

ICSB FY 2013-14 Outgoing BOD | MINUTES

June 10, 2014 | 09:00-14:00 | Dublin Institute of Technology (DIT) Dublin, Ireland

Type of meeting Outgoing Officers FY 2013-14
Facilitator Jeffrey R. Alves (President)
Minutes taker Michael Battaglia



Attendees

Jeffrey Alves (President)
Tom Cooney (Immediate Past-President)
Jay Kryslar (SVP, Membership & Affiliates)
Martina Battisti (Director-at-Large)
Susan Duffy (Director-at-Large)
Rita Grant (SVP, Programs)
Geraldyn Franklin (SVP, Finance and Control)
Sandra Altner (President, CCSBE)
Dale Meyer (WWF and Past-President Representative)
Helle Neergaard (President, ECSB)
J. Hanns Pichler (VP, Historian)
Ki-Chan Kim (SVP, Research and Publications)
Xia Zhiqiang (ICSB Singapore President Representative)
Marco Cucculelli (Director-at-Large)
Geoff Archer (SVP, Strategic Partnerships)
Alain Fayolle (JSBM Associate Editor)
Janet Zablock (VISA)
Ayman Tarabishy (Executive Director)
Michael Battaglia (VP, Operations)

AGENDA TOPICS

Time allotted | 10 minutes | Agenda topic ICSB 2014 Chair Welcome | Presenter T. Cooney

Discussion

- Approximately 790 total delegates over 4 days
- \$10k loss expected > lack of sponsorship funding
- Conference hosts starting from scratch every year > tough on organizers
- ICSB 2014 News and talk radio promotion active; also getting profile in national newspapers
- Good conference program > practicing lean / just-in-time processes
- Some issues with scheduling and last-minute requests from delegates

Conclusion

- Thanks to everyone for attending, more details and post-reporting forthcoming per contract

Action items

Person responsible

Call to Question

MOTION to approve the Minutes from the Mid-Year Meeting in Fort Worth, TX in January 2014
Discussion: None

J. Hanns Pichler
Second: G. Franklin

Approved
(Unanimous)

Time allotted | 10 minutes | Agenda topic President's Report | Presenter J. Alves

Discussion

- A focus on affiliate development during the past year. Positive visits to affiliates such as SEAANZ, KOREA, CHINA and new interest in Malaysia, Nigeria, Qatar, Israel and more.
- Financials update around concerns raised at the 2013 AGM meeting about transparency > we undertook a full audit and the result of the audit was an 'unqualified opinion.' This is an accomplishment for ICSB.
- ICSB gained OECD observer status and is now a delegate to the working party. Thanks to David Smallbone, Annette St-Onge, Tom Cooney and others for their work.
- Goal of ICSB is to be at the table with leading, global organizations such as APEC, World Bank, United Nations

Conclusion

- D. Meyer > Exceptional job in bringing in new groups - congratulations. Status of USASBE's commitment to ICSB?
- J. Alves > Working with USASBE on a number of items, such as FedEx proposal, technology, and Social Entrep.
- J. Kryslar > Congratulations from SVP membership on affiliate focus

Action items	Person responsible	Call to Question
None	None	None

Time allotted | 30 Minutes | Agenda topic ICSB 2015 W.C. | Presenter J. Alves

Discussion

- Only negative issue from the year was adherence to policy and procedures as regards to ICSB CHINA and the ICSB 2015 World Conference.
- There were major issues with communication and development that was flagged starting in November 2013
- Delegation visited ICSB China in early November 2013 to visit event site and ICSB China Board of Directors.
- Executive Committee escalated these concerns in March 2014 with direct contact to ICSB China President.
- Contractual responsibilities not met and thus ICSB 2015 World Conference was pulled.
- We approached Taiwan and Argentina first, and then Dubai about hosting.
- GERALYN FRANKLIN provided recommendation for Dubai based on her relationship with the provost of the United Arab Emirates University, whom she met at the AACSB conference in Singapore in March 2014.

Conclusion

- See Motion

Action items	Person responsible	Call to Question
MOTION to approve the United Arab Emirates University as the Host of the ICSB 2015 World Conference	Geoff Archer Second: K. Kim	Approved (Unanimous)

Discussion:

- S. Altner > Concerns re: sensitivity of women's entrepreneurship
- A. Tarabishy > International conference so no restrictions
- H. Neergaard > Recommend FAQ in marketing for women
- D. Meyer > MENA Women's Entrepreneurship Group

Time allotted | 15 Minutes | Agenda topic ICSB 2016 W.C. | Presenter A. Tarabishy

Discussion

- ICSB International Office (IO) will start having a larger role in World Conference operations in 2015
- For 2016, we are looking at New York City as a destination because there is a strong connection to United Nations (UN) by way of Ki-Chan Kim and his relationship with Ban-Ki Moon.

- For 2017 & 2018, both Argentina and Taiwan have indicated a strong interest.
- For 2019, prospects remain open.
- For 2020, Malaysia has indicated a strong interest based on the connection to 2020 development goals.

Conclusion

- H. Neergaard > ECSB experience with running 3E event has been positive. 3E conference now doing as well as the annual RENT event managed by EIASM. Traditional conference models are being revisited like having one conference hotel and the typical meal structure. Innovative approaches these items can prove successful for the bottom line.

Action items	Person responsible	Call to Question
VOTE OF CONFIDENCE for ICSB International Office (IO) to be chiefly responsible for the operations and management of the annual ICSB World Conference	Ayman El Tarabishy	Approved (Unanimous)

Time allotted | 1 Hour | Agenda topic ICSB 2020 Strategy | Presenter J. Alves

Discussion

- 2020 strategy developed with the goal to be at the table with the world’s leading, global organizations
- Strategic financial goals tied to increasing the number of affiliates as well as the number of organizational sponsors.
- Introduction of new (revenue-generating) programming such as training events, managing the ICSB World Conference each year, certification programs, online learning and boot camps.
- Focus on getting the right action plans in place to realize the goals of ICSB 2020.
- For the annual World Conference, the Hosting fee will be negotiable each year which provides a more modular approach for ICSB to pursue the best opportunities.
- Regional model of Affiliate Development has seen advances in Asia, and also in Latin America.
- Responsibility of IO to increase and will include streamlined decision making, focus on users and members, outreach to sponsors globally. Different structure needed to support additional projects?
- Changing organization to a more professional structure that can provide greater value to sponsors.
- Looking for an affirmation from the Board to continue pursuing this strategy.

Conclusion

- H. Neergaard > Concerns raised regarding the projection to make \$150k via conferences. Requests description of different options for affiliates who wish to host the event since the selection is not solely based on price.
- M. Battisti > Concerns over higher rates impact on affiliates in terms of opportunities to Host being limited to only those that can afford to pay a large hosting fee.
- A. Tarabishy > Idea is for conference to be heavily subsidized by sponsors which would mean decreased cost of attendance for members.
- G. Franklin > Agree to pursue with additional information such as more clarity needed on the direct benefits for affiliates.

Action items	Person responsible	Call to Question
International Office (IO) to revise the World Conference Guidelines to include more details about the selection process for World Conference Hosts and the different options available such as fixed fee, revenue sharing, etc.	Michael Battaglia	Deadline > 1-22-15
MOTION to develop ‘add archer motion’	Geoff Archer	Approved (Unanimous)

Time allotted | 1 hour 45 minutes | Agenda topic Matters Arising re: Reports | Presenter All

Discussion

- S. Duffy > Environments in Women's Entrepreneurship is part of the ICSB 2014 Pre-conference agenda. Model to be replicated moving forward.
- A. Tarabishy > New ICSB website update on Wordpress (development and overview of back-end). Available to all affiliates for approximately \$2,000 USD. Platform is free but must have someone to dedicate 60 hours of development time. Include monthly retainer for updates/reporting.
- G. Archer > Recommend we approach competitors at the same time when doing sponsor outreach. For example, FedEx proposal can also be amended for UPS. Also, developing MOUs like thegroupon model will enable us to generate 10% discount for members and 10% revenue off a total 20% discount.

Conclusion

- See Motion

Action items	Person responsible	Call to Question
MOTION to approve MOUs with StartPad and Procurify Discussion: - S. Altner > Will there be competition for practitioners? - G. Archer > Non-exclusive agreement. - Y. Kim > Will it be seen as too commercialized? - J. Alves > Depends on where the member is currently	Geoff Archer Second: R. Grant	Approved (Unanimous)

Time allotted | 15 minutes | Agenda topic VISA Presentation | Presenter J. Zablock

Discussion

- In current position as Head of Global Small Business for 4 years now.
- Goal to see how we can help small businesses be more successful.
- ICSB a great partner > provides proprietary research - looking at segments of the population; i.e. veterans
- ICSB also provides trends analysis globally
- Provides overview of VISA structure > getting lots of great ideas from ICSB
- Focus currently on improving cash flow for small business (e.g. acceptance of credit cards / chips in USA)
- Starting to do more video content and interviews

Conclusion

- J. Alves > Spoke at the VISA Payments Forum this year to talk about financial inclusion.
- H. Neergaard > Huge need in Denmark to teach youth how to manage money
- G. Archer > Contributed speaker recommendations for the forum

Action items	Person responsible	Call to Question
None	None	None

Time allotted | 15 Minutes | Agenda topic ICSB Foundation | Presenter J. Alves

Discussion

- Here to talk with people about the ICSB Foundation and try to build the endowment
- RFPs and the Foundation processes -
- Foundation work is about who you know and how we can get to them involved
- Youth wellbeing is a major opportunity

Conclusion

- Holding meeting during the conference with interested delegates, don't hesitate to get in touch

Action items	Person responsible	Call to Question
None	None	None

Time allotted | 30 Minutes | Agenda topic ICSB Malaysia PPT | Presenter Z. Taib

Discussion

- Prof. Zakaria Taib present the ICSMEE Malaysia affiliate proposal to the Board.
- First presentation to the Board was in January 2015.

Conclusion

- See Motion.

Action items	Person responsible	Call to Question
MOTION to approve the ICSMEE, Malaysia affiliate Discussion: None	Geralyn Franklin Second: G. Archer	Approved (Unanimous)

Time allotted | 1 Hour | Agenda topic New Business | Presenter All

Discussion

- A. Tarabishy > IO currently working to revise the World Conference Manual, provide additional reporting on the Conference Models (e.g. fixed fee, revenue sharing), further develop the mentoring program (first event is tomorrow at Trinity College), integrate new membership management system with Wordpress, creating new marketing items (like the postcards on display). Further, Staff Performance Review Committee is ongoing.
- Propose a new plan for affiliate development moving forward that will encourage affiliates to reach 100 members. If an affiliate is not at 100 members within 3 years, they must present an action plan to the Board of Directors on how to get them (back) up to 100 members. New Affiliates will have three years from their commencement. Chapters will be required to move from 15 to 25.

Conclusion

- J. Kryslar >

Action items	Person responsible	Call to Question
MOTION to implement an organizational policy that requires affiliate to attain 100 total members within three (3) years' time. If not at 100 after three (3) years, the affiliate is required to submit an action plan to the Board outlining how to get to 100. Chapters will be required to attain 25 members in three (3) years. Discussion: - J. Kryslar > By-Laws only require 50 members for affiliates – does this lead to dis-affiliation? - A. Tarabishy > No, affiliates must only submit an action plan. Goal is to receive help from the Board to develop.	Rita Grant Second: G. Franklin	Approved (Unanimous) <i>*Member vote in Spring.</i>
MOTION to adjourn the meeting	Geoff Archer Second: G. Franklin	Approved (Unanimous)