

NASBITE International
Board of Governors Meeting Minutes
March 19, 2020
Teleconference Meeting

Call to Order

A meeting of the NASBITE Board of Governors was called to order at 2:30 p.m. EST 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	Maurice Kogon
Jackie Rasmussen, Vice President	Mary McKinney
Tammy Marquez-Oldham, Immediate Past President	Chris Schrage
Kemi Arosanyin	Gabriel Shweiri
Aleda Bourassa	Joyce Steffan
Amy Coon	Aerek Stephens, Ex-Officio (EXIM Bank)
Jim Foley	Steve Sullivan, Ex-Officio (SBA)
Colette Hart	Caroline Thompkins, Ex-Officio (FITT)
Robert Imbriani	

Also in attendance:

Kathleen DeMarco, CAE, Executive Director
Diane Schafer, CMP, Director of Meetings

Scantron Services – Request for Funding

- Moved, seconded and carried to approve an expense of up to \$2,500 for services by Scantron to complete need item updates to the CGBP Practice Exam and CGBP credential exam forms.

Review of Conference/Summit Cancellation Decision & Recommendations:

- Leroy Lowe referenced the attached Board Memorandum dated March 18, 2020, which lays out the task teams' recommendations with respect to delivery of 2020 event content. He thanked the BOG for its careful consideration, feedback and questions regarding the proposals as distributed.
- Moved and seconded to accept recommendations made in the March 18, 2020 memo seeing authorization to give conference registrants the option to access portions of the conference content virtually, if they have interest, and to offer registrants the variety of refund options found in the document shared, with the following considerations:
 - 10 hours of CEUs will automatically be applied to individual CGBPs who purchase the event content delivered virtually (live or pre-recorded) – this will be communicated in promotion and confirmation messages
 - Boot Camp format, presenters, date(s), etc. will be confirmed as plans develop, as details are not confirmed at this time
 - Recommendation that the Award nominators be invited to introduce/present Award recipients when such presentation takes place; no discount on current pricing recommended
 - Kathy DeMarco will reach out to Case Competition teams to determine their interest in participating in the competition virtually; refunds can be made for any teams that withdraw or fees can be held to the next competition.
- Motion carried.

Adjourn

- Moved, seconded and carried to adjourn the meeting.

NASBITE International – Conference Delivery Alternatives as of as of March 18, 2020

Following the decision by the BOG to cancel onsite activities in Annapolis, MD during the Pre-Conference/Summit/Conference dates of March 23-27, 2020, three Subcommittees were established and have met to discuss the following:

- **Pre-Conference Events:**
 - CGBP Exam Prep Boot camp (Gabriel Shweiri, Madeline Grant)
 - CGBP Train the Trainer Boot camp (Jim Foley)
 - Pre-Conference Workshop (Incoterms® - Bob Imbriani)

- **2020 National Small Business Exporter Summit**

- **2020 Annual Conference:**
 - Annual Conference Sessions
 - Annual Conference Keynotes
 - Awards Program
 - Student Case Competition

Consideration was given to potentially postponing and re-scheduling the onsite events, and/or co-locating with another event scheduled for later in the year. However, there are too many uncertainties with respect to the timeline for “return to normal” as well as potential financial liabilities that do not make this plan viable.

The following is a summary of recommendations for **delivering value to stakeholders** while **protecting the financial position of the organization** in light of the onsite event cancellation.

Proposed Schedule/Timeline of Live/Virtual Events: (Note – All live virtual events to be recorded, so they can be shared with individuals unable to join live)

March 25, 2020 Live & Recorded National Small Business Exporter Summit (based on Eastern Time)

10:00 a.m. Welcome & Recognition of Honorees and Sponsors

10:15 a.m. Presenter 1

11:15 a.m. Presenter 2

12:15 a.m. Presenter 3

1:15 p.m. BREAK

2:00 p.m. Presenter 4

3:00 p.m. Presenter 5

4:00 p.m. Presenter 6

5:00 p.m. Conclusion

- Sponsors will be given opportunities to present, “infomercials”/recognition

- Archive all content for online/on-demand access

- 6 CGBP Recertification CEUs available for live or recorded viewing

March 31- April 2, 2020 Live & Recorded Incoterms® Workshop

Options: Full day (two, 2-hour sessions) or (four, 1-hour sessions)

- Sponsors will be given opportunities for “infomercials”/recognition

- Archive all content for online/on-demand access

- 4 CGBP Recertification CEU’s available for live or recorded viewing

April 6 (week of), 2020 Live – Keynote Addresses (Sevilla/Glaccum/Karellas)

90-minute session with 20 minutes per keynote plus Q&A

- Sponsors will be given opportunities for “infomercials”/recognition

- Archive all content for online/on-demand access

- 1.5 CGBP Recertification CEU’s available for live or recorded viewing

NASBITE International – Conference Delivery Alternatives as of as of March 18, 2020

April 13 – May 11, 2020 Live & Recorded Conference Sessions

Options: Live/Recorded Session with live Q&A/Recorded Sessions

- Content will be organized by Track where possible
- No more than 1 live session per day; establish “breakout room” for networking
- Schedule over three-week period
- Sponsors will be given opportunities Demo Sessions, “infomercials”/recognition
- Archive all content for online/on-demand access
- 10 hours of CGBP Recertification CEU’s available via the recorded conference bundle

April 20 – April 30, 2020 2020 Student Case Competition

- Team Presentation deadline will be moved from March 24 to April 20
- Teams will submit pre-recorded presentations on or before April 20; judges will review online
- 30-min. web meetings with each team scheduled from April 27 – April 28
- final judging/call-backs (if necessary)
- Announce winning team April 30

June 19-20, 2020 Santa Ana College In-Person “CGBP Exam Prep Boot Camp” program

- Options available to registrants to transfer their registration to the live proceedings, or to connect to the training virtually.
- Arrangements will be put in place to guarantee virtual delivery of the content on these dates.

2020 Awards Program:

Five “Advancing International Trade Awards” were confirmed by the reviewing group on 3/10/2020; the Award recipients have not yet been notified, pending planning for delivery of Awards.

Pending discussion with the Fellows, who are supporting and overseeing the Awards program, it is recommended that Awards be announced and recognized in spring 2020, and 2020 Award recipients will also be recognized at the next in-person Awards event. No virtual ceremony will be held in 2020 for the Awards but awards will be distributed to recipients and all awardee recognitions will be added to the NASBITE website, via press releases and news postings, and via social media.

2020 Student Case Competition:

Consideration will be given to provide our registered teams with additional value through their participation. The students and instructors will be provided access to the Summit virtual event as well as Conference virtual events.

While refunds of the full Team Registration fee can be made to those teams which will not submit a presentation in the 2020 Competition, it is the recommendation that the additional content offerings (access to all Summit and Conference virtual/archived content) more than offsets the need to refund any of the Team Fees.

NASBITE International – Conference Delivery Alternatives as of as of March 18, 2020

Current Revenue Position (as of March 13, 2020):

Full Conference 98 @ \$595 each \$ 58,310

6 @ \$695 each \$ 4,170

17 @ \$795 each \$ 13,515

3 @ \$895 each \$ 2,635

2 @ \$300 each \$ 600

Partial Conference 13 @ various rates \$ 2,175

Summit 54 @ \$235 each \$ 12,690

Pre-Conference Wksp. 5 @ \$95/\$195 \$ 575

Exam Prep Boot Camp 14 @ \$395 each \$ 5,730

Train-Trainer Boot Camp 6 @ \$395 each \$ 2,470

TOTALS 218 \$105,145

Revenue Retention: Proposed Registration Fee Options:

Individuals already registered/paid to attend events in Annapolis will be provided with the following options:

1. Virtual Activity/Content Registration Options, Refunds as applicable: ▪ Summit: \$100 fee (**refund \$135 of \$235 fee paid**);

promote and offer additional registrations at \$100

▪ Full Conference: \$200 (Member) or \$300 (Non-Member); (**refund based on fee paid**); promote and offer additional registrations at \$200 • One-Day Registrations will be granted access to the Full Conference content

▪ Pre-conference Incoterms® Workshop: **\$95 (no refund)**; promote and offer additional registrations at \$95

▪ Exam Prep Boot Camp: **\$395 (no refund)**; promote and offer additional registrations at \$395

▪ Train-the-Trainer Boot Camp: **\$0 (full refund)**; cancelling this session and providing full refunds

• Provides live remote access to content, and online on-demand access to recorded content

• CGBPs will be credited with the required 10 CEUs toward their 2020 recertification

2. Virtual Activity/Content Registration Options, Refunds Donated to NASBITE: • Attendee waives any refund, and donates balance of registration fee paid

• Attendee receives live remote access to live Conference content, and online on-demand access to all recorded Conference content

• CGBPs will be credited with the required 10 CEUs toward their 2020 recertification

3. No Virtual Activity/Content, Fee Deferral to 2021 Option: • Attendee's full registration fee paid will be credited toward the 2021 Annual Conference/Summit

• Attendee receives no access to Conference

• CGBPs will be required to submit CEUs from other sources

4. No Virtual Activity/Content, Full Refund: • Attendee requests full registration refund of fees paid

• Attendee receives no access to Summit or Conference content

• CGBPs will be required to submit CEUs from other sources

NASBITE International – Conference Delivery Alternatives as of as of March 18, 2020

Financial Forecasts:

Original On-Site Scenario:

Current Revenue received for all events = **\$105,145**

Budgeted Net Revenue from 2020 registrations (not including Sponsorships) = **\$ 22,102**

Virtual Offerings with Adjusted Registration Fees (as noted above):

Discounting the cost of food & beverage (a known expense that will not be realized), the delivery of the recommended schedule of events with the recommended registration fees would derive approximate net revenues as follows:

Approximate Net Revenue:

100% of current registrants opt for the **Virtual Activity/Content Registration Options, \$41,205 with Refunds as applicable:**

75% of current registrants opt for the **Virtual Activity/Content Registration Options, \$30,904 with Refunds as applicable:**

50% of current registrants opt for the **Virtual Activity/Content Registration Options, \$20,603 with Refunds as applicable:**

25% of current registrants opt for the **Virtual Activity/Content Registration Options, \$10,301 with Refunds as applicable**