

CALL TO ORDER; WELCOME & OPENING REMARKS

A meeting of the NASBITE Board of Governors was called to order at 2:00 p.m. EDT by Jackie Rasmussen, President.

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:

Kemi Arosanyin, CGBP
Aleda Bourassa, CGBP
Martin Brill, CGBP
Dimy Doresca, CGBP
Drew Felling, CGBP
Jim Foley, CGBP
Robert Imbriani, CGBP
Maurice Kogon, CGBP
Deborah Lanford, CGBP
Leroy Lowe, MBA, Ph.D., CGBP
Tammy Marquez-Oldham, CGBP

Julia Montgomery, CGBP
Jackie Rasmussen, CGBP
Chris Schrage, CGBP
Mike Seibert, CGBP
Gabriel Shweiri, CGBP
Jade Sims, CGBP
Joyce Steffan, CGBP
Aerek Stephens
Stephen Sullivan, CGBP
Caroline Tompkins
Nate Ward, CGBP

Also in attendance:

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

REVIEW & CONFIRMATION OF AGENDA

Ms. Rasmussen reviewed the agenda, which was distributed in advance of the meeting, and confirmed that no new items were proposed to be added to the agenda.

OPERATIONS & MANAGEMENT REPORTS:

Approval of Board Meeting Minutes

Moved, seconded and carried to approve the draft minutes of the Board of Governors meetings held September 26-27, 2019, March 13, 2020, March 19, 2020, May 4-5, 2020 and September 3, 2020, and the minutes of the meeting held January 23, 2020 with the following amendment to page 3:

Recertification "Bundles"

- Moved, seconded and carried to create a Professional Development Recertification Bundle, comprised of content recorded from the 2018 and 2019 National Small Business Exporter Summit events, and make such bundle available to CGBPs to fulfill recertification requirements at a fee of \$125 per person.

Membership & Certification Report

Ms. DeMarco presented a newly-formatted report detailing the NASBITE Membership and recertification of CGBP credential holders. The counts of Members and recertified CGBPs are now tied to the revenue they drive and projected revenue for the next fiscal year based on current counts.

Discussion on recertification rates and the need to revisit recommendations made in 2017 by a task team, led by Jim Foley, for modification of recertification requirements, digital badging for CGBPs, and other initiatives; Ms. DeMarco will locate and share this information on the Board Resources webpage. Ms. Rasmussen will reconvene the task team to review the recommendations again.

CGBP Examinations Report

Ms. DeMarco presented the report detailing the number of new CGBP candidates registering for exams, compared to actual test-takers/no-shows, and pass rate averages. A question was raised as to the 50% pass rate for the four exam windows during the 2019-

2020 fiscal year. Ms. DeMarco confirmed that the 50% is calculated on the average of the pass rates for the four windows, and is reported with no decimals; the calculation if reported with decimals is 50.5% and could be rounded up to 51%.

Process for AMS Transition

Ms. DeMarco reported that due to the transition of association management companies slated to be completed by January 1, 2021, she discontinued the process of developing an RFP for the AMS (Association Management System) software/platform to replace the current AMS platform (Abila[®] by Community Brands' NetFORUM Pro platform) and recommended that the new AMC be provided the opportunity to recommend the platform they wish to use.

Webinars Report

This item was tabled until later in the meeting during the "Parking Lot" discussions.

FINANCIAL REPORTS:

Mike Seibert, Treasurer, presented the financial reports for 2019-2020 preliminary year end and the IRS and other filings required of NASBITE and handled by management staff. He then presented the 2020-2021 proposed budget, a copy of which had been distributed in advance of the meeting.

Moved, seconded and carried to approve the 2020-2021 FY operating budget with total Revenues of \$190,274, total Expenses of \$176,977 and Net Revenues of \$13,297.

ORGANIZATION UPDATES/CELEBRATION OF SUCCESSES

Ms. Rasmussen presented an overview of NASBITE's mission, structure, and core organizational objectives, and the task teams, Committees and Councils which oversee them.

She noted the successes of the past year, including a more engaged and active Board, a profitable financial position for the last fiscal year, pivoting of two events to successful virtual format, and the launch of new initiatives: the separation of CGBP from automatic Membership, the Student Pathway/Educational Partner Program, and the Trade Passport website. She recognized the CGBP Governance Council as it made a transition from TesTrac to Scantron, providing an improvement in service as well as cost savings for NASBITE.

TASK TEAMS: KEY INITIATIVE ACTION ITEMS/DISCUSSION

1. Summit and Conference Task Team

Martin Brill presented a written report, and noted differences in planning the 2021 virtual Summit including separating the event into two dates (February 24 and March 3, 2021), and separating the event from the Annual Conference.

For the 2021 Annual Conference, there is need for volunteers for the planning Committee.

Laurie Wolff discussed the 2021 Case Competition and plans to use a virtual format, with a preliminary round in late 2020 and finalists invited to the 2021 Annual Conference. The proposed fee is \$250 per team for the virtual competition. An undergraduate and graduate track are being considered.

2. Board Development Report

Aleda Bourassa reported that the Board is currently 23 members, with capacity of 25 per bylaws. Once Alberto Rodriguez-Baez' term ends it will be 22 members. She presented the applicants for the Board slate, as previously distributed.

Moved, seconded and carried to nominate the following Members to the Board of Governors nominating slate for the 2021-2023 term: Amy Coon; Jim Foley; Leroy Lowe; Tammy Marquez-Oldham; Jackie Rasmussen; Aaron Miller; Kelley Green and Brent Rondon.

The nominations for Officer positions, to-date, are: Jackie Rasmussen, President; Mike Seibert, Secretary-Treasurer; Gabe Shweiri, Vice President. Bob Imbriani also expressed interest in the VP in the future.

Officer ballots are due to be sent to the Board on February 15, 2021 with a deadline of February 28, 2021.

The Board Self-Evaluation survey was reviewed and summary of responses discussed.

3. CGBP Governance Council

Elizabeth Smith, Chair, reported on a number of projects: item reviews, INCOTERMS[®] 2020 updates, NAFTA-USMCA updates; new Study Packs, updated Practice Delineation to include content related to digital marketing and e-commerce. She referenced her written report for details on other activities.

4. Social Media Task Team

Julia Montgomery and Deb Lanford reported on development of a strategic social media model that requires support due to limited volunteer resources. The Task Team is requesting \$5,000 in the budget and is seeking to add more volunteers.

Jim Foley requested that the group monitor the CGBP LinkedIn page to ascertain if all listed members are current with their recertification status.

5. Trade Passport Program

Leroy Lowe reported that the website (trade-passport.org) was moved to a new hosting package due to technical difficulties with Network Solutions. Approximately 30 SBDCs are subscribed to date.

Moved, seconded and carried to file for US trademark registration for Trade Passport Program at a cost up to \$1,000 and renewal of the current NASBITE trademark at a cost of up to \$1,000.

Mike Seibert volunteered to assist with this filing.

6. Educational Partner Network

Joyce Steffan and Gabe Shweiri reported on activities of the Task Team. Leroy Lowe noted that the Task Team should work to address company acceptance of the CGBP credential.

7. Trade Training Partner Network

Mike Seibert presented the task teams action plan. KPIs will be developed to measure progress and deliverables. Jim Foley noted that “pass rate” is more under the purview and control of the CGBP Governance Council.

8. Partnerships & Alliances

Kemi Arosanyin thanked the Officers and Jackie for her leadership and support of the Task Team. She discussed current outreach and contact with the partner organizations and arrangements being made to share resources, educational programs and more.

Bob Imbriani inquired as to whether NCBFFA and NASBITE could arrange for mutual membership pricing where members of each organization could participate in the other organization’s webinar programs for the member fee/price; also, whether NASBITE could be willing to sign on to position papers should the subject matter be mutually relevant. The Board asked for more details before considering the questions.

9. Distinguished Fellows

Tammy Marquez-Oldham reported that the Fellows met in August and are planning quarterly meetings. Page 7-8 of the policy and procedures discusses the function of the Fellows and the more frequent meetings will help engage the Fellows on a more regular basis.

10. Moebius Scholarship

Aleda Bourassa reported that past Board discussions led to awarding funds towards the program from the operating budget for any unused exam credits or deposits. A review of the end of the fiscal year will help determine whether funds should be allocated for the 2019-2020 fiscal year.

EX-OFFICIO MEMBER UPDATES:

FITT

Caroline Thompkins reported that FITT has done strategic planning and set KPIs for a three-year span. Online training, extended recertification periods (due to pandemic), CIPT Ambassador and mentorship programs, digital badging, and restarting development of FITTskills programs are all part of that plan.

EXIM BANK

Aerek Stephens reported on recent MOUs with USDOC, USDA and National Credit Unions as well as the hosting of the G12 Summit (virtually) with 1,700 attendees. EXIM has been operating with virtual staff since March 2020. A 10 to 15% increase in Export Credit Insurance has been seen. Of note, Aerek reported that he is working to make CGBP training and recertification bundles available.

SBA

Stephen Sullivan reported on the SBA's first ever opportunity to address ASBDC as part of the International Trade Panel. Trade Policy division changes include Sara Bonner and Christine Brown. Three export finance managers have been hired, for New England region, southwestern region, and Pacific Northwest region.

He reported that STEP is in its 10th year and celebrated with a virtual event. 2020 Awards were over \$19 million in 48 states and territories. He asked for feedback and support for SBDC counselors looking for training. He also reported on virtual digital services platforms on which grant recipients can use funding.

US-DOC/ITA

In his absence, Yuki Fujiyama provided a written report.

PARKING LOT ITEMS:

1. Recertification – Policy Changes

Table to Executive Committee to review.

2. Webinar Report

Jackie Rasmussen will ask Laura Wolff to provide a report on past and planned webinars.

3. Timing of 2021 Summit, Conference, Case Competition

EXECUTIVE SESSION

The Board went into executive session to discuss Host Contract Review/Services Assessment, with staff leaving the meeting.

Respectfully submitted,

Kathleen A. DeMarco, CAE
Executive Director