

Welcome and Opening Remarks

A meeting of the NASBITE Board of Governors was called to order at 8:00 a.m. on Thursday, October 5, 2017 at the Sheraton Inner Harbor in Baltimore, Maryland, 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	Mary McKinney
Leroy Lowe, Vice President	Jackie Rasmussen, Ex-Officio (non-voting)
Larry Dill, Secretary/Treasurer	Alberto Rodriguez-Baez
Jeanette Benson (joined meeting in progress)	Chris Schrage
Aleda Bourassa	Gabe Shweiri
Dimy Doresca	Sarah Singer
Ray Fogarty	Joyce Steffan
Jim Foley	Steve Sullivan for Danielle Wilsey, Ex-Officio (non-voting)
Colette Hart	Laura Wolff (Distinguished Fellow; non-voting)
Maurice Kogon	

The following were not present, with excused absences: Amy Coon; Katie Arroyo; Sara Jackson; Dimitris Kloussiadis.

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

Kathy DeMarco reported that the following ex-Officio Board member and guests would join the meeting in progress: Yuki Fujiyama, ex-Officio; Aisha Jones, Baltimore USEAC; and Mark Rice, chair, Maryland DEC.

Review & Confirmation of Agenda

Kathy DeMarco reviewed the agenda as distributed prior to the meeting.

Operation & Management Reports:

Review and Approval of Board Meeting Minutes

Moved, seconded and carried to approve the minutes of the March 29, 2017 meeting of the Board of Governors, as written and presented to the Board in advance of the meeting.

Membership Report; CGBP Examinations & Certifications Report

Kathy DeMarco reviewed previously-distributed reports on current CGBP exam metrics and Membership and Recertification, as of October 1, 2017.

Partnership/Sponsorship Program Report

Kathy DeMarco reviewed the status of Partner/Sponsor recruitment for 2018, as of October 4, 2017. Five partners/sponsors are confirmed or to be confirmed for total sponsorships revenue of \$19,000 (Bank of America Merrill Lynch, CIBERs, Datamyne, BGI World Wide Logistics, and Commerce Bank). In addition, 12 entities have been tentatively confirmed as Event Partners with no financial support but with significant promotional support: ASBDC, US Commercial Service, National DEC, SBEA, SBA, Ex-Im, FITT, OWIT, US Chamber of Commerce, Baltimore USEAC, Maryland-DC DEC, and Maryland SBDC.

Each Board member was tasked with recruiting at least one new sponsor for 2018. Kathy DeMarco will distribute the PDF “2018 Partnership/Sponsorship Brochure,” a link to the current list of sponsor targets, and a sample email message to potential sponsors; Board members are encouraged to review the target list, add to it or update it as needed, and make outreach to new sponsors to drive up sponsorship revenues to support the Conference and Summit.

Webinars Report:

Kathy DeMarco reviewed the report, provided in advance to the Board, of the 2016 and 2017 webinars held and/or scheduled, including number of registrants and attendees. She reported that webinar participation continues to grow and thanked Laurie Wolff for her work in recruiting presenters.

Laurie Wolff reported that Lisa Christie, NASBITE Coordinator, has handled the facilitation and speaker arrangements very professionally, and is willing and able to do up to two webinars each month. Sarah Singer suggested that because more Conference session proposals were received than session times available, perhaps the presenters who are not scheduled for a session at the 2018 Conference be offered a webinar opportunity instead; she offered to provide Laurie with a list of potential webinar topics from the session proposals received but not confirmed. Laurie added that this may be a good way to promote the Conference, by presenting content as a “preview” of Conference sessions. Some topics may be worth presenting over multiple sessions to offer a deeper dive on the material.

Joyce Steffan stated that the CIBERs are also interested in supporting the educational value and can develop topics for webinars as well.

A question was raised as to whether all NASBITE-facilitated webinars provide CEUs toward recertification. Laurie said that to-date, all webinars have provided 1 CEU. Starting with webinars to be presented in 2018, Laurie will review the content for webinars to confirm credit-worthiness. If a webinar does not provide content that is credit worthy, the promotional messaging will reflect that.

Laurie also recommended that the webinars be more widely promoted on social media and that several LinkedIn Groups (Export Managers Group; Import/Export Group) could drive interest in NASBITE webinar participation and membership. Links to recorded webinars can be posted on social media channels. To address a wider audience, the script used at the start of each webinar can be expanded to include a short overview of NASBITE and the CGBP program for the benefit of audiences not familiar with NASBITE who may view the archived programs.

Policy Manual Updates

Due to time constraints, this was moved to the Parking Lot to be addressed later in the meeting.

Financial Reports:

Larry Dill, Secretary/Treasurer, reported that day-to-day financial management has been handled well, and expense controls are well in place. In reviewing four years' worth of financial history, he reported that the current "burn rate" (monthly cash use) is currently approximately \$10,000 on average. April tends to be the high point in revenue with the Annual Conference and sponsorship revenues mostly received by the end of April each year. He stated that since expense controls are in place and the expenditures are being closely monitored, each Board member should focus on supporting revenue generation, through recruiting new sponsors/partners, supporting the generation of CGBP exam candidates and exam fees, and helping generate conference attendance. Tammy agreed and encouraged all Board members to find a place on a Task Force to help meet revenue generation goals.

Fred Stringfellow suggested that NASBITE could analyze CGBPs generated by different schools and training programs, and include on the website a "Top 5" or "Top 10" list of programs which generate CGBPs. Such a listing could appeal to the competitive nature and encourage schools/training programs to work toward generating more CGBPs.

CGBP Governance Council Report:

Policy Manual Amendments

Jackie Rasmussen, chair of the CGBP Governance Council, reported on the confirmation of new Council members following the development of an application process and review of applications by the current Council members. The report was provided to the Board in advance of the meeting.

She stated that the new Council members' terms are staggered so that each year a portion of the Council will have their terms end. There are no term limits; Council members whose terms are ending will be able to reapply for a new term.

Jackie then reviewed the "Roles, Responsibilities and Membership Guidelines" proposed policy language as provided to the Board in advance of the meeting, and recommended that the Board consider adopting the guidelines as part of the Policy manual.

Moved, seconded and carried to adopt the "NASBITE International CGBP Governance Council Roles, Responsibilities and Membership Guidelines" and to add such to the NASBITE Board of Governors Policy & Procedures.

Update on State Department SBNA Grant/Spanish-language CGBP Exam Form

Jim Foley reported on the ITA/State Department initiative focusing on expanding global trade education to Latin America. He stated that a task force is doing exploratory work and no action is being requested at this time.

Jim noted that from the time of the initial development of CGBP exam items, all exam items were flagged as either “US-centric” or “non-US-centric,” so it will be easy to identify questions that need to be replaced when plans call for expansion of the CGBP exam into other countries.

FITT and Australia-based “Global Trade Professional Alliance”

Jim Foley reported that he recently attended the FITT Board meeting, representing NASBITE, and that FITT has announced that it recently received significant government funding to create “FITT-EDC International Learning Centre”.

He also reviewed discussions at FITT regarding the Australian-government-funded Global Trade Professional Alliance (GTPA) which is funded with a \$3 million, 3-year grant to develop a global trade credentialing program. GTPA proposed to FITT that FITT’s CIPT would serve as a “base credential” and that GTPA would then offer a higher-level specialized credential. At this time, FITT has not taken action on GTPA’s proposal.

It was agreed that for NASBITE, prior to dedicating resources to expand the CGBP program for international test-takers, the following needs to happen: (1) validate the demand for international testing and determine a break-even point; and (2) determine whether there is a legitimate and sustainable revenue stream to offset the investment required to expand the program for international test-takers.

Ray Fogarty suggested that NASBITE could consider Intellectual Property agreements and licensing arrangements that would allow use of the CGBP credential exam program in other countries, which would remove the burden of developing specialized language-specific versions of the exam form.

Request for Complimentary Exams

Jim Foley presented a request from Alex Viva for five complimentary exam fees for foreign students. The Board did not support this request but recommended that Mr. Viva be put in touch with other trainers who work with international students to share their models with him, one of which is to recruit a donor/alumni to fund the cost of the exam for the international students. Jim will pass this recommendation on to Mr. Viva.

Ray Fogarty recommended that NASBITE consider setting up a scholarship fund to assist international students seeking to take the CGBP exam.

Guests: Yuki Fujiyama, US-DOC/ITA; Aisha Jones, Baltimore USEAC; Mark Rice, Maryland DEC

The Board met with the guests to the meeting, to discuss how their organizations and NASBITE can work together toward common goals.

Mr. Rice, chair of the Maryland DEC, stated that the two greatest needs for exporter training are finding customer markets and export law compliance. Ms. Jones added that due diligence, and website globalization, were also important training needs among local exporters.

Mr. Rice stated that the DEC has a mailing list of 3,500 and he has already agreed to help promote the 2018 Exporters Summit and Annual Conference to the DEC members. Ms. Jones who works with Baltimore USEAC Director Colleen Fisher said that the USEAC is also helping to support and promote the events. In addition to the Conference and Summit, NASBITE webinars may also be a good education resource for DEC members and USEAC clients.

Yuki Fujiyama then updated the Board on the ITA and its structure, reporting that the ITA is comprised of the Industry & Analysis Unit (200 employees), the Global Market Unit (including the USEACs) (1,200 employees) and the Enforcement & Compliance Unit (250 employees). He reported that ITA training funds (which would be used to pay for CGBP training an exam fees) are only available to the commercial side but that he is working to get funding for all of the ITA units.

He reported on the USDOC/ITA - NASBITE MOU and Strategic Partnership, noting that he recently held a CGBP Boot Camp in conjunction with University of Missouri; plans to invite the NASBITE ED to a roundtable event where the ED would present on NASBITE and the CGBP; and an invitation to NASBITE to participate in a monthly teleconference meeting of the ITA with time to present on NASBITE, CGBP, and the 2018 events. Also, connections to other Strategic Partners, including Thunderbird School of Global Management. He also reported on the rewrite of the ITA Trade Finance Guide, to be published in 2018, with an invitation to NASBITE to work with ITA on the rewrite.

Board Development Report:

Board Vacancies/Replacements since Last Board Meeting

Aleda Bourassa, co-Chair of Board Development, reported that all absent Board members had excused absences.

She reported that since the last Board meeting, Alberto Rodriguez-Baez was appointed by the President, with the approval of the Board, to fill the unexpired term of Rama Yelkur who had resigned; that Norm Sunderman resigned from the Board due to his retirement; and that Kelly Fish had resigned from the Board due to time constraints. She also noted that she has learned that Zach Person has left College of DuPage and is now employed in the private sector. He has not formally resigned from the Board and she will attempt to reach him to confirm whether he intends to carry out the remainder of his term which runs through 2019.

Board Self-Evaluation Survey Results

Aleda reviewed the aggregated results of the 2017 Board Self-Evaluation Survey, a summary of which was handed out to the Board at the meeting.

Board Slate Development: Review of Board Applications for 2018 Elections

Aleda Bourassa presented six Board applications, as provided in advance to the Board. Each of the six Board members whose terms conclude in 2018 are applying for re-election to a new term.

The Board will receive an electronic ballot, following this meeting, seeking approval of each applicant to be placed on the slate for election by the Membership in 2018.

Officer Elections

Tammy Marquez-Oldham stated that all Board members have the option to submit their names for an Officer position for 2018. She noted that two-year terms for Officers are helpful in providing leadership continuity.

Aleda stated that Officer nominations are due by November 15, and that electronic voting of the Board for Officer elections will take place in February 2018, following policy and procedure. Following the election of Officers, the new President will then appoint the Executive Committee.

Vision 2020 Plan: Task Force Reports:

Member Services Task Force

Colette Hart, chair, reported that the Task Force will be meeting in fall 2017 to address critical questions including member benefits (current and possible new benefits); member communications (current and possible new/higher frequency); membership v. CGBP certified status with respect to dues structure; and policies on resigning non-paid members and non-recertified CGBPs.

The following Board members agreed to serve on the Member Services Task Force: Sarah Singer, Mary McKinney, Maurice Kogon, Dimy Doresca, Jeanette Benson.

Social Media & Website Task Force

Leroy Lowe reported on the GoogleAds initiative. \$23,000 worth of GoogleAds credits have been “spent” to-date; NASBITE can use up to \$10,000 worth per month. He reported that the goal is “conversions” or actions by users on the website, whether it be email capture, ecommerce/purchases, or registration of some type. He also reported on results to-date: from March through September, there were 630,000 impressions (“ads” displayed), the click-through rate was 2.4% (percentage of users who clicked the ad), and there were 15,100 clicks (for those users who clicked through to the website, this is the number of clicks on the site).

He reported on development of new CGBP web pages that will include new features to augment the delivery of training and CEU opportunities for recertification, some of which will generate royalties to NASBITE; and job postings for CGBP-related jobs to help build the value of the CGBP in the workforce.

Summit & Annual Conference Task Force:

2018 Exporters Summit Report

Jackie Rasmussen, who is leading the development of the 2018 Summit program, reviewed the update to the Board which had been submitted in advance of the meeting. She said that she will be following up with the Board, for assistance in recruiting additional Summit Honorees/presenters. She reported that a “town hall” type “ask the experts” session is being added to the Summit program.

2018 Annual Conference Report

Due to time constraints, a detailed report on the 2018 Annual Conference was moved to the Parking Lot to be addressed later in the agenda.

2019 Annual Conference Site Selection Report & Recommendations

Kathy DeMarco reviewed the recommendations from the Executive Committee to the Board regarding the 2019 Annual Conference host hotel proposal, which was provided to the Board in advance of the meeting. The Executive Committee recommends to the Board of Governors that NASBITE staff proceed with negotiations to finalize a contract with the DeSoto Savannah for the 2019 Summit and Conference, with the pattern shift to enable the majority of Conference attendees to take advantage of the lowest room rates possible. She reported that the EC had previously authorized staff to sign a non-binding Letter of Intent on behalf of NASBITE, to hold the rooms and meeting space, until the Board makes the final approval. The LOI includes include an “out” clause without penalty, in the event the Board not approve the EC’s recommendation or the terms of the contract.

Moved, seconded and carried to approve the Executive Committee recommendation to contract with the DeSoto Savannah for the 2019 Summit and Annual Conference, and the 2018 Fall Board Meeting, with the change in date patterns as proposed for the 2019 Summit and Conference.

It was recommended that the 2018 Fall Board Meeting be planned for two full days, and that if possible to extend the meeting room on September 27, 2018 to 4:00 pm and add additional guest rooms for the night of September 27 for any BOG members who wish to extend their stay.

CGBP Accredited Training Network Task Force:

Gabriel Shweiri, Chair, reported that the Task Force has been making outreach to current Accredited Training Programs and Certified Trainers, as well as other organizations promoting CGBP training, via email/phone contact, to solicit responses to a survey which will help identify resources and support needed by these training partners that will help the build participation and generate CGBP candidates.

Based on initial responses, the Task Force recognizes opportunities to reach out to and provide support to students earlier in their training process, which would help generate more interest in attempting to earn their CGBP.

Gabriel reported on several new potential training partners: SBDC at High Line College in DeMoines, IA; Washington State University in Seattle, WA; Lone Star Community College in TX; and Savannah State University in GA.

Gabriel reported that the 2018 Annual Conference schedule will include a breakout session focused on sharing best practices for CGBP training delivery. Curriculum samples, success stories, and resource-sharing will be part of the program.

Alberto Rodriguez-Baez and Dimy Doresca each volunteered to join the Task Force. Gabriel reported that Lynn Stewart has also been invited to join.

CGBP Exam Prep Task Force

Leroy Lowe, chair, reported on the need for a better way to forecast CGBP exam takers: NASBITE needs this information for financial planning and budgeting. To support this need, outreach is taking place among training providers to seek input from them on CGBP exam candidate forecasts for 2017 and 2018.

Leroy reported that for the first two windows of the fiscal year (one of which is still open for registration), registrations for exams are running at about 50% of budgeted forecast and the last two windows of the fiscal year will be important if NASBITE is to meet its budgeted revenue. He asked the Board to suggest ideas to help generate more exam candidates in the short term.

Sarah Singer suggested that a NASBITE representative(s) submit proposals to speak at other conferences (NACCE, NISOD, NACTE, NBEA for example) where business faculty are attendees. A preconference workshop or conference session that would present the value of the CGBP and how to earn the CGBP may help increase awareness and generate interest in CGBP training and exams.

Laura Wolff suggested that NASBITE make efforts to reach out to failed exam candidates from the past several years, to offer them support and perhaps a special re-take fee or other discounts, to encourage them to attempt another exam. It was agreed that such failed candidates, from the past two years, will be offered a 50% discount on one Practice Exam and a special “refresher” webinar program will be recorded by Jim Foley and offered as an additional resource for these potential retake candidates. Staff will build a targeted list of failed candidates and will coordinate outreach and resources as well as marketing messaging. An additional list of webinar attendees who are not CGBPs, as well as Accredited Training Programs/Certified Trainers, will be used to offer the same resources if they register for the CGBP exam during the March or June 2018 exam windows.

Discussion followed on a discrepancy between policy and information provided on the NASBITE website with respect to the time period during which a failed exam candidate can take advantage of the re-take fee. Moved, seconded and carried to amend the Policy and Procedures to remove the limitation on the time period during which a retake may be taken at the retake fee rate.

Training Materials Task Force:

Leroy Lowe, chair, distributed confidential scoring reports for the 16 proposals reviewed by a task force comprised of Distinguished Fellows volunteers.

Overall, he reported that no single proposal met all the needs as outlined in the RFP that was issued in June; also, some of the proposals, while not meeting the “partnership” level, would provide meaningful resources to exam candidates.

In the short term, plans were made for the President, chair of the task force, and the ED to explore the potential for partnerships further with the top-scoring proposals. Those presenting solid opportunities for partnerships will then be presented to the Board, with details of the proposed partnership arrangements, for approval. Resources that are already in the public domain and present no real opportunity for revenue-generating partnerships will be further considered for listing on the website as training resources.

Strategic National/Statewide Partnerships Task Force:

IATTO

Jim Foley reported that Chris Schrage has recommended that NASBITE withdraw from IATTO due to instability within IATTO and lack of funding. He also suggested that IATTO be given meeting space during the 2018 Annual Conference, should it wish to convene at that time; the President directed staff to seek space if IATTO wishes to meet during the Annual Conference.

Tammy Marquez-Oldham advised Jim Foley to report to IATTO that NASBITE will make no decisions with respect to membership in IATTO until IATTO can provide a solid plan for its reorganization and funding.

NACCE

National Association for Community College Entrepreneurship (NACCE) has provided a “SWAP agreement” sample to NASBITE, which could be used to provide mutual, in-kind services to support each other’s goals and events. Kathy DeMarco was asked to pursue a discussion with NACCE to get more details regarding a potential swap of in-kind services between NASBITE and NACCE.

Tammy further recommended a similar arrangement with INBIA, and potentially ASBDC.

Report from the Distinguished Fellows:

Jeanette Benson reported on recent activities by the Fellows, including serving as reviewers for the CGBP Training Partnerships proposals. She also said that the Fellows will be further discussing the Barbara Moebius Scholarship Fund, which was created in 2015 but not funded or activated in any way. It was noted that there was a Board resolution, adopted in 2015, that provided some objectives and guidelines for the program.

Jeanette reported that a meeting of the Fellows will be convened during the 2018 Annual Conference.

Jeanette also recommended that NASBITE update and re-publish its CGBP marketing brochure, which has been out of print and not updated since the change in host. Kathy DeMarco noted that there is a small marketing budget and other types of media, aside from a multi-page/full color brochure, could be considered. It was agreed that a hard-copy piece is needed for handout at trade shows and meetings. Gabriel suggested a digital version that can be re-branded by individual training partners.

Adjournment:

Moved, seconded and carried to adjourn due to time constraints, and to carry over Parking Lot agenda items to the next meeting.

Respectfully submitted,

Kathleen A. DeMarco, CAE
Executive Director