ASA Executive Committee Meeting  
March 7-8, 2005  
Madison, WI

The meeting was called to order by President Lee E. Sommers. Those present were:

Lee E. Sommers, ASA President  
David A Sleper, ASA President-Elect  
Lowell E. Moser, ASA Past President  
James G. Coors, CSSA President  
Steven L. Fales, CSSA President-Elect  
Kenneth J. Moore, CSSA Past President  
John L. Havlin, SSSA President  
Mary E. Collins, SSSA President-Elect  
J. Thomas Sims, SSSA Past President

Also present:  
Martin Massengale, ASF Board Chair  
Owen Newlin, ASF  
George Ham, ASF  
Vivien Allen, ASF  
Ellen Bergfeld, Executive Vice President  
Luther Smith, Associate Exec. Vice President & Executive Director of Certification Programs  
Michela Cobb, Director of Financial Services  
Susan Chapman, Director of Member Services  
Fran Katz, Director of Publications  
Ian Popkewitz, Director of IT and Operations  
Keith Schlesinger, Director of Meetings and Conventions  
Saul Winsten, Legal Counsel  
Cathy Goudreau, Assistant to the Executive Vice President and Recording Secretary  

ACS090 Agronomic Science Foundation
The Executive Committee and representatives of the Agronomic Science Foundation Board of Trustees met in an effort to clarify the working relationship between the Societies and ASF. After extensive discussions, it was agreed that the ASA, CSSA, and SSSA Presidents, along with representatives from the ASF Board of Trustees and legal counsel, meet and prepare a draft Memorandum of Understanding detailing the operating procedures and working relationship between the Societies and ASF.

A201 Organization, Policy, and Bylaws
1. Action was taken at the November 4, 2004 ASA Board of Directors meeting to accept the proposed restructuring of the ASA Board of Directors and the creation of a tri-Society Management Committee.

Following the Board’s action, Division A-1 recommended that the Board include a member that would represent the students. In lieu of adding another person to the Board of Directors, the Executive Committee agreed to re-emphasize the importance of the relationship of the ACS031 National Student Advisory Committee to the Board and its responsibility to bring issues before the Board for discussion and action.
2. The Executive Committee continued discussions on the proposed restructuring of ASA. Saul Winsten, ASA legal counsel, reviewed in detail the numerous tax, financial, corporate and practical issues of different structures. Extensive discussion ensued involving all participants.

ACTION: It was moved to form a subcommittee of the ASA, CSSA, and SSSA Presidents, Headquarters staff, and legal counsel to develop an organizational structure and report back to the Executive Committee for further discussion. Seconded. Carried.

ACS237 Membership and Society Identity
1. Susan Chapman reported on a proposed membership survey. The concept is to develop a base survey for benchmarking; a portion of the survey can be customized for ASA, as appropriate. Areas of inquiry will potentially include: reasons for joining/renewing; ways in which members are involved; awareness/use/importance/satisfaction of key programs, products, and services; interest in/support for prospective program/product/service offerings; overall perceptions of the Society; bottom-line measures of membership value and renewal likelihood; and member suggestions for improving the value of membership. The results will be used in strategic planning, program/service improvement/development and for benchmarking. The survey will be conducted using a web-based instrument among a representative sample of Society members. Because there is significant membership overlap between ASA, CSSA, and SSSA, stratified sampling will be required to adequately represent all members while avoiding asking any single individual to complete more than one survey.

ACTION: By consensus, the Executive Committee agreed to pursue a membership survey.

2. Susan Chapman and Luther Smith presented a proposal to simplify the membership dues.

ACTION: It was moved, beginning in 2006, to merge the activity fee for one Society Active membership into the base dues and eliminate the journal/nonjournal subscription differential. Those members and prospective members wishing to join an additional Society(ies) will add an additional $10 per Society. Seconded. Carried.

ACTION: It was moved, beginning in 2006, to eliminate the journal/nonjournal subscription differential for the Graduate Student Membership category. Seconded. Carried.

Dues allocation will be discussed at the August 2005 Budget and Finance Committee meeting.

ACTION: It was moved to implement in 2005, a one-year pilot of a dues waiver program for members unable to renew their membership due to economic hardships (currently unemployed or called to active military service). Seconded. Carried.

3. The Executive Committee reviewed the action taken in July 2002 to increase the fee charged for membership renewals received after March 1 from $5 to $25 to offset additional costs incurred for processing renewals after the March 1 date. Although no specific action was taken, it was agreed that $25 was not appropriate and perhaps a 10% late fee, plus shipping for any journal(s) ordered, would be more appropriate.
A300 Publications - General
Action was taken at the August 2004 Executive Committee meeting to implement a contract with Oxford University Press to publish the Society’s books, monographs, and special publications. Fran Katz reported that the Society and Oxford University Press were not able to agree on terms so there will not be a publishing alliance between the Society and Oxford University Press. Therefore, the Society will continue to publish books. The editors and editors-in-chief will meet with Headquarters staff in May to discuss how best to move book publishing forward. One option being considered is just-in-time publishing using DocU-Tech technology.

A334 CSA News
CSA News is currently published on a monthly basis. Susan Chapman presented a proposal to move to a publishing schedule of 10 times per year by combining the May and June and the July and August issues. Resources would be used internally to create additional public relations and communications programs.

ACTION: By consensus the Executive Committee agreed to put the proposal on hold and reassess it after the membership survey is conducted.

A400 Awards - General
ACTION: It was moved that members of the ASA, CSSA, and SSSA Executive Committees are not eligible to write letters of recommendation for award nominees for any ASA, CSSA, or SSSA Society award. Seconded. Carried.

A449.1 Agronomy Club Achievement Contest
The Agronomy Club Achievement Contest 2004 annual report recommends discontinuation of the contest due to lack of participation by clubs.

ACTION: It was moved to discontinue the Agronomy Club Achievement Contest. Seconded. Carried.

Headquarters will communicate the above action to the appropriate individuals.

ACS530 Early Career Members
The Executive Committee reviewed the mid-year informational report from the Early Career Members Committee. In an effort to create more opportunities for early career members the committee encourages the establishment of recognition awards for more early career scientists within the Society.

ACTION: It was moved that Lowell Moser, Chair of the ASA General Awards Committee, work with the Early Career Members Committee to assess development of an award for early career scientists. Seconded. Carried.

Lowell will present a report at the August 2005 Executive Committee meeting.
A711 Program Planning
The Executive Committee reviewed a special sessions fund proposal for annual meeting programs, events, and activities that are not arranged through traditional Divisions or committees.

ACTION: It was moved to approve the recommendation of adding $15,000 to the annual meeting budget as special sessions funds to be used in support of annual meeting programs, events, and activities that do not fit into a traditional Division’s program. Seconded. Carried.

ACS711.16 Change in Annual Meeting Format
Howard Skinner, Change in Annual Meeting Format Committee Chair, has requested Executive Committee feedback to help determine the future direction of the committee. It was recommended that the ASA, CSSA, and SSSA Program Chairs and Howard Skinner schedule a conference call to follow up on the request.

Meeting adjourned.