ASA Board of Directors Conference Call
September 7, 2011
(Call started at 11:00 AM CDT; ended at 12:15 PM)

The meeting was called to order by President Newell Kitchen. Board participants were:

Newell R. Kitchen, ASA President
Kenneth A. Barbarick, ASA President-Elect
Alexandra N. Kravchenko, Biometry and Statistical Computing Section Board Rep.
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 participating:
Sharon A. Clay, Incoming ASA President-Elect
Jessica G. Davis, Incoming Global Agronomy Section Board Rep.
Wes Meixelsperger, Chief Financial Officer
James Giese, Director of Science Communications
Karl Glasener, Director of Science Policy
Mark Mandelbaum, Director of Publications
Keith Schlesinger, Director of Meetings and Conventions
Cathy Goudreau, Recorder

Board members unable to participate:
Francis J. Pierce, ASA Past President
James G. Coors, ASF Chair, ex-officio

A003 Board of Directors
1. ACTION: It was moved by Chad Lee to approve the conference call agenda. Seconded by John Shanahan. Carried unanimously.

2. ACTION: It was moved by Ken Barbarick to approve the August 3, 2011 Board conference call minutes. Seconded by Chad Lee. Carried unanimously.

3. The next Board conference call is scheduled for October 5 at 11:00 AM CDT.

A211 Budget and Finance
1. John reported a net income from operations for the seven months ending July 31, 2011.
2. The following highlights from the August 10-11 B&F Committee meeting were provided:

- John reported that the SSSA B&F Committee is recommending a reduced annual meeting registration fee for early career members to encourage attendance. This will reduce ASA annual meeting revenue by approximately $13,500.

  It was the consensus of the Board to include the reduced income from registration in the 2012 draft budget. Board members will be provided an opportunity for further discussion at the October 20 Board meeting. It was recommended that future consideration be given to perhaps using Reinvest ASA funds to provide travel grants for early career members in lieu of reduced annual meeting registration fees.

- Warren reported that the ASA, CSSA, and SSSA Editors-in-Chief, in conjunction with the B&F Committees, are looking at reimbursement rates for journal Editors across the three Societies. The status quo will be maintained for 2012 to allow for additional discussions. A recommendation will be forthcoming at a later date.

- Ken reported the following changes in the 2012 draft budget:
  
  ◦ Science Policy Office - the individual currently working as a consultant will become a full-time employee
  ◦ ICCA Program - An Agronomic Education Manager has been hired
  ◦ ASA awards - increasing honorarium from $1,000 to $2,000 – increases 2012 budget to $17,000 compared to $8,000 in 2011
  ◦ ASF – adding $10,000 additional support for a total of $25,000

**A212 Reinvest ASA**

Newell reported that the Reinvest ASA Committee has reviewed and is recommending approval of the proposal “Enhance and Validate Community Cohesion with Program Opportunities” – see Attachment 1. The request is for $27,000 to be distributed by the A711 Program Planning Committee equally among the 36 Communities - $750 each. The proposed duration is two years, 2012 and 2013.

ACTION: It was moved by Ken Barbarick to approve the Enhance and Validate Community Cohesion with Program Opportunities proposal. Seconded by Jim Ippolito. Carried unanimously.

**A301 Editorial Affairs, Policies and Practices**

Warren presented a proposal and recommendation to approve the concept of appointing Co-Editors for *Agronomy Journal*, with equal honorarium to both. The recommendation is endorsed by current Editor Brent Godshalk.

ACTION: It was moved by Ken Barbarick to approve the concept of appointing Co-Editors for *Agronomy Journal* as recommended by ASA Editor-in-Chief Warren Dick. Seconded by Bill Heer. Carried unanimously.

The selection and appointment of a Co-Editor will be according to the established procedures for appointing Editors. A notice will be published in *CSA News* soliciting recommendations and applications. Based on applications received, the Editor-in-Chief will appoint the Co-Editor on behalf of the President, after ratification by the Board of Directors.
A537 Science Policy
On behalf of the Science Policy Committee, Fred presented a proposal to form an ASA Water Security Task Force to 1) identify the key policy issues facing the agricultural sector, 2) develop a strategy for using agronomic science to inform the dialogue associated with the issues, and 3) determine outcomes to be achieved. Events include a kickoff breakfast meeting of the Science Policy Committee at the annual meeting in San Antonio and a one-day planning meeting at a central location. Funds not to exceed $10,000 are requested for an initial meeting.

ACTION: It was moved by Chad Lee to approve formation of an ASA Water Security Task Force as presented by Fred Vocasek. Seconded by Jim Ippolito. Carried unanimously.

A651 Canadian Society of Agronomy
The Canadian Society of Agronomy has requested to hold their 2013 meeting in conjunction with the ASA Annual Meeting in Tampa. Due to time constraints, this will be an agenda item for the October 5 Board conference call.

A711 Program Planning
Bob presented recommendations for allocation of ASA annual meeting program enhancement funds under the new ASA Section and Community structure – see Attachment 2. Newell recommended a copy of the proposal be forwarded to the Board for review and an electronic vote. Via an electronic ballot following the conference call, the Board unanimously approved the annual meeting program enhancement funds proposal.

Meeting adjourned.
attachment 1:

proposed duration: two years – 2012 and 2013

project title: enhance and validate community cohesion with program opportunities

pi: sharon clay, incoming asa pres. elect and bob lacey, asa program planning officer

asa affiliation: section a01 asa enhancement and a711 asa program planning committee

telephone/email: bob lacey, w:217-373-7225; robert.m.lacey@usace.army.mil

cooperators: asa community leaders. with the restructuring of asa we have changed a paradigm. members have always been first and foremost, but the restructure allows them to shape their programs and future. those excited about this flexibility will become engaged. the intent is to provide those future leaders with incentive and a modicum of resources to do so.

other funding sources: asa program enhancement funds (pefs) to be allocated to communities per proposed new guidelines, to include a prorated amount and a competitive program. tri-society z-program funds, should communities be competitive. individual community initiatives to solicit private and/or industry funds and grants to enhance their community programs.

budget: it is requested that $27,000 be allocated to a01 to be distributed by a711 equally among the 36 communities for immediate application to program development for 2012 programs.

justification: this is the first year of the reinvest in asa initiative and the dynamics of the restructuring coincide with this initiative. with the initiation of invest in asa and the restructuring, this would be a prudent investment for the future while other options for investment are limited. the primary benefit to asa will be value added to the programs and activities for the 2012 annual meetings. adding to limited pefs planned to be distributed directly to the community leaders for valid meeting activities will illustrate the value of the communities within the society and in many instances enhance community cohesion.

objectives and procedures
1. assist community leaders in shaping their program and use and creativity of funds.
2. since the time frame for the initial year for fund allocation will be short the health of communities may subjectively identified.
3. illustrate to the communities that they are a valuable force within the society through the use of additional, targeted funds.
4. validate community structure cohesion through survey of community leaders and their use of these funds.

project description: this proposal is intended to add value to the 2012 and 2013 annual program by providing purchasing power directly to the communities. each of the 36 communities will receive $750 in addition to any pef or other funding. fund use should be consistent with existing pef criteria. unused funds in 2012 will be returned to the section a01 program enhancement for use in 2013, with additional subjective analysis to be accomplished for that year.
Attachment 2:

Recommendations for Allocation of ASA Annual Meeting Program Enhancement Funds
Under the New ASA Section and Community Structure
(August 31, 2011)

Proposed by 2011 ASA Program Chair and ASA Program Planning Officer: Ken Barbarick and Bob Lacey

Background: In recent history, Tri-Society Program Enhancement Fund (PEF) budgets allocated to the Societies has been based on Society registration for Annual Meetings. Twenty dollars of an individual’s registration fee for members and guests was allocated to the PEF for each of the three Societies for the next year’s meeting. These funds were allocated to the three Societies based on a percentage of membership registration for the last meeting. The calculation for this percentage accounted for members with membership in more than one Society with an individuals’ registration contribution being prorated. Exceptions were that this did not include Emeritus status registrations and Graduate Student contribution was $10 per registration. (In 2010 the Soil Science Society of America (SSSA) chose to allocate $40 and $20 dollars, respectively.)

PEF funds, until recently were generally allocated with a $1000 to each Division; 5% of the funds to the Society Program Chair; and the remainder allocated to the Divisions using a prorated percentage based on the total numbers of volunteered papers per Division at the last meeting. Divisions could accumulate PEF funds for those not spent in prior years. For the 2011 meetings the allocation for ASA has included the flat $1000 per Section and an equal share of the accumulated funds plus an equal, prorated amount for all ASA volunteered papers in 2010.

Issue: With the restructuring of ASA to focus on Communities, this allocation and use of PEF needs restructuring as well.

Discussion: The objective of the restructuring of ASA was to give voice to the membership in the intent and content of the Society. Specific goals are to: (1) promote the breadth, integrative nature, and multidisciplinary aspects of agronomic science; (2) allow interests of all members to be represented; (3) ensure the organizational structure has broad interest and appeal; and (4) promote relevance and relatability, especially to young scientists, global perspectives, and varied approaches to agronomic production systems.

To accomplish this, the Annual Meetings should be focused on the membership as represented by the Sections and Communities for intent, content, and relevance.

Recommendation: Redefine the allocation of PEF based on the intent of the restructuring and the opportunities that are created by the Communities.

Proposal: Use the same Tri-Society formula for registrations at the last meeting and allocate PEF as follows:

   a. Each Section would receive a flat rate of $1000. These funds would be used to promote Section activities as deemed appropriate by the Section Chairs. These funds will not accumulate for the Section.
b. Fifty percent of the remaining funds would be allocated to the Communities to use to enhance their Annual Meeting activities, as appropriate. This would be prorated based on past year presentations within Community sponsored symposia and sessions (including poster). These funds can accumulate for no longer than two years at the Community level. If a Community is dissolved, the funds revert to the A711 Program Planning Committee for competitive reallocation.

c. Fifty percent of the remaining funds would go to the A711 Program Planning Committee composed of the ASA President Elect, Program Planning Officer, Director of Science Policy, Presiding Section Chairs, and, as ex-officio, the Headquarters Director of Meetings and Conventions or a representative of his/her staff. These funds would be used to fund competitive proposals submitted to A711 by Sections and Communities for program enhancement. These funds will accumulate for the Program Planning Committee to be used annually to augment Section and Community program enhancement through a competitive process. Allocation amounts are anticipated to be in the range of $500 to $2500, with a maximum request of $5,000. PEFs will only be used in support of Annual Meeting activities. Examples of appropriate expenditures for program enhancement include:

- Paying expenses and awarding honoraria to invited speakers (member or nonmember) of symposia
- Monetary awards to any member for outstanding accomplishments
- Food and drink events that improve the communication and/or promote the activity of membership in professional activities such as poster session discussions or graduate student meet and greet events with ASA members
- Underwriting costs of field trips and workshops
- If a Community has a supporting grant or other leveraged funding that will be a consideration

Proposals considered by the A711 Program Planning Committee for the next Annual Meeting should be received by January 15 or the date established by the Headquarters Director of Meetings and Conventions.

**Reporting:** Reporting on expenditures will follow current Tri-Society guidance and requirements.

**Benefit:** Benefits of this approach is that it provides PEFs for each element of the Society – the Society level, Section and Community. Using a prorated amount based on volunteered papers encourages enhancing programs for the Communities. Providing both the Society and Section funds that are intended to be competitive allows those levels the opportunity to see the larger picture and also influence and enhance the programs at the Annual Meetings.