

# ICSB FY 2014-15 Incoming BOD | MINUTES

June 14, 2014 | 14:00-18:00 | Hilton Double Tree Hotel Dublin, Ireland

Type of meeting      Incoming Officers FY 2014-15  
Facilitator            Ruben Ascuá (President)  
Minutes taker         Michael Battaglia



## Attendees

### Voting Members

Ruben Ascuá (President)  
Jeff Alves (Immediate Past-President)  
Ki-Chan Kim (President-Elect & Asia Rep.)  
Geraldyn Franklin (SVP, Finance and Control)  
Luca Iandoli (SVP, Development & Proxy for ECSB President)  
Sandra Altner (President, CCSBE & Americas Rep.)  
Mary Jo Jackson (Proxy for USASBE President)  
Dale Meyer (WWF & Past-President Rep.)

### Non-Voting Members

J. Hanns Pichler (VP, Historian)  
Tom Cooney (Chair, ICSB 2014)  
Xia Zhiqiang (ICSB Singapore President Representative)  
Mohamad El Baili (Chair, ICSB 2015)  
Hiroyuki Okamuro (JICSB)  
Itsutomo Mitsui (President, JICSB)  
Rene Baraguez (ICSB PR&C)  
Juan Federico (President, ICSB Argentina)  
Murial Garcia (ICSB Brazil)  
Robert Lai (ICSB R.O.C. Taiwan)  
Sunny Chen (ICSB R.O.C. Taiwan)  
Yong Jin Kim (ICSB Korea)  
Chai Shen Chen (ICSB R.O.C. Taiwan)  
Ayman Tarabishy (Executive Director)  
Michael Battaglia (VP, Operations)  
Blanca Josefina Garcia Hernandez (ICSB Mexico)  
Ricardo Arechavala-Vargas (ICSB Mexico)

## AGENDA TOPICS

Time allotted | 15 minutes | Agenda topic *President's Report* | Presenter *R. Ascuá*

### Discussion

- Welcome and call meeting to order
- For the coming year, would like to focus on (1) inclusivity among the four pillars; (2) increasing the overall value for ICSB members and content users, (3) open board; and (4) promote initiatives to increase value added.
- Same membership price for 10 years? We may want to think about adjusting it
- ICSB International Office to continue to encourage participation from affiliates
- ECSB and USASBE at heart of institution and key to development of regional reports

### Conclusion

- Strategic Goals for FY 2014-15 are (1) Keep promoting regional affiliates, (2) Goal of inclusivity of the four pillars

with organizational discipline & commitment, (3) Continue to develop the ICSB 2020 vision and (4) Sitting at the table with major organizations like the IDB, UN, World Bank, etc.

Action items	Person responsible	Call to Question
None	N/A	N/A

**Time allotted | 15 minutes | Agenda topic ICSB 2014 Chair Report | Presenter T. Cooney**

*Discussion*

- Final numbers for ICSB 2014 World Conference > 602 conference registrations (includes complimentary). Total of 878 people across 4 days of events.
- Guinness Tour (200 ppl), Gala (433 ppl), Pre-conference (276 ppl), Entrepreneurs Day (110 ppl), WEC Forum (100), GEM (59 ppl), Doc Consortium (23 ppl)
- Expenses still being determined for extra lunches and additional costs incurred during the event.
- Final payment will be made in a few weeks
- Securing sponsorship was a real challenge – thought on how business model can change to enable Host to be more successful
- Different goals between organizers and ICSB, recommend moving the conference in house to allow the IO to manage.
- Final report will include thoughts on how to enable Board to meet these challenges
- Suggestion of International Office to run the conference on a year on year basis.
- Better position to retain sponsors, systems, databases, knowledge, etc.
- Idea of phased payment plan to make it easier for Host. Overview of the addendum and first payment made by ECSB.

*Conclusion*

- Final Report to be submitted within approximately 1 month; with goal of closing out the books in Early August.
- G. Franklin > IO to be heavily involved in ICSB 2015 with UAEU as local arranger

Action items	Person responsible	Call to Question
None	None	None

**Time allotted | 1 Hour | Agenda topic ICSB 2015 W.C. | Presenter M. Al Baili**

*Discussion*

- Very pleased to have this opportunity to Host the ICSB World Conference.
- Hosting the conference a good opportunity for UAEU to grow and expand
- Middle East is comprised of approximately 30 countries that will be a target for attendance.
- According to Time Magazine, Dubai lowest crime rate in the Middle East.
- Business growing in Dubai (Expo 2020) > good for UAEU students.
- A. Tarabishy > Picking dates for the event (Notes: Friday is a Holy Day in the Middle East & Final Exams in UAEU are May 30 - June 4)
- Option #1: proposed June 5-9, 2015
- Option #2: proposed May 22-26, 2015
- R. Ascu > Important to keep the meeting in June to stay with tradition.
- A. Tarabishy > Re: Submission process, we envision 1-3 honorary conference chairs.
  - Co-Chairs selected from ICSB and Host
  - Track Chairs identified by co-chairs
  - Timeline/deliverable to be finalized in next two months.

- J. Alves > Suggest we draft project management documentation - save a lot of headaches.
- M. Al Baili > Chancellor is the point person for UAEU; we will follow the ICSB World Conference guidelines.
- A. Tarabishy > Overview of the signed agreement with UAEU (W.C. fee is \$50k)
  - Depending on the year, we will negotiate the fee with Host.
  - Complimentary registration and hotel for voting Board members.
  - 4 business class tickets / 4 economy tickets for committee members
  - Agreed to two (2) confirmed trips to Dubai in preparations.
  - Agreed to attend/promote at affiliate conferences
- R. Ascu > \$500 USD registration fee maximum.
  - 50% discount for all students
  - Hotel rooms will be no more than \$200/year
  - Trying to get discount on flights with Emirates Air
- M. Jackson > Is UAEU subsidizing the student fee? Recommends student competitions.
- G. Franklin > Host will pick up the other half in addition to the \$50k fee. We would really like to see universities bringing groups of students to the event.
- A. Tarabishy > Recommends MBA global competition for Undergraduates. Similar to model Geoff Archer used in Canada. Performance metrics & International Office outline.
- J. Alves > -Project manager for ICSB 2015? Maybe not full-time but dedicated to the project. Suggested people may be too high level.
- A. Tarabishy > Recommends Sergio D'Onofrio

*Conclusion*

- ICSB 2015 World Conference to be held June 5-9, 2015; Hosted by United Arab Emirates University (UAEU)

Action items	Person responsible	Call to Question
None	N/A	N/A

**Time allotted | 15 Minutes | Agenda topic ICSB Mexico PPT | Presenter B. Hernandez**

*Discussion*

- R. Ascu > My experience with Mexico has been very good, and includes a full site visit. I fully support this proposal.
- J. Alves > Have you planned for activities for more than just the first year? Membership development?
- R. Arechavala-Vargas > REISPYMNE network is 200 people; and we plan to pull members from that network
  - Don't see a problem with getting to 100 members in 1-2 years.
- Dale > Mexico's place in the region? The would be included with The Americas.
- Yong Jin > Does the network include practitioners?
- B. Hernandez > Network is mostly academics
- R. Arechavala-Vargas > Accelerator has a limited reach
- Yong Jin > -Annual fee is \$35 USD? Is \$10 USD per member revenue enough to run the office given fee to ICSB is \$25 USD - is \$10 USD per member revenue enough to run the office.
- R. Arechavala-Vargas > Running office alongside professorial duties
  - Extra fees charged for the programs - \$10 USD is just overhead
- B. Hernandez > Next document to have the changes.

*Conclusion*

- ICSB Mexico group to deliver second presentation at the next BOD meeting in January 2015 at the USASBE Conference.

**Action items**

**Person responsible**

**Call to Question**

**MOTION J. Alves moves that the Board provide preliminary approval to ICSB Mexico. Final decision to be made at the next Board meeting.**

**J. Alves  
G. Franklin seconds.**

**Approved  
(Unanimous)**

Discussion:

- A. Tarabishy > process allows for them to open a bank account
- R. Ascuá > Process is an evolution. First is interest and to attend the conference. Next is to co-operate completely with a visit. I trust this network i.e. Tech Monterrey. Main goal for ICSB is to help and to offer our business model to collect funds and support administration.

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**Time allotted | 1 Hour | Agenda topic Regional Reports | Presenter Affiliate Reps.**

*Discussion*

**ACSB Report > K. Kim >**

- 2<sup>nd</sup> Annual ACSB conference to be hosted in October 27-31, 2014 in Seoul, South Korea.
- Plan to invite government ministers, including the deputy minister of Malaysia
- OECD, IDB going to attend.
- In name of ACSB, we plan to invite Singapore students and students from other neighboring countries.
- Going to publish white papers about healthiness of SMEs in each Asian country around creativity. Includes R&D investment for GDP, # of patents, etc
- Announce the 'health of business eco-system' with one person from each country to present the findings.> exploratory research. Collecting data until the end of July.
- Would like to expand through World Entrepreneurship Forum
- ACSB college expanding the experience of the conference.
- We have tried to incorporate policy makers, practitioners, researchers
- Recommend to use this model for other regions
- J. Federico > Center for Studies in Argentina presented an index for entrepreneurial eco-systems. Three year process looking at entrepreneurial eco-systems; ended up with a ranking using variables. Happy to share.
- R. Lai > ICSB R.O.C. Taiwan will support the ACSB events. Taiwan affiliate has several initiatives such as international conference linked with governments - journal on management - participate in the GEM survey- and every year we maintain with ISBC.
- A. Tarabishy > Recognizing ICSB R.O.C. Taiwan for their effort to host ICSB 2015 W.C.
- R. Ascuá > Our acknowledgement to the team in Taiwan – we need the Taiwan experience to add to the value of ICSB Board. I would like to appoint Robert Lai as VP for one year term under sponsorship
- R. Lai > Preliminary answer is yes. Need some additional information, happy to support partnerships and spreading the ICSB global activities.

**EUROPE/MIDDLE EAST Report > L. Iandoli**

- Updates from 3E Conference & RENT Research Conference
- Working on European investment fund activities > with Director of research
- Attracted same number (100) for the two years we hosted 3E Conference
- Survey tells us the new format is appreciated.
- Financially doing very well > now it's time for us to spend the money

- Starting an ECSB scholarship program for discounts for students
- NORDIC, etc are events where we insert our workplan
- Using the website to enable us to deliver more services
- A. Tarabishy > Recommends ICSB start bidding on research projects from OECD and IDB etc.
- J. Alves > Relatively easy to pull together experts; ICSB would be competing with other individuals not just ICSB members.
- K. Kim > Very important for development to work with OECD and IDB
- M. Jackson > Does that change the mission and vision? If you apply as a representative, you are responsible that the group pulls it off. Concerns re: liability.
- A. Tarabishy > ILO Social Entrepreneurship training in Middle East an example. President appoints the team.
- M. Jackson > If you delegate to individual, then the organization is liable. There is risk if you don't have committed people. Wouldn't recommend doing it unless the structure is already in place.
- Y. Kim > University model already in place; use the same structure for ICSB in that when the organization wins the RFP, they receive the overhead and assign to a research group that is responsible.
- R. Ascuá > To keep transparency, the IO will distribute the information after issuing a call. Structure and capacity to deliver on proposals needed.
- G. Franklin > Don't want to over extend; why go through ICSB when I can go through my school?

**AMERICAS REPORT > S. Altner**

- Regional issues to consider re: the geographic range of the Americas and the language barrier.
- CCSBE has a very small secretariat, limited funding.
- Recommend split regions for Canada/USASBE, Mexico/PR&C, Latin America
- G. Franklin > ICSB PR&C is now 4 qtrs in arrears – issue with World Conference report for 2013 and classification of new members. Broken down communication, should be resolved by the mid-year meeting.
- A. Tarabishy > Similar situation to ICSB South Africa, the Board gave them one more chance to have a final report to the SVPs.
- J. Alves > Recommend we make similar motion for PR&C and also ICSB Russia and ICSB Brazil who have more than 4 qtrs in arrears. Brazil (still owes new affiliate fee; first year dues) and Russia (still owes chapter dues for year one).

*Conclusion*

– The ICSB FY 2014-15 Mid-Year Board of Directors Meeting will be held in January 2015 at the USASBE Conference in Tampa Bay, Florida USA. More details forthcoming.

Action items	Person responsible	Call to Question
R. Lai appointed as VP of Sponsorship.	R. Ascuá	One-year term
Committee Formation to submit a recommendation to the Board on the process of bidding on research projects. Appointed Luca Iandoli, Yong Jin Kim and Tim Mazzarol (pending confirmations)	R. Ascuá	Pending final confirmations.
<b>MOTION to amend the by-laws to split the Americas into the North &amp; South America (Mexico/Canada/USA/PR and Argentina/Brazil)</b>	<b>S. Altner G. Franklin seconds</b>	<b>Not Approved. Motion does not pass.</b>

Discussion:

- J. Alves > where do you stop?
- R. Baraguez > Geographical region working for us in PRC
- M. Garcia > understandable dilemma, but developing/developed countries is a good balance
- G. Franklin > must be brought to the membership re: By-Law change?

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**Action items****Person responsible****Call to Question**

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- M. Jackson > Wouldn't make a difference in USASBE.
- S. Altner > Friendly amendment - to include Mexico into the Latin American affiliate.

**MOTION to provide the SVPs with final decision to revoke the affiliate status of ICSB PR&C on October 1, 2014 if the outstanding payment is not received**

**J. Alves**  
**G. Franklin seconds.**

**Approved**  
**(Unanimous)**

**MOTION to provide the SVPs with final decision to revoke the affiliate status of ICSB Brazil and the chapter status of ICSB Russia on October 1, 2014 if the outstanding payment is not received.**

**M. Jackson**  
**G. Franklin seconds.**

**Approved**  
**(Unanimous)**

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**Time allotted | 15 minutes | Agenda topic New Business | Presenter All**

*Discussion*

- J. Alves > Recommend we look to update the organizational documents across the board.
  - Any revoked affiliate can petition in the next meeting to join.
  - Consider looking at other payment options like 50% refundable deposit for the first year?

*Conclusion*

- Meeting Adjourned.

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**Action items****Person responsible****Call to Question**

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**MOTION to adjourn the meeting**  
**Discussion: None**

**J. Alves**  
**D. Meyer seconds.**

**Approved**  
**(Unanimous)**

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