The meeting was called to order by ASA President Newell Kitchen. Board members present were:

Newell R. Kitchen, ASA President
Francis J. Pierce, ASA Past President
Robert J. Lascano, Climatology and Modeling Section Board Rep.
Chad Lee, Education and Extension Section Board Rep.
James A. Ippolito, Environmental Quality Section Board Rep.
J. Mark Powell, Global Agronomy Section Board Rep.
Frederick F. Vocasek, ICCA Registrants Board Rep.
Warren A. Dick, ASA Editor-in-Chief, ex-officio
Robert M. Lacey, Program Planning Officer, ex-officio
Ellen Bergfeld, Chief Executive Officer, ex-officio
Also present:
Sharon A. Clay, Incoming ASA President-Elect
Jessica G. Davis, Incoming Global Agronomy Section Board Rep.
Wes Meixelsperger, Chief Financial Officer
Susan Chapman, Director of Member Services
James Giese, Director of Science Communications
Karl Glasener, Director of Science Policy
Ian Popkewitz, Director of IT and Operations
Keith Schlesinger, Director of Meetings and Conventions
Luther Smith, Director of Certification and Licensing Programs
Cathy Goudreau, Recorder
Board members unable to attend:
Kenneth A. Barbarick, ASA President-Elect
Alexandra N. Kravchenko, Biometry and Statistical Computing Section Board Rep.
James G. Coors, ASF Chair, ex-officio
Steven E. Petrie, Incoming Finance Board Rep.

The Board of Directors, Section Leaders, Community Leaders, and staff Department Directors participated in an ASA Leadership Visioning Retreat on May 16-17, just prior to this Board meeting. Highlights from that session are attached to these minutes.

A003 Board of Directors
1. ACTION: It was moved by Bill Heer to approve the meeting agenda. Seconded by John Shanahan. Carried unanimously.

2. ACTION: It was moved by Fran Pierce to approve the April 6, 2011 Board conference call minutes. Seconded by Chad Lee. Carried. Mark Powell abstained from voting because he did not read the minutes.

3. The next Board conference call will be held July 6 at 11:00 AM CDT.
A201 Organization, Policy, and Bylaws
1. Fran presented a proposal on behalf of the O&P Committee addressing the nomination process for ASA President-Elect. The document will be emailed to the Board with a request for feedback by June 15 so action can be taken on the July 6 conference call.

2. Fran proposed establishment of a new ASA Distinguished Service Award with the first award being presented to the Division Alignment Task Force, Division Alignment Transition Team, and Bylaws revision team. A formal proposal will be emailed to the Board with a request for feedback by June 15 so action can be taken on the July 6 Board conference call.

3. Ellen provided an update on ACSESS which was formed in 2008 as a 501(c)(3) support organization to focus on operational/business activities. The ACSESS Board will engage in a strategic planning exercise in August.

A201.4 Strategic Planning
1. Newell will encourage Community and Section leaders to read the Strategic Plan and provide feedback. Some of the ideas and suggestions from the Leadership Visioning Retreat will be considered for inclusion in the Strategic Plan. If the current Strategic Plan is modified, the Board will need to approve the revised version. For future planning, Newell recommended that Community and Section leaders be involved in writing the next strategic planning document.

Mark encouraged the Board to establish benchmarks for ASA’s Big Audacious Goal – ASA will integrate and apply science to double global food, feed, fiber and fuel production by 2050.

2. Ellen presented the quarterly report addressing goals, tactics, milestones, and expected accomplishments for 2011. The spreadsheet is staff focused to track progress. She encouraged the Board to provide feedback at any time.

A211 Budget and Finance
1. John reported net income from operations for the three months ending March 31, 2011. Results are favorable and in line with the 2011 budget. The B&F Committee will meet at Headquarters the week of August 8.

2. Action was taken on the December 1, 2010 Board conference call to accept in principle the Reinvest ASA concept outlining a policy and guidelines for the use of ASA assets that are deemed in excess of a strategic asset base for purposes of funding new activities within ASA that enhance its value to members and those it serves. The next step in the process was a request that the B&F Committee develop a recommendation on the proposed policy and guidelines for managing ASA assets. The Board discussed the following recommendation presented by John on behalf of the B&F Committee:

The Board will establish a maximum level of “net assets” equal to or greater than 85% of total assets, that value when exceeded will allow those excess funds ($41,805 from 2010) to become available for funding beyond the approved budget of the following year (2011 budget year). The current 2011 budget for ASA has an operating loss of $122,816 and could now be increased by an additional $41,805 for “Reinvest ASA” activities, increasing the revised budget operating loss to $164,621.
ACTION: It was moved by Chad Lee to approve the B&F Committee recommendation as presented. Seconded by Bill Heer. Carried unanimously.

Newell requested the O&P Committee develop a process/policy for gathering ideas for Reinvest ASA activities.

3. CSSA President Maria Gallo has requested ASA consider increasing their contribution to the Golden Opportunity Scholars program. The Board requested some information on the success of the program and specifics on the dollar amount being requested. Newell will contact Maria for clarification.

A537 Science Policy
Fred reported that the Science Policy Committee plans to hold monthly conference calls. The introductory call in April familiarized members with the current status of the Science Policy Office and publications. Future calls will establish committee priorities and procedures.

Newell, Fred and Mark Alley will attend the June 1-2 Nutrient Stewardship Summit in Chicago which is co-sponsored by the Agricultural Retailers Association, Canadian Fertilizer Institute, International Certified Crop Advisors, International Plant Nutrition Institute, and The Fertilizer Institute. The purpose of the summit is to roll out the “4R” program and establish action items. Several attendees have active ties to ASA and ICCA.

The Societies have joined with the Agricultural Nutrient Policy Council (ANPC). The Founder Steering Committee members include National Corn Growers Association, The Fertilizer Institute, American Farm Bureau Federation, National Pork Producers Council, and National Council of Farmer Cooperatives. ANPC has received some notoriety for challenging basis for calculating load estimates included in the recent EPA report concerning the Chesapeake Bay Watershed. (ANPC testimony to the House Agriculture Subcommittee can be found at http://agriculture.house.gov/pdf/hearings/Hebert.pdf).

ACTION: It was moved by Bill Heer to adjourn. Seconded by Chad Lee. Carried unanimously.
Attachment 1

ASA Communities/Sections/Board Poster Comments/Votes

LOGISTICS
Votes-30
- Roles – tutorial
- Guidelines/Timeline for Community Leaders; Election process
- Web pages
- Listserv

Votes-27
- Section Chair & Community Leaders coordinating Annual Meeting papers, sessions, moderators, times (6 min vs. 13 min)
- Give Confex access to Community Leaders (Communication between Section Chair and Community Leader for development of annual meeting sessions needs to be written into logistics)
- Community level Co-sponsor papers – how does that work?
- Section organizing papers: cluster papers by topic, need to provide guidance
- Program enhancement funds policy
- Section elections

COMMUNITY CREATIVITY
Votes - 24
- Publications: books, journal articles

Votes-29
- New Session formats for papers presented at the Annual Meetings: times could be varied – some 6 minutes, some 13 minutes, etc.

Votes-2
- Mentoring / Connect early career w/ established member, HQ staff

COMMUNITY INVOLVEMENT
Votes-0
- In/Out Member

Votes-17
- Community Leadership: 2-3 year term? Board/execs should lead this; rotate vice chair?

Votes-12
- Should we Meet Again? Reception at the Annual Meeting or another HQ Meeting?

Votes-1
- Joint Symposia Planning

Votes-0
- Welcome Seminar Sunday for Communities/Leaders?
Votes-11
- ASA Breakfast at the Annual meetings: Set up Tables by Community with signage

Votes-9
- Blog Site for Community Leaders to share Best Practices

MARKETING
Votes-13
- Educate members about Communities: how to join, etc.
- Study ramifications of allowing/promoting nonmembers to join Communities (wasn’t on the wall, but added as a result of Dennis Timlin’s break-out group report)

Votes-0
- Society Center at the Annual Meetings

Votes-6
- Community posters at the Annual Meetings

Votes-4
- More opportunities to select communities: Abstract link, Membership Drive
Attachment 2

Summary of Break-out Groups

Retreat participants broke into groups to address questions written on cards by the participants

Robert Lascano report:

Educational level does not equal value to ASA or ability to contribute. This barrier needs to come down. Producers and practitioners have value.

- Lengthy discussion about what is meant by a practitioner but didn’t reach consensus
- Want to serve non-PhD; need their feedback for research
- Design a venue primarily for practitioners and land managers
  - Info-Ag type program (similar to IPNI)
  - Crops and Soils
  - Webinars
- More communication needed on new structure of Sections/Communities
  - Protocol for role of communities in development of annual meeting program
  - Encourage members to join a Community and be sure those transferred to a Community are aware of it

How can ASA break down barriers that limit diversity?

- What is meant by diversity – gender, culture, race, industry vs. university, national vs. international, traditional vs. organic?
- Encourage use of new structure - Communities can accommodate/encourage diversity/enhance our science
- Encourage volunteering

What can ASA do to expand programs globally?

- Current activities – ICCA in India and Argentina; international members; international publications; co-hosting international meetings
- Potential activities – educate international authors (non-English speaking) how to write a paper; target books to international authors; continue to invite international authors to journals

How can we continue to develop trust between ASA (academic) and ICCA (practitioner)?

- ICCA’s important part of ASA – are part of Strategic Plan
- Do current Communities address ICCA’s?
- Need something for extension, NRCS, DNR, etc. to upgrade skill levels
- Consider supporting farm-based internships (cities, consultants)

Warren Dick suggested potential of ASA meeting in India with their ICCA organization. This would be in addition to ASA’s annual meeting.

Mark Powell encouraged Community leaders be open/inclusive and promote their interest in the Global Agronomy Section. International members had a home in Division A-6 regardless of their technical background.

How to help membership realize this reorganization is more than just fly by the seat of your pants
Group did not have time to address this
**Cecil Dharmasri report:**

How do we get all members of ASA to become active in at least one Community?

- Promote Communities but allow choice to join a Community or stay at Section level or ASA level
- Allow Community selection when submitting Abstract or registering for Annual Meeting
- Searchable classification/cross referencing
- Additional training needed for Community leaders
- Allow option for Community leaders to extend their terms

Identify stakeholders in a newly formed Community. Learn needs, roles/contributions of membership in a Community.

- Clarify role of Headquarters with Communities
- Community membership not clear on website
- Advertise Communities to ASA members and nonmembers
- Encourage interaction with other societies with common Community interests

Identifying new or additional contribution from Communities, i.e., Community contribution to ICCA

- Community could contribute to ICCA program by organizing workshop/symposium with cues
- ICCA membership dues tied to a Community?

**Jose Hernandez report:**

Flexibility in operation of Communities and how Leadership is elected (summary of several questions)

- Communities should
  - foster creativity and diversity
  - increase membership and student involvement
  - be relevant outside of annual meetings - workshops/white papers
  - be a venue for interaction
  - change 12-minute talks to shorter talks – more interaction/discussion
  - be allowed flexible meeting format
- Discourage competing Communities
- Avoid stagnation – process for approving Communities?
- How to achieve BAG? Invite those out of our field – social scientists – to work with us

**Bob Lacey report:**

Can we get training for Section Vice Chairs and Community Vice Leaders before leadership starts?

- Webinars, parameters – what can we do as leaders; what can we do for change/structure at annual meetings.
- Understanding basic expectations - Society leadership should provide

How can ASA provide assistance building the interpersonal relationships to build trust?

- What’s not working well
  - too much competition between papers in concurrent sessions
  - accepting abstracts – do we reject any?
  - meetings large and overwhelming
• networking sessions not good enough (welcome/new member session is limited)
• meeting location not always aligned with high volume of ICCA’s vs. sunny/warm location
• Do Want
  • more networking sessions
  • better marketing of poster sessions
  • opportunities to meet new PhD/MS students
  • undergrad and grad student contests
  • shorter presentations to accommodate comment/discussion

How do you pick a better time of the year to have the annual meeting?
• What’s not working well
  • mid-October meeting not conducive to field research or CCA/practitioner participation
  • no ceu’s approval prior to annual meeting
  • meetings not conducive to gaining CCA credits
  • poor industry involvement
  • everyone is disciplined focused
  • poor integration/involvement for B.S. and M.S. clientele
  • regional meetings are not good – could they address ICCA needs?
  • should annual meeting planners work with host state for ICCA training?
• Do Want
  • ICCA on planning committee – 14,000 CCAs which largely are not members and don’t come to the meetings – target structure to serve them

Dennis Timlin report:

How do groups work with regard to membership/how to make Society more relevant to students
Communities can help bring in/maintain students and practitioners
Some communities are structured for academia – how to engage others?
Broaden relevance outside the annual meetings through Community activities
Meetings are not geared to those transitioning into a career
Regional meetings may be of interest to CCA’s
Consider different fee structure for new graduates to transition to full-paying member
Consider a new Crop Management journal
Use social media to promote info/interest in the Society – members and nonmembers
Use diverse programs to keep students – meet their interest and are relevant
Allow nonmembers to join communities
Highlights from Headquarters Department Directors’ Reports

Susan Chapman, Director of Member Services
- 2010 year-end membership was 7,749 – an increase of 649; 2011 renewals in line with 2010 except undergrads are down 8.9%
- Historical trends and membership demographics
- Corporate Membership program
- 36 ASA Communities
- Membership/Certification Department merger and activities
- Strategic Plan activities – increase non-dues revenue; enhance scholarship programs; expand ceu’s and on-line education; develop educational material for media, K-12, certified professionals, general public; restructuring from Divisions

Sue Ernst, Managing Editor, Agronomy Journal, JNRLSE, Publications Department
- Publications Department contacts and activities
- AJ, JEQ, JNRLSE statistics and contacts
- 4 books published in 2010; 2 in 2011 with 3 more projected
- Goals:
  - Financially secure and viable – increase international subscriptions (Charlesworth, SWETS, EBSCO), UK agent promoting books sales in Europe
  - Enhance value proposition – MarkLogic, smartphone app, RSS feed, XML format later this year, CSA News and JNRLSE to be added to MarkLogic, e-books anticipated in summer
- Future activities:
  - Maintain institutional subscribers
  - MarkLogic allows cooperation with similar societies
  - Evaluate industry trends/enhance content
  - Attract/retain subscribers with enhanced content
  - Control costs while meeting rapidly changing demands

James Giese, Director of Science Communications
- Goals
  - Increased funding for ASA activities – 2012 NRCS CIG grant
  - CSA News features
  - CSA News/Crops and Soils content into MarkLogic/XML (mobile apps)
  - New social media – LinkedIn, UTube, Facebook, Twitter
  - Outreach/media relations based on position papers (ACS Climate Change); press releases
  - Assist ASA Communities – will do some training today

Karl Glasener, Director of Science Policy
- Educating and Advocacy – Grand Challenges, CCST, R&D funding and legislation, etc.
- 1st Quarter Activities
  - Executive Committee White House/Federal Agency/Congressional visits
  - Position Statements
  - AAAS R&D Report
  - Rhizosphere Workshop
  - Ag and Natural Resources R&D Roundtable
  - FY2011 Continuing Resolution
• FY2012 Budget Review
• FY2010 Spending Bills
• Educational and Advocacy activities for May-December
  • Potential NSF Bio workshop
  • Educational briefings
  • Position Statements
  • Annual Meetings
• FY2012 Spending Bills
• FY2013 Admin. Budget and priority development
• Regular FY2012 302(b) suballocations

Ian Popkewitz, Department of IT and Operations
• Overview of daily operations
• Current project highlights
  • Smart Phone app for journals; completed ICCA ceu course request on-line system;
    moving JNRLSE to XML platform
• Network configuration

Keith Schlesinger, Department of Meetings and Conventions
• Strategic Plan Goal B
  • Online recordings; Virtual posters; Meeting app for 2011
• Strategic Plan Goal D
  • 2009 USDA-ARS Farming Practices Conference
  • 2006-2013 Entomological Society of America annual meetings
  • 2012 Plant and Animal Genome Conference, potential
  • 2013 National Assn of Plant Breeders Annual Meeting, potential
• Highlights for 2011 Annual Meeting in San Antonio
  • Meeting app
  • Paper numbers, keynote speakers, Plenary session

Luther Smith, Director of Certification and Licensing Programs
• Strategic Plan Goal A
  • Increase non-revenue dues – salary survey; international expansion; on-line ed programs
• CCA and CPAg – ASA programs
• Numbers/Trends of CCA’s, international exam participation
• CPAg to move into CCA infrastructure Jan. 1, 2012 – specialty certification
• ICCA Board structure reorganization to accommodate new countries – India; starting
  discussions with Argentina and perhaps Bangladesh and Brazil
• ICCA contracting with marketing consultant
• Strategic Plan Goal B
  • Expand ceu offerings and on-line education
  • Enhance policy advocacy
  • Continue international expansion of ICCA
• Strategic Plan Goal C
  • Develop educational materials for media, K-12, certified professionals, general public
• ASA Educational Offerings – Fundamentals in Applied Agronomy
  • Fall 2011-2012 – Biotech Basics, Precision Ag, Nitrogen Fundamentals and Management
    (outside funding, development costs paid in advance)
Wes Meixelsperger, Chief Financial Officer

- Net income from operations for three months ending March 31, 2011
- Revenue sources – subscriptions, sales, publishing, advertising, meeting registrations, member dues, online classes, certification revenue, program support, other
- Trends for subscriptions, publishing and member dues revenue
- Total revenue and income from annual meeting trends
- Operating income trends
- Assets/liabilities/equity
- Profit/loss by cost center