ASA Board of Directors Conference Call  
July 9, 2013, 1:00 PM Central Daylight Time

Participating ASA Board Members:

President: Sharon Clay (2013)  
Past President: Ken Barbarick (2013)  
President-Elect: Dave Mengel (2013)  
Climatology and Modeling: Steve Evett (2015)  
Ex Officio: CEO-Ellen Bergfeld; Editor-in-Chief-Warren Dick (2014);  
Program Planning Officer-Robert Lacey (2013)

Environmental Quality: Jim Ippolito (2013)  
Global Agronomy: Jessica Davis (2014)  
Finance Representative: Steve Petrie (2014)  
Industry Representative: Dave Bubeck (2013)  

Also participating: Wes Meixelsperger, Mark Mandelbaum, Cassie Mescher, Stacey Phelps, Susan Fisk, Ian Popkewitz, Susan Chapman, Karl Anderson

Consent Agenda. Motion to accept (Ken, Jim) Passed.

a. Approval of Agenda
b. Approval of June 10 Board conference call minutes

Publications

Natural Sciences Education. Warren provided an update on the search for a new editor for NSE; specifically that he is having a difficult time finding interested persons. He requested board assistance in the search as they are seeking someone with expertise in the education area.

Strategic Planning Session

Sharon provided an overview of the two posted documents (the Joint ASA-CSSA Strategic Planning report and the 2013 ASA Strategic Plan) and requested Board review and input on these to finalize. No concerns were expressed at this time. The Budget and Finance Committee will consider funding needs as they review the 2014 budget. Areas for review include dues, publications and K-12/social media.

During the joint ASA-CSSA Strategic Planning session, there was consensus to merge both the K-12 ASA/CSSA committees and the AC733 (ASA-CSSA) Meetings Committees. It was agreed by consensus to merge the K-12 committees but not the meetings committees at this time as the desire is to allow these to begin functioning on their own first.

Annual Meeting

Bob Lacey and Dave Mengel provided updates on program planning, outlining sessions, lunch and learns, and other events, as well as providing information on the Tampa venue. May need to update the Annual Meeting Program Planning Manual and the ASA Leadership Handbook regarding the meeting planning components. Bob is working with Sara on this.

Board activities will include a full day Science Communications “Ninja” Workshop on Sunday (7:30-4:30) and a Thursday Board meeting that will start with breakfast at 6:30 am and the meeting will be from 7:00 to 10:00 am, with an orientation session for new board members at 9 am.

Sharon provided an update regarding nominees/timeline for the ASA Program Planning Officer.

Membership

Dues discussions. Sharon provided an overview of the discussions she has had with Dave Lindbo and Mark Brick re: Soils desire to consider dues restructuring. Susan provided a historical view of the base dues and how these are split among the societies based on the number of societies a member joins. The current structure was devised and agreed to by all three societies and it recognizes the economies of scale and is discounted to encourage multiple society memberships. A discussion ensued regarding the desire to have
ASA well positioned to provide a home for any members who may feel displaced by the potential actions of SSSA as the perception is that there are many ASA/SSSA members who are disappointed by these discussions. The Executive Committees of ASA, CSSA and SSSA will meet in Madison in early August in conjunction with the ACSESS and Budget and Finance Committees and will discuss this at length at that time.

Career Corp. Susan provided background information regarding the Career Corp concept. The Career Corp committee will develop and implement a unique program to promote the value of both Crop Science and Agronomy as career choices. The outreach program will consider a variety of audiences (including students, teachers, and members), opportunities (web, face-to-face, via meetings and other cooperative Societies and industry), and messages (value of crop science/agronomy to the world, value as a career, etc). The objective is to increase interest and awareness of crop science and agronomy as scientific pursuits and career choices.

**Motion to approve forming this committee (Ken Barbarick, Steve Evett) Passed.**

Next Board call is August 13, 9:00 AM CDT.

Adjourned, 2:01pm