ASA Board of Directors Conference Call
June 10, 2013
(Call started at 1:00 PM CDT; ended at 1:42 PM)

The meeting was called to order by President Sharon Clay. Board participants were:
Sharon A. Clay, ASA President
David B. Mengel, ASA President-Elect
Jeffrey A. Hattey, Education and Extension Section Board Rep.
James A. Ippolito, Environmental Quality Section Board Rep.
Jessica G. Davis, Global Agronomy Section Board Rep.
Frederick F. Vocasek, ICCA Registrants Board Rep.
Drew J. Lyon, Agronomic Production Systems Section Board Rep.
Steven E. Petrie, Finance Board Rep.
Robert M. Lacey, Program Planning Officer, ex-officio
Ellen Bergfeld, Chief Executive Officer, ex-officio
Also participating:
Jean L. Steiner, Incoming ASA President-Elect
Karl Anderson, Director of Government Relations
Susan Chapman, Director of Member Services
Luther Smith, Director of Certification
Sara Uttech, Manager Communities and Awards

A003 ASA Board
Consent Agenda – Motion to approve (Jeff, Drew) Passed.
  a. Approval of Agenda
  b. Approval of May 9 Board conference call minutes
  c. OSTP Open Access comments

Review Reinvest ASA proposals, based on Reinvest ASA Committee recommendation - Sharon
Bob Lacey/Kitchen/Steiner. Recommend partial funding of $25,000, and instead of directly funding
Communities, move this $25,000 amount to be additional 2014 Competitive PEF. This has the possibility to
generally impact all society members. Motion to approve (Drew, Jim) Passed.

Bob Lacey/Kaminski. Recommended for partial funding at $50,000 and for new HQ PR staff to work closely
with ASA Social Media and Extension Community. Develop a strategic communications plan with an
emphasis on social media for both students and early career members. Motion to approve (Drew, Jim)
Passed.

Mandy Liesch. Recommended for full funding ($10,000) with a caveat that the lesson plans, photos, and
other components of the training be developed into an online component on ASA K-12 and teacher websites.
Motion to approve (Drew, Jim) Passed.

Charles A. Shapiro. Recommended for partial funding ($12,000), with some/most of the media components
be done in-house. HQ staff to work with this member and other outside folks involved. Motion to approve
(Dave, Jeff) Passed.
Kathy Yeater. Recommended for full funding ($10,000) with recommendation that the initial workshop occur at our Annual Meeting, and develop a series of webinars with workbooks and lessons that fit into 50 min modules (perhaps 4 webinars/workshop topic), with training online so others can benefit. Also potential to hold an additional workshop at the ASA Southern Branch Meeting. **Motion to approve (Jim, Aaron) Passed.**

Fred Vocasek. Recommended for partial funding up to $3500 to cover shortfall. **Motion to approve (Steve, Drew) Passed.**

Sharon briefly went through the remaining proposals and reasoning for not recommending funding. Question was raised as to whether remaining funds would roll into a line item in the 2014 budget or do the funds “go away” if not used? Dave is working with Steve, Wes and the B&F committee to clarify the language and make it workable. HQ and Sharon will communicate with all proposal submitters regarding board decisions and feedback.

**Follow-up from May Strategic Planning Session to occur during July 9 Board call.**

a. Next steps:
   ◦ staff and Bud to put plan together and then share with the Board
   ◦ Board to approve plan during July 9 conference call
   ◦ integrate pieces/strategies in 2014 budgets during B&F meetings in August
b. Merge A591 ASA K-12 Committee and C591 CSSA K-12 Committee
c. Merge A733 Agronomy Conference Meetings Committee and C733 CSSA Conferences Committee

Next Board call confirmed for July 9, 9:00 AM CDT. Meeting adjourned by consensus.