The meeting was called to order by ASA President Ken Barbarick. Board members present:
Kenneth A. Barbarick, ASA President
Sharon A. Clay, ASA President-Elect
Newell R. Kitchen, ASA Past President
Alexandra N. Kravchenko, Biometry and Statistical Computing Section Board Rep. (joined by phone for a portion of the meeting)
Robert J. Lascano, Climatology and Modeling Section Board Rep.
Jessica G. Davis, Global Agronomy Section Board Rep.
Steven E. Petrie, Finance 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:
David B. Mengel, Incoming ASA President-Elect
Wes Meixelsperger, Chief Financial Officer
Susan Chapman, Director of Member Services (attended May 22)
Karl Anderson, Director of Government Relations
Mark Mandelbaum, Director of Publications
Ian Popkewitz, Director of IT and Operations
Keith Schlesinger, Director of Meetings and Conventions
Luther Smith, Director of Certification and Licensing Programs
Pat Scullion, Staff Artist (participated in a portion of the meeting)
Sara Uttech, Manager-Communities, Awards and Member Communications (participated in a portion of the meeting)
Cathy Goudreau, Recorder
Board members unable to attend:
James A. Ippolito, Environmental Quality Section Board Rep.
James G. Coors, ASF Chair, ex-officio

A003 Board of Directors
1. ACTION: Moved by Sharon Clay to approve the March 1, 2012 Board conference call minutes. Seconded by Jessica Davis. Carried unanimously.

2. Voting members on the Board of Directors are elected by the membership. The Editor-in-Chief is an appointed position, thus holds an ex-officio (non-voting) position on the Board. Warren indicated that he is comfortable with the ex-officio role as it gives him a voice on the Board.

3. Sharon Clay (Chair), Aaron Patton, and Dave Bubeck served on a committee to develop a new ASA logo. Staff artist Pat Scullion presented several versions of three logos. Although the Board liked various elements in several of the designs, none stood out as a clear favorite. Ken requested Pat continue working with the committee on a new logo.
4. The June 7 Board conference call was cancelled. The July 5 conference call was put on hold, pending potential agenda items.

A092 Certification/Education
1. Luther presented an overview of the ICCA program which includes North America (USA, Canada, Mexico), India, and Argentina (under development). Discussion focused on international aspects, including the risks/benefits of the India program. It was the consensus of the Board that this be a component of the 2013 strategic planning process as it relates directly to ASA’s Big Audacious Goal to integrate and apply science to double global food, feed, fiber and fuel production by 2050. Major questions to be addressed include:
   ▪ Should the program be
     ◦ international by invitation only?
     ◦ more intentional with international expansion?
   ▪ Should the business model be
     ◦ Indirect – seek out in-country partner (Indian Society of Agribusiness Professionals)?
     ◦ Direct – set up office in country (potential for Mexico/Argentina)?
   ▪ Should the program
     ◦ break even financially by only establishing infrastructure?
     ◦ be profitable thru revenue-producing education?

2. Luther provided an overview of ASA’s education program highlighting the following:
   ▪ Course History
     ◦ Fundamentals in Applied Agronomy
       - 730 students since 2009
       - winter 2012 – 130 students
     ◦ Nitrogen Fundamentals and Management
       - fall 2011 – 35 students
       - winter 2012 – 175 students
   ▪ USDA-NRCS Contract
     ◦ 353 seats for Nitrogen Management; done by Sept. 30, 2012
   ▪ Future Plans
     ◦ Timely Webinars
       - One-hour (lunch time) topics
       - Topics sourced through CCA’s to determine needs
       - Sponsored vs. priced
       - Re-launch in fall/winter 2012
     ◦ 2012 On-line courses
       - Fundamentals – continue in fall
       - N Management – 2 sessions, May-July
       - Biotech Basics – under development for summer/fall
       - Precision Ag – under development for fall/winter
   ▪ Mini Meetings – potential opportunity
     - New – winter/spring 2012-2013
     - Regional focus
     - Live meetings
   ▪ ASA and Indian Society of Agronomy
     ◦ November 2012 Congress in New Delhi – ASA is sponsor; Sharon attending
     ◦ Inserting CCA oriented topics
     ◦ May launch “exchange program”
▪ Revolving Education Fund (matching fund) – potential idea for 2013 Strategic Plan
  ◦ RFPs developed by team of certified professionals to identify topics (needs based)
  ◦ Society members respond to RPF for top quality program (return to members)
  ◦ Venture capital – fund supports development
  ◦ Funds returned through program fees

A101 Nominations for President-Elect Committee
The composition of the Nominations Committee was restructured in 2011 to include the Executive Committee, voting members of the Board not represented through Sections (Early Career, Finance, Industry, and ICCA Reps.), and the Presiding Chairs from each of the ASA Sections, for a total of 14. Newell provided an overview of the President-Elect nomination process for the 2012 election. The committee followed the procedure that was approved by the Board in July 2011.

A201 Organization, Policy, and Bylaws
Newell reported on the opportunities and challenges of ASA’s new structure of Sections and Communities, highlighting the following:
  ▪ Board’s role in facilitating new structure
    ◦ Governance
    ◦ Consistency
    ◦ Vision
    ◦ Inspiration
    ◦ Resources
    ◦ Trust
  ▪ Statistics
    ◦ 39 Communities within 7 Sections
    ◦ 13,000 total members of Communities
    ◦ 41% of ASA members (Active/Emeritus/Graduate and Undergraduate Students) have joined a Community
    ◦ 52% of Active/Emeritus members have joined a Community
  ▪ What Works
    ◦ Monthly Community Connection calls
    ◦ Leadership Handbook
    ◦ Continuity with Community Leaders
    ◦ Community Leader access to Confex
    ◦ Annual Meeting: orientation, buttons, Society Center
  ▪ What’s Still Needed/Potential Topics for Discussion
    ◦ Communication/Promotion – undergrads/grad students, annual meetings
    ◦ Facilitate Community Engagement – social media, community software
    ◦ What’s Next for Communities – survey, gaps, overlap

The Board offered the following suggestions:
  ▪ Another Leadership retreat for Community Leaders/Section Chairs
  ▪ Orientation session at the Annual Meeting and/or wrap-up session
  ▪ Highlight a Community in CSA News each month or publish full list of Communities as half-page house ad each month
  ▪ Enter into Confex “general oral session” and “general poster session” for each Community as placeholder
  ▪ Promote Communities with a t-shirt
  ▪ Promote Communities at undergrad and grad student events – socials, posters, etc.
A201.4 Strategic Planning
Many of the goals/strategies in the strategic plan have been addressed, thus it is anticipated that a new strategic plan will be developed at the Spring 2013 Board meeting with the assistance of a facilitator. Although strategic planning is the Board’s responsibility the following were suggested as potential ways to gather input:
- Environmental scan using focus groups – industry, certified professionals, international, government, Community leaders
- Gather member input at the 2012 annual meeting – town hall style meeting and/or clicker session

Alliance of Crop, Soil and Environmental Science Societies (ACSESS)
Ken provided an overview of ACSESS, highlighting the following:
- Vision - Leaders in creating solutions to advance science
- Mission - Global provider of superior services for scientific societies
- Values
  - Transparency, inclusiveness, and integrity in everything we do
  - Superior service to member societies
  - Excellent stewardship of members’ interests
- ACSESS Priorities
  - Develop a suite of products to offer ACSESS clientele
  - Position ACSESS as the technological leader in scientific publications amongst peers
  - Increase revenue
Ken is serving on an ACSESS committee to develop products to offer ACSESS clientele. One product being considered is the publication of datasets.

A211 Budget and Finance
Wes reported a net income from operations for the three months ending March 31, 2012. Revenues and expenses are consistent with last year.

2011 actuals were reported for the following cost centers – publications, annual meeting, member services, certification, support services, governance, gain on sale of former headquarters building.

A statement of revenues and expenses for Agronomy Journal for the 12 months ending December 31, 2011 was presented to brief the Board for their discussion on reducing/eliminating page charges.

A290 Headquarters
1. Wes and Ellen presented a proposal to expand/remodel the Headquarters building at a cost of $285,000. ASA, CSSA and SSSA are co-owners of the building, thus ASA’s share would be $95,000.

   ACTION: Moved by Steve Petrie to approve expenditure of $95,000 to expand the Headquarters building. Seconded by Jeff Hattey. Carried unanimously.

2. Former graduate students who studied under Professors Robert A. Olson of the University of Nebraska, and/or John Pesek of Iowa State University, are interested in naming and endowing the training room at the Headquarters building. They will endeavor to raise $25,000 to equip the room with state-of-the-art equipment and other amenities. The ACSESS Committee on Naming Facilities recommends approval of the proposal to name the Headquarters training room the
“Olson-Pesek Training Room” for a 10-year timeframe. Details of the proposal will be included in a formal agreement to be developed, following the ACSESS naming policy guidelines.

ACTION: Moved by Sharon Clay to approve the Olson-Pesek Training Room proposal. Seconded by Fred Vocasek. Carried unanimously.

A301 Editorial Affairs, Policies and Practices
1. Mark gave an in-depth demo of the Digital Library which is about 75 percent complete – contains approximately 65,000 articles; 50 percent of books have been digitized down to chapter. Following a question/answer session on the demo, Mark presented the Digital Library Business Plan highlighting the following:
  - Components of the Digital Library
    - Existing Journals and their archives
    - New Journal content
    - Magazines
    - Books
    - Meeting abstracts
    - Certification content
  - Value of each of the Components - $19,780 total
  - DL List Price - $12,000
  - Consortia Discounts for institutions
  - Rationale for Books Frontlist and Backlist
  - Book Purchase Options for Libraries and Individuals
  - Sources of DL Revenue
  - Attendance at 2012 and 2013 conferences to promote DL

Financial details of the impact on the Societies will be presented to the respective Budget and Finance Committees and will then be discussed with each Society Board of Directors.

2. The Editor-in-Chief and Agronomy Journal Editor, along with staff, have been addressing concerns associated with declining impact factors and high page charges. Mark presented an analysis showing the financial impact on publishing page charges of stopping print, to support the following recommendation: that Agronomy Journal cease print publication with December 2012 being the last print issue and become an on-line only journal beginning in January 2013; and to use the savings realized to support a reduction in the publishing page charges of approximately 33% across the board. Board members engaged in a lengthy discussion of the pros and cons associated with the recommendation. It was clarified that a cost recovery print option (print-on-demand) will be available for those members wanting a print journal.

ACTION: Moved by Jeff Hattey that Agronomy Journal cease print publication with December 2012 being the last print issue and become an on-line only journal beginning in January 2013; and to use the savings realized to support a reduction in the publishing page charges of approximately 33% across the board. Seconded by Steve Petrie. Motion failed.

ACTION: Moved by Jessica Davis that Agronomy Journal cease print publication with December 2012 being the last print issue and become an on-line only journal beginning January 2013. Seconded by Jeff Hattey.

AMENDMENT: Moved by Aaron Patton that members can purchase a print copy for an additional fee. Seconded by Steve Petrie. Carried unanimously.
AMENDED ACTION: That Agronomy Journal cease print publication with December 2012 being the last print issue and become an on-line only journal beginning January 2013. Members can purchase a print copy for an additional fee. Carried.

The Board engaged in another lengthy discussion on reducing page charges. In the likelihood that Agronomy Journal authors would have a similar response to Crop Science authors, Mark shared survey results to the following question from Crop Science authors: How important are page charges in your decision where to submit your paper? 14% - very important; 43% - important; 38% - somewhat important; 6% - not important

ACTION: Moved by Robert Lascano that beginning January 1, 2013 Agronomy Journal have no page charges for the first 7 pages and $50 per page beyond that. Seconded by Sharon Clay.

AMENDMENT: Moved by Steve Petrie that Agronomy Journal have no page charges for the first 7 pages of content and $200 per page beyond that. Seconded by Jeff Hattey.

AMENDMENT: Moved by Sharon Clay that members pay $100 per page beyond 7 and nonmembers pay $200 per page beyond 7. Seconded by Dave Bubeck. Carried unanimously.

AMENDED ACTION: Beginning January 1, 2013 Agronomy Journal have no page charges for the first 7 pages of content and $100 per page beyond 7 for members; $200 per page beyond 7 for nonmembers. Carried unanimously.

It was clarified that the above action regarding page charges is based on date of submission.

3. The Board reviewed a request from the Agronomy Journal Statistics Committee to defray $9,000 in publication charges for invited papers to the statistics series. The series is being published to provide clear guidance on the appropriate use of effective statistical tools and procedures to Agronomy Journal contributors, thereby allowing them to focus on and support their science with proper statistical approaches.

ACTION: Moved by Sharon Clay to approve the request from the Agronomy Journal Statistics Committee to defray $9,000 in publication charges for invited papers to the statistics series. Seconded by Aaron Patton. Carried unanimously.

4. The Board discussed the Society’s role in the Plant Management Network (PMN), including the PMN Joint Executive Committee. Content from the PMN journals would be an asset to the Digital Library.

ACTION: Moved by Aaron Patton that ASA supports inclusion of the Plant Management Network journals (Crop Management, Forage and Grazinglands, Applied Turfgrass Science) in the Digital Library. Seconded by Jeff Hattey. Carried unanimously.

A402 Honorary Membership
The Honorary Membership Committee recommends Darrell Hanavan for Honorary Membership. It was clarified that Honorary Membership is conferred upon individuals who are not members of ASA but who have made outstanding contributions and/or service to agronomic science. Selection for Honorary Membership requires a two-thirds affirmative vote of the voting members of the Board of Directors.
ACTION: Moved by Newell Kitchen to approve Darrell Hanavan for Honorary Membership. Seconded by Sharon Clay. Carried unanimously.

A500 Profession Advancement/Strategic Partnerships
ASA is a member of the Coalition for a Sustainable Agricultural Workforce (CSAW) composed of industry leaders and scientific societies. CSAW’s vision is to enhance coordination between industry, scientific and educational organizations in support of a viable educational pipeline. The mission is to promote the education and training of future generations for the agricultural workforce. Ellen requested guidance on her continued involvement with CSAW as it has no budget or clearly identified leadership. She is hesitant to invest too much time as this has not been identified as a high priority for ASA. For the time being, the Board encouraged Ellen to stay the course. CSSA and SSSA are also members of CSAW, therefore, it may be appropriate to address this with the ACSESS Board.

A537 Science Policy
1. Karl Anderson provided an overview of science policy activities, highlighting the following:
   ▪ New Science Policy Staff – Kenley Farmer, Policy Associate and Rachel Jankowski, Administrative Assistant
   ▪ Educating Policy and Science Communities
     ◦ CCA Leadership DC Visit
     ◦ 2nd Annual Congressional Visits Day
     ◦ Nutrient Management Briefing
     ◦ June White House and Federal Agency Visits
     ◦ Next Generation Science Standards
   ▪ Advocating for Research Funding
     ◦ Senate Agriculture Appropriations
       - AFRI - $298 million ($34 million increase)
       - Hatch Act - $236 million
       - ARS - $1.101 billion
     ◦ National Science Foundation Appropriations
       - House - $299 million increase
       - Senate - $240 million increase
   ▪ Senate Farm Bill
     ◦ Foundation for Food and Agriculture Research
     ◦ AFRI
     ◦ Land-grant research, education and extension
   ▪ Water Security Task Force
     ◦ January kick-off
     ◦ AAAS symposium proposal
     ◦ Paper outline and authors
   ▪ The Road Ahead
     ◦ Difficult Federal Funding Climate
     ◦ Sequestration
     ◦ Future Debt Limit Increases
2. Fred Vocasek highlighted the following activities of the Science Policy Committee:
   ▪ Light-Squared and Save our GPS has been resolved – filed for Chapter 11 reorganization
   ▪ Water Security for Agriculture Task Force
     ◦ submitted AAAS symposium proposal titled ‘Green dreams, blue waves, and shades of gray – the reality of water’
     ◦ authors identified for Greening the Agricultural Water System position paper to be released in conjunction with AAAS symposium
     ◦ Considering water security as potential annual meeting theme/ceu’s

A591 K-12 Committee
Susan reported on ASA’s participation in the USA Science and Engineering Festival, held April 27-29 in Washington, DC. ASA’s focus was on seeds, plants and products to connect food/people to agronomy. Approximately 150,000 people attended the event.

A691.1 CAST
Delayed discussion of CAST.

A711 Program Planning
1. The Board discussed in detail the proposal to amend the process/policy for ASA program enhancement funds as presented by Sharon and Bob.

ACTION: Moved by Aaron Patton to increase program enhancement fund allocation by $20 per member registration and $10 per Graduate Student and Emeritus registration. Seconded by Jeff Hattey. Carried unanimously.

ACTION: Moved by Newell to increase the Section program enhancement fund allocation to $1,800 annually and allow carryover up to $6,000. Seconded by Aaron Patton. Carried unanimously.

ACTION: Moved by Sharon Clay to allow carryover up to $6,000 for Communities program enhancement funds. Seconded by Jessica Davis. Carried unanimously.

ACTION: Moved by Aaron Patton to add on $10/participant (beyond cost) for Community or Section tours, workshops, and webinars which would go back to the Community or Section. Seconded by Jeff Hattey. Carried unanimously.

2. Sharon recommends a mechanism be established to provide funding for ACS committee activities at annual meetings. An example of needed funding is the Women in Agronomy, Crops, Soils and Environmental Sciences Committee luncheon and award. Sharon was encouraged to develop a proposal for review and approval of the ASA, CSSA and SSSA Boards.

ACS732 Annual Meetings Planning Committee
ACTION: Moved by Steve Petrie to accept the Annual Meetings Planning Committee recommendation for Baltimore to host the Annual Meeting in November 2018 and November 2022, and for Salt Lake City to host the Annual Meeting in November 2021 and November 2025. Seconded by Dave Bubeck. Carried unanimously.
A733 Agronomy Conference Meetings Committee
An ASA priority for 2012 is to improve/expand relationships with other professional societies/organizations through joint stand-alone meetings. Action was taken on the March 1, 2012 Board conference call to establish an Agronomy Conference Meetings Committee. Newell presented the committee description, including composition and charge.

ACTION: Moved by Sharon Clay to approve the A733 Agronomy Conference Meetings Committee description. Seconded by Aaron Patton. Carried unanimously.

ACTION: Moved by Sharon Clay to adjourn. Seconded by Robert Lascano. Carried unanimously.