

### **Call to Order**

A meeting of the NASBITE Board of Governors was called to order at 8:00 a.m. on Thursday, September 26, 2019 by President Leroy Lowe.

### **Roll Call & Confirmation 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:

Leroy Lowe, President  
Jackie Rasmussen, Vice President  
Mike Seibert, Secretary/Treasurer  
Tammy Marquez-Oldham, Immediate Past President  
Jeanette Benson, Fellows Chair (via teleconference)  
Kemi Arosanyin  
Aleda Bourassa  
Amy Coon  
Dimy Doresca  
Jim Foley

Yuki Fujiyama  
Maurice Kogon  
Deborah Lanford  
Mary McKinney  
Gabriel Shweiri  
Elizabeth Smith, CGBP Governance Council Chair  
Joyce Steffan  
Aerek Stephens, Ex-Officio (EXIM Bank)  
Steve Sullivan, Ex-Officio (SBA)  
Caroline Thompkins, Ex-Officio (FITT)

Also in attendance:

Kathleen DeMarco, CAE, Executive Director  
Laurie Wolff, Distinguished Fellow

### **Review & Confirmation of Agenda**

- Leroy Lowe reviewed the planned agenda, which was distributed prior to the meeting along with advance reports.
- There were no changes to the planned agenda.

### **Operation & Management Reports**

- **Moved, seconded and carried** to approve the draft minutes of the April 12, 2019 Board of Governors meeting, with the following amendments: the addition of Dimitris Kloussiadis to the list of attendees; correction of the date of the fiscal year on page 1 under "Financial Reports" to reflect 2018-2019 fiscal year with respect to sponsorship commissions; the addition of Amy Coon's name on page 3 as a part of the 2019 Summit team
- **Moved, seconded and carried** to approve the draft minutes of the July 31, 2019 Board of Governors meeting, with the addition of Jeanette Benson to the list of attendees.
- **Staff Team Updates**: Kathy DeMarco reported that Lisa Christie, Membership & Certification Coordinator, will be on leave from approximately October 30 through early January and that two Stringfellow Management Group (SMG) team members, Jane Lyall and Lisa Blair, have been assigned and trained to cover all tasks and responsibilities during Lisa Christie's leave. She asked that Board members direct any staff support requests to her during this period to ensure appropriate assignment of tasks and overall work flow.
- **Membership & Certification Report**: Kathy DeMarco reviewed the report as distributed prior to the meeting.
  - The following changes will be implemented for future reports: the number of Individuals enrolled under Institutional Memberships; annual retention rate percentage for CGBP Recertifications (to compare to the industry standard of 92%); and the total number of schools that are considered Educational Partners (not just schools officially enrolled and active).
  - It was noted that CGBP attrition is likely at least in part due to opting out of SBA funding from past years.

- CGBP Examination Report: Mary McKinney recommended that a breakdown of CGBP candidates in terms of whether they are students or exporters may be helpful to direct future CGBP marketing activities.
- Webinars: Laurie Wolff reported on 2019 webinars which included those presented in conjunction with Shipping Solutions (January, February, March, April) and those coordinated by NASBITE (April – GrowthWheel; July – Kompass; and August – Datamyne), noting that SMG is contracted for up to six NASBITE-coordinated webinars per year.
  - Webinars should be planned for Educational Partner faculty to share best practices in implementing the Student Pathway program at their school.
  - There will be at least one webinar offered in 2020 for the Case Competition, to allow the sponsor company to present information and their case. This will be recorded and made available to registered teams.
  - Development of the Trade Passport Program webinars will begin in October 2019.
  - Additional webinars will be planned that offer opportunities to earn recertification CEUs.
  - It is possible that sponsors offering trade tools will be asked to provide limited access for free to registered Case Competition teams and it is possible that the sponsor(s) that agree will be asked to present a webinar for the teams to explain their tool and how it can be used to support their case development.
  - Mike Seibert volunteered to support development and coordination of NASBITE webinars.

#### **Financial Report**

- Mike Seibert presented the 2019-2020 Fiscal Year preliminary financial statements through August 31, 2019, which were distributed in advance of the meeting.
- He reported that he has online access to the PNC Bank accounts and reviews the assets regularly.
- Focus has been on maintaining a budgeting document on a monthly basis and projecting the year-end based on activity to-date.
- He reviewed the five main revenue sources and six expense categories and provided an update on status through two months of the fiscal year.
- He noted that while SMG staff review the monthly financials, staff does not provide a formal accounting review. Kathy DeMarco stated that the Board should determine whether it wishes to have performed an independent review of the financial statements, a recommended best practice; currently no independent review is performed by an outside CPA.

#### **Organization/Business Update**

- Leroy Lowe and Jackie Rasmussen presented an update on current NASBITE programs and projects and accomplishments to-date on the Vision 2020 plan initiatives. The presentation is attached to these minutes.
- Key Issues and Challenges for the current 2019-2020 fiscal year include:
  - **Student Pathway Program:**
    - Gabriel Shweiri is focusing on individual, personalized outreach to two-year schools who have shown interest in but have not been actively promoting the Student Pathway program to its students. Joyce Steffan is reaching out to the four-year schools. Additional help is needed for more outreach to further engage these schools and get more students enrolled.
    - Tammy Marquez-Oldham noted that this outreach intersects with Membership Services Task Force activities and should be coordinated.

- **CGBP Social Media:**
  - The goal is to convert site visitors to “customers” (access a resource; enroll in a course; register for the Conference, purchase a membership, register for the CGBP exam, etc.)
  - Alberto Rodriguez-Baez has been leading this task team but needs additional support. His team includes Amy Coon, Susan Dragotta, and Leroy Lowe.
- **NASBITE Websites:**
  - The main NASBITE.org website, the Conference/Summit website, and the CGBP website have all been rebuilt.
  - Kathy DeMarco reported that following the 2019 Conference, all three websites were migrated to a new hosting server to solve page load and other issues. This was a significant undertaking and was coordinated by the SMG staff team.
  - The CGBP website content development is ongoing (more CGBP Profiles are needed; Career-Net is available but not being used; there are few CGBP Training options listed).
  - It was noted that more proactive communication to Accredited Training Programs and Certified Trainers is needed to facilitate additional training listings and generate more exam candidates. Some are having difficulty in finding how to submit their training; a new button will be added at the top of the training pages to make it easy to see and use.
- **Membership/Sponsorship:**
  - Sponsored trade tools as “Member Benefits” needs follow up and promotion.
  - Total sponsorship revenue saw no growth in 2019 and needs to be a focus in 2020. The SMG staff is driving this but needs support from the Board.
  - Additional promotion of Institutional Memberships to Educational Partners and SBDC partners is needed to grow membership.
- **CGBP-Aligned Materials:**
  - New resources have been introduced (MindEdge); pending are *The Global Entrepreneur* and FITTskills training modules; these will be added to the “Exam Prep Resources” and promoted to exam candidates as options for CGBP training.
  - Student Pathway program weekly “Tutorials” are almost through the 1-year cycle; these will be updated as needed for year 2.
  - Using the information from the Tutorials, a 4-Domain Study Pack is being developed, aligning with the Practice Delineation domains for the CGBP.
  - Help is needed to identify additional exam preparation training resources and get them listed on the website.
- **Partnerships:**
  - Individuals from the Board have been identified as “liaison” with a number of organizations and are spearheading engagement opportunities (ASBDC, NCBFAA, OWIT, ICPA, Shipping Solutions).

- **Miscellaneous** (Membership Services; Case Competition; National Small Business Exporter Summit; Conference)
  - Additional support from volunteers is needed to grow these programs.
- The Board discussed the declining CGBP exam registrations over the past five years; the Student Pathway Program and engagement with Educational Partners is aimed at growing CGBP exam registrations.
- CGBP exam and recertification revenue covers about half of the NASBITE operational overhead and needs to continue to be a focus.
- Maurice Kogon stated that it appears that NASBITE is promoting MindEdge training but not Accredited Training Programs. Leroy Lowe stated that this is unintentional but will be looked at. As discussed earlier, more frequent communication with the ATPs may generate more activity on their part in listing course offerings and recruiting CGBP candidates. Potentially, NASBITE could offer each training partner a webinar opportunity to promote themselves.
- Leroy Lowe presented details of the SBDC/WTC Training Initiative that would provide a training module series (in-person training), as well as offer a directory of expert trainers, a compressed CGBP workshop, trade-training business model examples, and SME-focused promotional materials that can be adapted for local needs. This initiative will be rolled out in 2020. Leroy Lowe will lead a new task team of approximately five members and support from volunteers is needed.

#### **Summit & Conference:**

- **Summit:** Jackie Rasmussen directed the Board to the written report, submitted prior to the meeting, for updates on development of the 2020 National Small Business Exporters Summit.
  - Outreach is being initiated to the 244 export companies on the distribution list; 60 have been recognized and about 50 were interested for 2019 but were unable to participate. There are an additional 150 exporters from DECAs that are also potential targets.
  - Outreach is also being initiated with Supporting Organizations/Partners. Colleen Fisher at the US trade rep office and USEAC in Baltimore has been engaged and will assist in recruiting Honoree exporters as well as exporter attendees.
  - The gap to fill is getting more exporters to attend. More volunteers are needed to help plan and promote the event.
    - Maurice Kogon recommended outreach to WTCs, USEACs, the Maryland DOC (Aerek Stephens has a contact there) to help promote the event.
  - Recruitment of a Premiere Sponsor is also underway. Leroy Lowe suggested making an offer to Bank of America (which declined to sponsor in 2019 due to a lack of local attendance) to have BOA “subsidize” registration for its local clients as a way to convince them to be a sponsor for 2020.
  - Jeanette Benson recommended the development of a “Summit Planning” document to help guide future volunteers in the process.
- **Conference:**
  - Kathy DeMarco reported that the first Call for Presentations was launched on September 18 with an initial deadline of October 18; this deadline will likely be extended depending on the number of submissions received.
  - Kathy asked for volunteers to help review session proposals; Jim Foley volunteered and Leroy Lowe will also participate.

- Recruiting for keynote speakers will begin soon. Recommendations include Susan Schwab, USCR Director, University of Maryland (per Maurice Kogon); World Bank; International Monetary Fund; USAID Higher Education Liaison, etc.
- Kathy asked the Board to reconfirm that all Conference session speakers must register for the Conference; Keynote speakers will be provided a comp 1-day registration. The Board confirmed this policy.
- **2020 Student Case Competition:**
  - Laurie Wolff led a discussion on the format of the 2020 Case Competition and proposed that the Competition be more integrated into the Annual Conference so that participating student teams can take part in the Conference activities when they are not presenting. This would mean moving the Competition from the 2019 format (preliminary round on Monday, final round on Tuesday, award presentation during lunch on Tuesday's Summit) to having the preliminary round on Thursday and final round on Friday morning, with the award presentation during the Awards luncheon on Friday.
  - The two issues with this proposal are (a) the number of weekdays that students are out of school, and (b) the cost of having potentially 70 students and instructors attend the conference and the need to include the cost of attendance (which is \$505 per person) in the Team Registration fee for five people, making the team registration fee \$2,500.
  - **For 2020** it was decided that the current plan, to have the Competition on Monday and Tuesday and not including Conference registration, will be carried out.
  - **For 2021** the Board will consider the alternate pattern (Thursday-Friday) and establishing two Team Registration options: one would be for the Competition only, and a second option would include Conference Registration for the team at a price to be determined but set to cover costs.
  - Leroy Lowe will survey the teams and determine their preferences as to the two different formats.
- **2020 Awards Program:**
  - Jeanette Benson reported that the Fellows have discussed the Advancing International Trade Award, the Program Excellence Award and the International Trade Educator of the Year Award and the requirements for each.
  - It is the Fellows' recommendation that the International Trade Educator of the Year nominations come from the NASBITE Board.
  - It is the Fellows' recommendation that two, rather than three, letters of recommendation should be required.
  - Laurie Wolff noted that the requirements, and who can nominate, are spelled out accurately in the policy manual.
  - The Fellows will review the policy language regarding who can submit nominations for which awards, and the required documentation for each award, and will update the promotional language accordingly for 2020.
  - Promotion of the Awards program is needed to generate more nominations.
- **Sponsors:**
  - Kathy DeMarco reported that there are funds being held on the balance sheet for unused sponsor benefits, namely, CGBP exam fees that are included in year-round Partnership packages that the sponsors who are eligible have not used. If these funds go unused at the end of the fiscal year, they will be donated to the Barbara Moebius Scholarship Fund.
  - Kathy reviewed the proposed Sponsorship offerings for 2020 and stated that she will create custom "packages" for sponsors seeking specific benefits. Some want to engage during the Conference only but others will want to have year-round engagement.

- Kathy asked that each Board member work to recruit at least two new sponsors for 2020. She will provide support and coordinate this effort. Board members will have access to a shared document listing over 100 sponsorship “targets” (via the Board Resources web page) and will be asked to put their name in the file next to at least two potential sponsors they will contact. Kathy will do follow up and design custom sponsorship packages.
- **2021 and 2022 Conference Site Recommendations:**
  - Kathy DeMarco led a discussion on the selection of the 2021 Summit and Conference location.
  - Using a tool she developed to list the factors that contribute to a successful event (local support – DEC, USEAC, WTC, etc.); availability of daily direct flights; states that offer tax exemption or rebates for 501(c)3 organizations; states that California does not restrict its state employees to travel to, etc., the Board reviewed data comparing locations in the west/southwest as well as the Midwest.
  - Based on the active DEC (Pacific Northwest DEC), having two trade representatives co-located with the SBA at the USEAC, the number of daily flights, the state rule allowing tax exemption for 501(c)3s, the government per diem rate, weather and other important success factors, the Board directed staff to focus on Las Vegas, Nevada as the site for 2021.
  - Staff will investigate appropriate hotel properties and will bring recommendations to the Board for review and approval. Kathy DeMarco noted that a site inspection trip will likely be needed to view and evaluate properties that submit a proposal.
  - For 2022 the Board agreed that the Summit and Conference will return to the DC/Baltimore area and that all even-numbered years will be held in the DC area.
  - Kathy DeMarco will poll for potential 2020 Fall BOG Meeting dates, since the hotel contract for the Fall BOG meeting is done in conjunction with the Conference/Summit site contracting. It was noted that September 25, 2020 is a religious holiday; ASBDC is scheduled for September 29-October 2, 2020 in Atlanta; these dates are to be avoided.

#### **CGBP Governance Council Report:**

- Elizabeth Smith, Governance Council Chair, referenced the report provided in advance of the meeting that outlines recent activity of the Governance Council.
- Elizabeth discussed the GC roster and noted that a Public Member is needed. A public member of the Council would be someone who is not a CGBP and not necessarily on the “front line” in international trade. Assistance from the Board in identifying a candidate was requested.
- A significant undertaking and accomplishment in 2019 was the investigation, selection, contract confirmation and operational transition from TesTrac to Scantron as NASBITE’s exam provider.
  - Elizabeth acknowledged the significant efforts of Jackie Rasmussen, Jim Foley, Kathy DeMarco and Lisa Christie to make the transition.
  - Scantron has proved to be a very professional partner; regular scheduled check-in calls are held to review outstanding issues and items pending for implementation.
  - With the transition, there are some procedure and policy changes including the following:
    - Candidates will now receive an “unofficial score” immediately following completion of the exam, to be followed by the official score after the GC reviews exam results at the end of the exam window.
    - Candidates sitting the exam will now be allowed one restroom break and will also be allowed to have one blank sheet of paper on the desk as scratch paper (the virtual proctor will verify the sheet is blank prior to testing and will view the destruction of the sheet once the candidate completes the exam).
    - Candidates sitting for the Practice Exam will no longer receive a scaled score with their results.

- The CGBP Exam Test Taker’s Guide document is being updated to reflect these changes. Once final it will be posted on the website and shared with registered exam candidates and the ATPs/Certified Trainers.
- **Item Bank Review:** The GC will review the items in the test bank (a bank of test questions that are not currently used on the exam forms) to ensure that the content is still correct, and that the choices and answers meet Scantron’s rigorous psychometric criteria. The GC will undertake this work in fall 2019, and will make recommendations to the Board of Governors on any modifications needed to existing items by January 1, 2020. Jackie Rasmussen and Jim Foley can provide guidance to the GC on item construction, stem and detractor responses.
  - Due to the impending changes to INCOTERMS for 2020, the GC will look specifically at test items relating to INCOTERMS to ensure they are up to date. Discussion followed regarding establishing a task force (to include representation from the CG) around INCOTERMS 2020 that can advise on content changes, and ensure the content corrections are made across the breadth of NASBITE resources. It was suggested that Bob Imbriani would be a good resource on this team; Chris Schrage has just attended training; Beth Smith and Dimy Doresca also indicated interest in serving.

#### **Ex-Officio Member Update: US-DOC/ITA**

- Yuki Fujiyama, Ex-Officio Board member for US-DOC/ITA, referenced the report provided in advance of the meeting that outlines recent and upcoming objectives.
- Priority tasks in the next six months include:
  - support for the 2020 Summit and Conference: suggesting potential keynote speakers from the USCS and someone from ITA
  - creating a three to four-minute video based on the ITA “Trade Finance Guide” (to be developed in late fall 2019); NASBITE will be asked to provide input on the proposed script for the video. Video is planned to be launched in January or February 2020.
  - Internal (ITA) CGBP Exam Prep training for over 2,200 employees; Yuki reported he has spoken with ITA and TPCC Small Business Working Group training managers and is considering reaching out to the Virginia SBDC at George Mason University.
  - ITA’s partnership with Thunderbird Executive Education will be leveraged to develop a Trade Finance online course and NASBITE can be included in this process. This activity may lead to course development for the other three CGBP domains as well.

#### **CGBP Recertification:**

- **Moved, seconded and carried** to implement digital badging via BadgeCert for NASBITE CGBPs at a cost not to exceed \$2,000 in the 2019-2020 fiscal year and to confirm actual costs to the Board of Directors when available.
  - Clarification is needed from Scantron as to whether proposed fees are one-time or on an annual basis for issuing or renewing a digital badge for a CGBP.
- A proposal was discussed to allow CGBPs to submit CEUs for “hours worked” limited to no more than five of the 10 CEUs per year required for recertification. A more detailed proposal and policy amendment will be developed.
- Mary McKinney and Kemi Arosanyin volunteered to support the Recertification task team.
- **Moved, seconded and carried** to revert to the prior policy to allow unaccredited training providers to submit CGBP Pre-Approved Recertification credit courses which, if approved by NASBITE, will be listed at no cost to the training provider.
  - It was recommended that a disclaimer be added to the Pre-Approved Recertification Courses web page where such training is listed, that by listing there is no endorsement by NASBITE of the training offered or the trainer to deliver the training (specific wording to be developed).

- Steve Sullivan recommended that NASBITE request that all training providers mention the CGBP certification in their training/presentations; verbiage should be developed and provided to the training providers.
- A separate issue, as to whether NASBITE should or could allow listings of unaccredited training resources on its website. Mike Seibert volunteered to discuss this with other Accredited Training Programs and report back to the Board with their input.

#### **Board Development:**

- Aleda Bourassa and Amy Coon referenced the Board Development report submitted in advance of the meeting which includes a summary of the responses to the 2019 BOG Self-Evaluation Survey.
- Aleda informed the Board that Colette Hard has communicated her intent to resign from the Board at the conclusion of the 2020 Annual Conference and has recommended that the Board consider appointing Nate Ward (also of CSU) to fill the vacancy. Nate Ward has submitted an application, pending review by the Board and for consideration to fill the pending vacancy. Colette will submit a formal resignation letter soon.

- **2020 Nomination Slate:**

- **Moved, seconded and carried** to approve and adopt the slate of nominees for the 2020 Board of Governors elections as follows:
  1. Martin Brill, CGBP – Kutztown University SBDC & PA SBDC, Harrisburg, PA
  2. Dimy Doresca, CGBP – Institute for International Business, U. of Iowa, Iowa City, IA
  3. Drew Felling, CGBP – Commerce Bank, Kansas City, MO
  4. Leah Gould-Haws, CGBP – California Community Colleges Chancellor's Office, Long Beach, CA
  5. Julia Montgomery, CGBP, Florida SBDC at University of North Florida, Jacksonville, FL
  6. Chris Schrage, CGBP, University of Northern Iowa, New Hartford, IA
  7. Gabriel Shweiri, CGBP – Santa Ana College, Santa Ana, CA
  8. Jade Sims, CGBP – Michigan State University International Business Center, East Lansing, MI
  9. Joyce Steffan, CGBP – The Ohio State University, Columbus, OH

- **Policy & Procedure Updates:**

- Amy Coon is developing proposed amendments to the Policy and Procedures and ensure alignment with the bylaws. Proposed amendments will be presented to the Board in spring 2020.

- **2020 Officer Elections:**

- Interested individuals should notify the Board Development co-chairs no later than February 15, 2020.
  - To date, Jackie Rasmussen has self-nominated for President and Dimy Doresca has self-nominated for Vice President. Other nominations are welcome.
- On February 17, staff will issue an electronic ballot to the Board for voting on 2020 Officer nominations. The deadline for voting will be Monday, March 2, 2020.

#### **External Funding:**

- Dimy Doresca presented a report, "Foundation Support & Advisory Board Exploratory Task Force," a copy of which is attached to these minutes for reference.
- The report identifies organizations as prospects to become members of NASBITE and support our work with small businesses, international traders and educators. The goal is to find a contact in each of these organizations, schedule a phone call to introduce NASBITE and find out the best way to seek their sponsorship.
- The report also makes recommendations for potential grant funding to advance NASBITE interests.

- These efforts will also include potential sponsorships.
- Dimy recommends that the Board consider creating an advisory board to enable these organizations to provide input to NASBITE leadership.
- Dimy has interns doing additional research on grant cycles and on banks that do international trade financing and will bring more information to the Board.
- Mary McKinney offered to assist with this project; additional volunteers are welcome.

#### **Recap and Review of Agenda for September 27:**

- Due to time constraints the meeting was suspended and the Officers will reorganize the agenda items that were scheduled for September 26 to be addressed on September 27.

#### **Recap of Discussion with Yuki Fujiyama:**

- Leroy Lowe provided the Board with a recap of a discussion he and the Officers and ED had with Yuki Fujiyama following the close of the Board meeting on September 26:
  - Yuki proposes the development of a “training package” consisting of online materials (possibly using the Summit presentations/recordings), the purchase of which would include automatic recertification. This is an answer to the issue that DOC employees do not get reimbursed for recertification but do get reimbursed for education/training. It could help retain DOC CGBP certifications.
  - Yuki suggested that NASBITE consider an “Executive” level certification that would take into consideration “tenure” and continued good standing as a CGBP; the “CGBE” (Certified Global Business Executive) designation could be attractive to credential holders.
  - Due to the federal fiscal year end of September 30, Yuki requested that future Conference registration solicitation could be packaged with membership fees and sent to government contacts in early fall. Often there are funds left in the budget and this would be a good time for federal employees to request funding to attend the following year’s Conference and renew their NASBITE membership.
  - DOC-ITA is sponsoring the “Discover Global” conference and suggested a conference attendance/booth swap with NASBITE.
  - Yuki will be arranging a meeting with the TPCC small business working group at the Baltimore USEAC and will invite the ED to attend in person as well as the NASBITE Officers to attend virtually. The date has not been set but is targeted for late October or early November 2019.
- Leroy noted that the Officers will review these recommendations and will work with the ED and task teams to further the ideas.
- Kathy DeMarco reported that the renewal MOU with DOC-ITA is underway for 2020.

#### **Coordination/Cooperation with SIDO:**

- Leroy Lowe reported that according to Thunderbird, SIDO is developing a certification/training program for state-level trade assistance training consisting of a three-day onsite professional development course.
- Andy Karellas, Executive Director for SIDO and Director of Federal Affairs at The Council of State Governments, will be invited to present a keynote at the 2020 NASBITE Conference (Jim Foley will reach out to Andy). If Andy declines then the SIDO President, Signe Pringle, who is Managing Director, Office of International Investment and Trade, Maryland Department of Commerce would be a good keynote speaker.
- With respect to all NASBITE “partnerships” Kathy DeMarco created a shared online folder with sub-folders for each partnership so that all the partner “liaisons” can access information and correspondence. The recommendation was made to put a link to this shared folder on the NASBITE BOG Resources page.

**Key Initiative Action Items/Discussions:**

- Leroy Lowe led a review of key initiatives, current action items and described the format for breakout discussions to brainstorm ideas.
  - **Social Media:**
    - Volunteers are needed to generate content and images for posting to social media accounts and related groups. Tasks can be scaled to the time available for the volunteer.
    - A new initiative being planned is the announcement of new CGBPs via social media; posts would provide information about the new CGBP and why they pursued the credential.
    - Deb Lanford volunteered to assist. It was noted that prospective board member Julia Montgomery also has some skills/experience in this area, and would be a good candidate to assist.
  - **Trade Passport Program:**
    - Leroy reported that a series of teleconference meetings has been held with SBDCs who are subscribed to support the program
    - Deb Lanford is working on the specifications for the Trade Passport website development.
    - The timeline for launch is to have the web site ready by the end of the year for testing and launching the program by March 30, 2020.
    - Laurie Wolff is coordinating the development of webinars on a wide range of topics to be offered as content through the program.
    - A subdomain “tradepassport.org” will be created and there will need to be a marketing/promotion plan in place to drive traffic to the site.
    - **Moved, seconded and carried** to spend up to but no more than \$4,000 of surplus margin in the current fiscal year on external assistance to generate website traffic for the Trade Passport Program.
    - Jim Foley recommended reaching out to corporate entities for potential participation in the program. Leroy noted that the current program is being developed for SBDCs but “corporate partner” will be the next phase but metrics from the initial phase will be needed to “sell” the program to the corporate audience.
    - It was recommended that the “charter subscriber” SBDCs and WTCs should be named and listed on the TPP website for recognition.
    - Steve Sullivan stated that he can get the SBA Associate Administrator to post a blog about the program once it is up and running.
  - **CGBP Student Pathway Program**
    - Leroy Lowe reported good activity with respect to enrolling students in the program; there are currently 120 students enrolled.
    - Gabriel Shweiri and Joyce Steffan are doing personalized outreach to provide support in implementing the program at their school.
    - Eleven of the 29 students enrolled in the program at The Ohio State University are sitting for the exam.
    - Laurie Wolff discussed a webinar for students and faculty, to help them prepare for the exam. It could be recorded and a link provided for future reference.
    - Jim Foley said that the signup process for Student Pathway membership is confusing. it is part of the overall Membership signup page. Consider a separate signup page just for the Pathway program to make it clear. Also, consider using text communication since that is a media that students prefer and

rather than requiring a photo of a student ID, have the student submit their college student ID number on the application (which can be verified with the school if needed).

○ **Barbara Moebius Scholarship Program:**

- Aleda Bourassa referred to the report provided in advance of the meeting which describes a plan to use funds donated for the scholarship program to support Student Ambassadors in the Student Pathway program, and to fund the Scholarship program by donating \$30 for each Educational Partner school which names an Ambassador which is successful in recruiting five new Student Pathway members.
- Recognition of support by the Scholarship program should be acknowledged on the website, at the conference and at the Case Competition.
- **Moved, seconded and carried** to make, on an annual basis, a contribution to the Barbara Moebius Scholarship Fund from net revenues, based on a calculation of \$30 donated for each Educational Partner School with a designated Student Ambassador that achieves recruitment of five new students, unless a loss is projected for the fiscal year, subject to Board approval at the spring Board of Governors Meeting.
- Staff is directed to contact sponsors at the end of each calendar year who have unused “CGBP exam fee benefits” to provide them with the option of using the benefit or donating the benefit to the Barbara Moebius Scholarship fund; if funds are unused after 12 months such funds will automatically be donated to the Scholarship fund. Staff should report back to the sponsors the number of scholarships donated and a list of schools with students receiving the benefits.

○ **Strategic Partnerships:**

- **NCBFAA:** Leroy Lowe reported that George Cummings, who presented to the Board in April, suggested an internship program which resulted in the development of a NASBITE internship “matching” web page being launched; the program needs to be communicated and promoted to employers. Leroy is seeking volunteers to help with this initiative.

○ **Ex-Officio Reports:**

- **FITT:** Caroline Thompkins referred to the report submitted in advance. In addition:
  - Caroline is seeking a conversation on the FITT-NASBITE partnership to identify key goals beyond the sharing of Board seats.
  - Jim Foley and Caroline will discuss and report back their ideas to the Board.
- **EXIM Bank:**
  - Aerek Stephens reported that funding is authorized through September 30, the end of federal fiscal year, and that funding is attached to the Continuing Resolution which is awaiting the President’s signature.
  - EXIM has a full Board including Kimberly Reed, Chairman and President; Robert E. Lighthizer, U.S. Trade Representative, Board Member, ex officio; and Wilbur L. Ross, Jr., U.S. Secretary of Commerce, Board Member, ex officio.
  - EXIM has a large loan program for trade missions to Africa.
  - He reported that he has submitted a proposal to EXIM for CGBP training and is waiting to hear a response. Of 56 there are 18 CGBPs so there is a good opportunity to recruit.
  - EXIM Annual Conference is April 2-3 in Washington, DC and it is an opportunity to have a booth for NASBITE.
  - The Brokers Network is a potential audience for CGBP credentialing.

- EXIM has representation in all 50 states.
- **SBA:**
  - Steve Sullivan reported on the new STEP grants, awarded to 40 states and Puerto Rico, sharing \$18 million in funding. See link in the advance report provided to the Board.
  - SBA is “cleaning up” the STEP process and enabling expanded use parameters.
  - A new Chief of Trade Finance is repackaging and refocusing on packaging of loans.
  - The Trump administration has not requested a national export strategy so the referral component is key.
  - SBA has established a trade barrier hotline (855-722-4877) or email at [international@sba.gov](mailto:international@sba.gov) for reporting of trade-related issues/tariffs.
  - Steve recommended that the SBA Chief of Trade Finance be considered as a keynote speaker for the NASBITE Conference; he could address the trade finance program and the Advance Notice of Proposed Rulemaking.
  - Leroy Lowe noted that Joyce Steffan is working with student interns to curate a listing of states’ STEP grant funding and projects as a reference tool which would be provided to the NASBITE network.
  - STEP grant funding is used for NASBITE activities and has a 10% “flex” (up to 10% of the grant can be repurposed by the grantee; NASBITE activities could benefit.
  - Jim Foley stated that SIDO is a “powerhouse” for STEP and is known as a STEP implementation organization.
- **CGBP Training Resources:**
  - Kathy DeMarco reported that three qualitative/quantitative assessments have been completed on three FITTskills programs and pending is finalization of a revenue-sharing agreement between NASBITE and FITT and posting of the resources as “Exam Prep Training” on the NASBITE CGBP website.
  - Assessment has also been performed for one domain for *The Global Entrepreneur, 4<sup>th</sup> Edition*. Although there is not a revenue-sharing opportunity, the resource and assessment will be posted as “Exam Prep Training” on the NASBITE CGBP website.
  - Maurice Kogon discussed the “CGBP Exam Prep Guide” and “Resources for Exam Takers & Trainers” and noted that there are too few candidates and fail rates are high which points to the need for more specific teach-to-the test training/study materials. He recommended a study guide directly related to the 125 knowledge statements in the CGBP Practice Delineation; Leroy Lowe noted that the Student Pathway program weekly Tutorials are set up this way but in 52 installments. He shared that plans are in place to compile the weekly tutorials into 4 domain study packs. The study packs will initial be released as an exam prep resource to support the Corporate Pathway Program initiative that the National DEC are launching in conjunction with NASBITE.
- **Corporate Pathway:**
  - Leroy Lowe referred to the advance report submitted to the Board which describes in detail the agreement reached with NADEC to develop a Corporate Pathway Program, which packages exam prep training and exam fees and provides for a revenue-share between NADEC and NASBITE.
- **SBDC/WTC Training Initiative:**
  - Leroy Lowe referred to the advance report submitted to the Board.

- Tammy Marquez-Oldham suggested that NASBITE rely on the Accredited Training Program network to provide training; Leroy Lowe stated that there is not broad enough coverage across the country among the ATPs.
- Leroy Lowe will take the lead on further discussions.
- **Host Contract Renewal Discussion**
  - The Board called for executive session and staff was not present for the discussion on the annual assessment of management services and host contract items.

- **Strategic Planning Breakout Discussions**

The Board held small-group discussions focused on expanding NASBITE’s reach, focusing on the following areas:

**FOCUS AREAS:**

1. Expanding NASBITE’s Reach
  - Social Media & Website
  - Leveraging Partner Networks
2. Building the CGBP Network

**VISION 2020 PLAN**

Initiatives 2, 6 & 7

Initiatives 4 & 5

- Building the Training Network – CGBP Student Pathway and Corp. Pathway Programs
- Building the Training Network – SBDC/WTC Training Network, Certified Trainers & Accredited Training Programs

**Discussion Questions:**

- Looking forward, over the next 5-years (~2025), what does the end-state look like?
- What recommendations/suggestions do you have?
- What current strengths can we leverage?
- What challenges must we address?
- New opportunities?

**Discussion Notes: Social Media & Website** (Kathy D, Amy C, Deb L)

- Social Media
- NASBITE.org
- CGBP Website
- Conference/Summit Website
- Trade Passport Website

**2025:**

- Establishing a defined “ecosystem” e.g. Partners mutually following/posting and providing maximum engagement and reach
- A well-defined and funded marketing plan, integrating Social Media and other communications media
  - Clearly defined strategy with KPIs, goals, and a tactical plan
  - Implemented by experts (not volunteers)
  - Planned/scheduled content that is posted regularly

#### RECOMMENDATIONS/NEW OPPORTUNITIES

- Establish POLICY:
  - Branding, tone, image use
  - Compliance
  - Who can post on behalf of NASBITE
  - Admin access/credential assignment
  - How to handle comments/complaints
- Social Media Strategic Followers/Following: (need to develop further)
  - Mutual engagement
  - Define appropriate organizations/accounts
- Establish NASBITE Instagram Account (visuals/student audiences)
- Follow/Like all NASBITE Partner organizations (if not already)

#### CHALLENGES

- Social Media, if done right, requires TECHNICAL EXPERTISE and is ever-changing; volunteers and AMC staff are not these experts.
- Skilled manpower and funding are required to do it correctly
- ROI can be measured

#### **Discussion Notes: Leveraging Partner Networks** (Aleda B, Tammy M, Steve S, Aerek, Carolyn, Kemi)

2025: NASBITE's CGBP is a (an inter) nationally recognized credential comparable to a CPA. Business sector will recognize and highly seek a CGBP employee to expand their global business (markets) and capabilities (knowledge, procedures)

#### RECOMMENDATIONS

1. Specific marketing strategy to reach organizations with the value proposition of the CGBP.
2. What other credentials or professional development do these organizations have and find ways the CGBP can compliment.
3. An Advisory Council of the organizations we have and want as Partners could be created with their key contacts or someone that (each)group appoints and these people are then invited to meet with us once a year. When? – part of one day of our board meeting in the Fall, or part of the one day at the conference, maybe lunch, or the closing reception and a 30min private part of the reception with th3em. They would observe our conference, meet others. But, travel and hotel cost for these persons probably prohibitive for the time (travel half a day for a 30mn- 2-hour reception).

#### STRENGTHS

1. Ex-officio on the board is very valuable. Perhaps adding ExOs (more) to the board would facilitate relationships.
2. Leverage our strengths: Leverage with EXIM brokers and lenders, have webinars that are on-going not just one-time- communicate why training is important.

#### CHALLENGES/NEW OPPORTUNITIES

1. Leverage partners network to expand NASBIE reach to business community.
  - a. CGBP is not a high value hiring criteria. Build relationship with SHRM.
2. SHRM and OWIT, market to them so they can start to influence hiring employees w/CGBP.
3. Apply social media platforms with organizations o build, support, our relationships with the, amplify our messages easily, via their social media outreaches.

4. OWIT- Attend annual conference, Chris Shrage has volunteered to represent NASBITE.
5. Challenge: SIDO relationship must be built.
6. Challenge: EXIM does not pay for their individuals to take the exam.
7. Challenge and Opportunity: SBA - Challenge paying for the exam. Small Business Working: group, needs relationship built, does not support CGBP.
8. Challenge: Value proposition is not *apparent* for government partners or business

#### EXPANDING MEMBERSHIP

1. Leveraging SBNA, Global outreach with CGBP- a challenge, build + prestige in US for reputation in their network the Small Business Network of the Americas (SBNA).

#### **Discussion Notes: Building the Training Network – CGBP Student Pathway and Corp. Pathway Programs (Gabe S & Jim F)**

*Notes below reflect Student Pathway Program only; didn't have opportunity to discuss Corp. program*

#### 2025:

- That NASBITE and the CGBP credential will be recognized just like SHRM or APIC – as a recognized credential sought
- Student's will assume they will pursue the CGBP certification; and the credential will be recognized as one that adds value
- CGBP Pass Rates will be built into the performance criteria of Universities
- Participation Number: 200 Educational Partners  
1,000 Student Pathway Members  
200 student test-takers/year

#### STRENGTHS

- Uniquely positioned
- Solid brand
- Good product
- Fits 2-year and 4-year populations
- First-mover advantage

#### CHALLENGES

- Lack of employer awareness
- Lack of student awareness
- Industry demand
- Low student pass rate
- Dependable funding to underwrite student participation costs
- Faculty resources – breadth, depth, consistency

#### NEW OPPORTUNITIES

- Influence 4-years
- 2 + 2 pathway
- Growth in IB education
- Growing student population
- Model program on SHRM

**Discussion Notes: Building the Training Network – SBDC/WTC Training Network, Certified Trainers & Accredited Training Programs** (Mike S, Mary M, Maurice K...)

2025: NASBITE is the leading authority and industry standard for global business education, trade credentialing, training and practice.

- a. Strategic Position—in the marketplace as the primary resource for Small Business International Trade Educators (SBITE)
  - i. For SBDC/WTC
  - ii. For other organizations or channels of distribution
  - iii. For SMEs direct

**RECOMMENDATIONS**

- a. Gain and retain membership
- b. Trade Passport
- c. Certified professionals, trainers, and programs
- d. Resources such as topics, workshop agendas and materials
- e. Resources to enable them to counsel and train SMEs
- f. Curriculum, workshop topics, list of speakers, webinars, etc.

**STRENGTHS**

- a. SWOT and strategic factor analysis (SFA)
- b.  $SFA = SO + ST + WO + WT =$  Relevant business opportunities
- c. Hedgehog model = Passion + Best in the World + Economics
- d. Stop doing/start doing

**CHALLENGES**

- a. Gaining and retaining membership
- b. Lack of focus—we cannot be all things to all people
- c. Depth and breadth BOG, membership and others
- d. Others who are creating and delivering SBITE products and services
- e. Relevance and value or “benefits” to our membership
- f. Who is our membership? And is this the profile we want?

**NEW OPPORTUNITIES**

- a. Chambers of commerce
- b. Service providers
- c. Higher education institutions
- d. Future learners and talent seekers
- e. Instructional technology, methods and techniques

• **Parking Lot Items:**

- 2020 Annual Conference: Jim Foley will serve on the task team focused on developing programming and forging partnerships for the Conference; CBP and other “Supporting Organizations” will be entitled to a tabletop display based on paid registration(s).
- Jim Foley noted that Certified Trainers have not seen a fee increase despite the Membership dues being increased and recommended the Board consider whether a CT annual fee increase is warranted.

- Jim Foley recommended that NASBITE develop a way to show how close a CGBP is to full recertification (number of credits applied/needed).
- Jim Foley suggested that the Board ask Caroline Thompkins of FITT to present on who FITT is and what they do in terms of global trade training. Suggested delivery at the Spring 2020 BOG meeting.
- Recommendations for 2020 keynote speakers:
  - Andy Karellis, SIDO
  - David Gillum, SBA Associate Administrator of International Trade
  - Margie Shapiro of Shapiro (a Baltimore-based trade logistics company) – also potentially a Summit Premiere Sponsor

**Future EC and BOG Meetings:**

- The EC will meet on Thursday, November 21, 2019 at 2:00 pm Eastern via teleconference
- The BOG will meet on Thursday, January 23, 2020 at 2:00 pm Eastern via teleconference
- The EC will meet on Thursday, February 27, 2020 at 2:00 pm Eastern via teleconference
- The BOG will meet at the close of the 2020 Annual Conference, on Saturday, March 28 from 8:00 am to 4:00 pm in Savannah, GA

**Adjourn**

A motion was made, seconded and carried to adjourn the meeting of the NASBITE Board of Governors.

Respectfully submitted,

Kathleen A. DeMarco, CAE  
Executive Director

***Attachments:***

- Agenda
- Operations & Management Reports
- Financial Reports
- Key Initiative Updates
- Sponsorship and Conference Site Selection Information
- BOG Applications