ASA Board of Directors Conference Call  
Tuesday, Aug. 26, 2014, 1PM Central

**Board Members Present:**  
David Mengel, ASA President  
Jean Steiner, ASA President-Elect  
Sharon Clay, ASA Past President  
Drew Lyon, Ag. Production Systems Section  
Kathleen Yeater, Biometry & Stats Computing Section  
Jeffory Hattey, Education & Extension Section  
Mark David, Environmental Quality Section  
Jessica Davis, Global Agronomy Section  
Shaun Casteel, Early Career Board Rep.  
Steven Petrie, Finance Board Rep.  
Donald Blackburn, Industry Board Rep.  
Frederick Vocasek, ICCA Registrants Board Rep.  
Warren Dick, ASA Editor-in-Chief, ex-officio  
Ellen Bergfeld, Chief Executive Officer, ex-officio

**Also Participating:**  
Paul Fixen, Incoming President-Elect  
Beth Guertel, Incoming Editor-in-Chief  
Susan Chapman, Director of Member Services  
Susan Fisk, Dir. of Public and Science Communications  
Wes Meixelsperger, CFO  
Luther Smith, Dir. of Certification & Licensing  
Sara Uttech, Senior Mgr – Governance & Membership  
**Unable to attend:**  
Timothy Reinbott, Land Mgmnt & Conservation Section  
Steve Evett, Climatology & Modeling Section  
Darrin Lickfeldt, Program Planning Officer, ex-officio

**A003 Board of Directors**
1. **ACTION:** Motion by Don Blackburn to approve the Aug. 26, 2014 agenda. Steve Petrie seconded. Unanimous approval.
2. **ACTION:** Motion by Kathy Yeater to approve the July 22, 2014 minutes. Don Blackburn seconded. Unanimous approval.

**A211 Budget and Finance**
Chief Financial Officer Wes Meixelsperger and B&F Chair Steve Petrie reported on the 2014 2Q financials that include a net operating loss.

**A212 Reinvest ASA Committee**
Steve Petrie clarified the new Reinvest ASA Process. There is now an annual Reinvest ASA line item in the budget. By placing it in the budget, the process can begin much sooner and tie it much closer to a fiscal year. The amount is a placeholder item that will increase by 3% a year, though the board could decide to increase/decrease it each year. The Reinvest ASA Committee will meet to discuss the 2015 Call for Proposals process.

**A092.4 - International Certified Crop Adviser Board**
Luther Smith presented an update of the International Certified Crop Adviser program and online education, which included:
- Exam development software
- CCA survey results
- Increasing CEU requirements
- Expand into specialty certification areas (sustainable, 4R, IPM, soybean management, cover crops)
- Seeking sponsorships for webinars
- Clay Robinson was hired to manage our online education program

**A537 - A - Science Policy Committee**
- The ASA, CSSA, SSSA presidents met with several federal agencies (USDA, DOE, OSTP, etc.) July 9-10, 2014. Coordinated by the Science Policy Office, they met to discuss funding issues, where we could interact and work together, and ways we could help the agencies.
- The ASA Science Policy Committee is working on a project to identify our research priorities, so we can coordinate with other societies to come up with a unified message. They are looking at conducting a survey with CSSA and SSSA to look at the 2010 Grand Challenges and to see how our research fits in to the whole broad consumer definition of agriculture.

ASF Update: ASF Sustainable Research Fund RFP, funding
Ellen Bergfeld presented an update on the Agronomic Science Foundation, including the new ASF Sustainable Research Program, which received 32 proposals and has approved six for $118,491 in funding to support research in cover crops/water quality. Ellen Bergfeld acknowledged Monsanto’s initial investment in the fund and pointed to the opportunity to work with others in the future as a public/private partnership.

A711 ASA Program Planning
ASA Program Chair Jean Steiner and reported on the Annual Meetings Program Planning:

- Sunday Nov. 2: afternoon Communications Workshop with Randy Olson
- Sunday Nov. 2: afternoon Workshop on the ACSESS Big Data Task Force
- Sunday Nov. 2: Opening Keynote Jeff Raikes at 6pm
- Tuesday Nov. 4: Sizzle Movie Night with Randy Olson at 7pm
- Wednesday Nov. 5: ASA Breakfast, Awards, York Plenary begins at 7am: Barbara Burlingame, FAO
- Wednesday Nov. 5: ASA Community/Section Feedback Meeting at 2pm
- Thursday Nov. 6: ASA Board Meeting from 7 to 9am
- Lunch and Learn topics – 1-3 high interest topics

AC315 - Crop, Forage & Turfgrass Management Editorial Board
Board members are encouraged to forward names for the ASA/CSSA appointed Co-editor of Crop, Forage, and Turfgrass Management. A call to fill the position (three-year term) was published in CSA News (deadline Aug. 31, 2014) reminder in News Flash.

Future Board Agenda/Annual Meeting Board Agenda
Ag Letters Journal

Next call: Thursday Sept. 25, 2014 10AM Central