most common policy. For NASBITE, he is recommending a three year recertification period with a recertification fee of \$150, which could be paid at one time or on an annual basis at \$50 per year.

Jim Foley discussed digital badging, a validated indicator of fully certified CGBPs that would be awarded when a CGBP earns or fully recertifies his or her credential. He described two different vendors offering digital badging platforms. He will be presenting at the 2017 Annual Conference on the topic during which he will gather feedback from attendees; he plans to make a detailed proposal and recommendation to the Board at the fall 2016 Board meeting for a digital badging program.

He then discussed other recommendations that will be made including the institution of “retired,” “suspended,” or “sabbatical” status for CGBPs, and a possible new exam retake requirement for CGBPs out of compliance with recertification. Further discussion and recommendations on these issues will be brought to the Board.

**New Exam Form/SBNA Initiative:**

Jim Foley reported that work continues on developing financial support for NASBITE’s development of a Spanish-language, non-US-centric CGBP exam, to support the SBNA initiative to expand into Central and Latin America. The estimated cost is \$15,000 for the process of exam item-writing and translation. FedEx, Euromonitor and Santander Bank have been contacted for support funding. He noted that SBNA funding cannot be given directly to NASBITE for this project but that other grant funding may be available. Jim Foley stated that the CGBP Governance Council is not making a funding request of the NASBITE Board at this time

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and the Council will continue to develop the project. Tammy Marquez-Oldham stated that this is a valuable opportunity for NASBITE to lead this project and have a role with federal partners/SBDCs. She said that ASBDC, through University of Texas San Antonio allocates the grant funding through three-year grant programs for foreign direct investment.

Jim Foley then reported on the completion of the CGBP credential-holders survey performed for NASBITE by Southern Illinois University Edwardsville (SIUE), the purpose of which was to assess credential holders' perceptions of the impact of the CGBP credential on their career and job knowledge. A full report and analysis of the responses was provided to the Board in advance of the meeting. The results and analysis can be used by several of the task forces (Member Services, CGBP, and Training Partners) as they plan and develop their projects.

**Board Development Task Force**

Amy Coon, Co-Chair presented a summary of activities as provided to the Board in advance of the meeting. She reviewed the Board Development Team Action Plan which provides for Board development, new Board member mentoring, Distinguished Fellows support and protocol for governance.

She reported that a new Board Member orientation web meeting had taken place on March 6, 2017 and that the recorded session is available on the Board Resources web page (<http://nasbite.org/nasbite-board-of-governors-information-resources/>) for reference at any time. She reported that any Board member who is re-elected for an additional term will be required to review the orientation session as a refresher.

Tammy Marquez-Oldham reported to the Board that Zach Person informed her that the State of Illinois budget for the International Trade Center at the Illinois SBDC office has been de-funded for two years, and that while he will continue to work under the SBDC he has no support staff and is reconsidering his role as a member of the NASBITE Board of Governors. Tammy stated that he will remain on the Board but will provide a decision on whether he will continue his term in six months' time, during which he will not be able to be active with the Board or its Task Forces.

Tammy also reported that new Board member Ray Fogarty was unable to attend the Board meeting due to a very recent and unexpected death in his office.

**Member Services Task Force**

Colette Hart, Chair, discussed the Task Force report that had been provided in advance of the meeting. The Task Force has been active in creating a new resource ("New Member Guide") that is being provided to new members/first time Conference attendees to help the understand and get started in using NASBITE member resources. She and Katie Arroyo will present a New Member Orientation session at the Conference.

Future projects include a member benefits survey to ascertain what members/CGBPs find of value through their NASBITE memberships, and the development of an electronic newsletter for members. The Task Force will also be working on the establishment of criteria for selection and maintenance of resources on the NASBITE website.

Tammy Marquez-Oldham noted that the Member Services Task Force is the “hub” of all task forces since education, marketing, the NASBITE website and all other programs and services should be developed with member value and benefit in mind.

**USDOC/ITA Presentation:**

Ms. Linda Abbruzzese, USDOC/ITA, provided an update to the BOG on behalf of USDOC on U.S. Government Export Assistance, Financing Resources and Export.gov.

**Vision 2020 Plan: Task Force Reports (continued):**

**CGBP Delivery Partners and Trainers Task Force**

Gabriel Shweiri, Chair, presented an update to the Board and a plan outline for Management and promotion of CGBP accredited training programs, beginning with validation of existing accredited programs, followed by development of a list of potential new training partners and an analysis of the benefits and support provided to accredited partners, and ending with the development of a marketing plan utilizing regionally-based NASBITE members to recruit and assist in on-boarding new accredited training partners.

Tammy Marquez-Oldham recommended that this Task Force coordinate with the Member Services Task Force in terms of analyzing and communicating benefits for accredited training partners.

**Vision 2020 Plan: Review & Looking Ahead:**

**Transition Recap:**

Tammy Marquez-Oldham asked Kathy DeMarco to report on host transition activities. Kathy DeMarco reported the following:

- Database cleanup, transition to Abila:
  - significant hours spent on verifying records for membership and CGBP certification management prior to data migration
  - development of new database fields to accommodate both membership and CGBP management (two separate but integrated modules)
  - development of member login pages and members’ only functions
  - communications with members on new login and self-service features
- Financial transition:
  - Coordination of year end for 2015-2016 FY with Meaden & Moore
  - Establishment of new accounting database in Peachtree; generation of new Chart of Accounts
  - Establishment of new bank accounts at PNC Bank
  - Establishment of new payment approval/payment generation processes and procedures with built-in checks/balances and division of duties
  - Coordination of monthly financial statements, issued to Treasurer and EC
  - Coordination of GL and D&O Insurance Policies (new address, updated policy documents)



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- Coordination of update of registered agent in Ohio
- CGBP Management:
  - Training on Your Membership certification/membership management process
  - Establishment of new processes once Abila was launched for better coordination of membership/CGBP renewals
  - Vendor relationship management with TesTrac, BVirtual
  - Created new communications for recertification and for exam candidates to better guide them through the exam registration process (resulting in significant reduction in no-show rate since June 2016 window)
- Website duplication/coordination of website updates:
  - Staff worked with Leroy and outside vendor to coordinate duplication of site and background documents
  - Staff trained in WordPress to manage and maintain new site admin
  - Developed new BOG resource page of legal, fiduciary documents and reports
  - Transition of social media logins, postings to social media sites on behalf of NASBITE – began process of migration from three LinkedIn “pages” to two
- Webinar Coordination:
  - Complete coordination of monthly webinars including:
    - Promotion of topic on website and via mass email
    - Registration for attendees with confirmation providing log in information and PDF of presentation in case of connection issues
    - Practice session with presenter
    - Live coordination including monitoring of program
    - Recording, archiving and providing attendees with link to recorded program
    - Coordination of post-session evaluation survey and sharing of results with Laurie Wolff
    - “Automatic” application of CEUs to attendees’ CGBP recertification requirements (attendees no longer have to enter the program to add the CEUs from webinars)
  - Webinar participation has been increasing, requiring two upgrades to Zoom subscription (originally <50 attendees – increased to <100 attendees, then increased again to <200 attendees to accommodate rising participation)
- Meetings/Annual Conference
  - July 2016 EC Meeting – onsite coordination, dine-around/site inspection
  - September/October 2016 BOG Meeting – onsite coordination/planning visit
  - 2017 Annual Conference:
    - Promotion, registration coordination
    - Additional event: Summit – support to Leroy and GSI for coordination with Convention Center, handling registration, reporting, menu planning, sponsorship coordination
    - All other conference details (Awards, Keynotes, session speaker coordination, CIBER support/sponsorships)
  - 2018 Annual Conference - site selection, contracting with Sheraton Inner Harbor
  - 2019 Annual Conference - pre-selection research and reporting

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- Sponsorship Program:
  - Development of new year-round Partnership Program benefits, pricing
  - Creation of Partnership Program media/promotional language
  - Recruitment (to date – 1 Bronze Partner, 1 Conference Exhibitor)
  - Coordination of email solicitation and planning for additional “Marketing” efforts with volunteers
- Other:
  - Coordination of State Champions project (development of list) – now under the responsibility of Member Services Task Force
  - Met with DOC contacts in Baltimore (Pat Kirwan, Yuki Fujiyama, Tricia VanOrden)
  - Met with Yuki and contact from Thunderbird to discuss possible future “partnership” for training support
  - Coordination with and support to BOG Development Task Force for BOG nominations, self-evaluation (revamped, online survey), online BOG orientation (March 2017)
  - Biweekly “touch-base” calls with President & VP
  - Worked with Chris Schrage, Laurie Wolff to revamp Student Case Competition and develop proposal for new 2018 program

**Vision 2020 Task Forces & Volunteers**

Leroy Lowe presented an overview of the 2020 Plan initiatives and task forces and noted the following areas of activity that will be addressed:

Social Media Strategy/Content	CGBP Recertification	Exporter Summit
NASBITE Website Refresh	CGBP CEU Opps	Conference Website
CGBP Website	CGBP Career Net	Conference Speakers
Delivery Partners and Trainers	Non-CGBP Memberships	Conference Sponsors/Exhib.
CGBP Training Materials	Champions Network	NASBITE Fellows
CGBP Sample Exams	CGBP Bootcamp	BOG Development

Leroy Lowe stated that a survey of all Board members will be distributed to request each Board member to identify which of the above area(s) they would like to support in terms of volunteer time and effort. Then the task forces will begin moving forward on their respective projects.

**2017-2018 Budget Finalization and Approval:**

Norm Sunderman reviewed the final proposed operating budget for FY 2017-2018, with total revenues of \$291,783 and total expenses of \$252,151 and net revenues of \$39,632.

Moved, seconded and carried to adopt the proposed budget for FY 2017-2018.





**NASBITE International**  
**Board of Governors Meeting Minutes**  
**March 29, 2017**  
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**Adjournment:**

Moved, seconded and carried to adjourn the Board of Governors until its next meeting, at a date to be determined in fall 2017, in Baltimore, Maryland.

Respectfully submitted,

Kathleen A. DeMarco, CAE  
Executive Director

*Minutes approved and adopted by Board of Directors on October 5 2017*