



American Agricultural Editors' Association

Professional Improvement Foundation

August 2012 Report

Recent PIF Fund Recipients:

- A \$10,000 grant to fund an online ethics curriculum. This will create a university-level, online ethics curriculum for agricultural journalism and communications faculty and students founded on the AAEA Code of Ethics.
- A \$4,000 grant to sponsor an international participant for a Master Class program. This program chooses a participant from a developing country to travel to the International Federation of Agricultural Journalists (IFAJ) Congress for its Master Class.
- Summer internship stipend of \$5,500. The 2012 internship is with DTN/*The Progressive Farmer*.
- A \$2,500 grant for sponsorship of professional improvement activities at the 2012 Agricultural Communicators of Tomorrow annual meeting.
- Four stipends for \$2,000 each for Steve Werblow (AAEA International Committee chair), Amy Roady, Justin Davey, and Holly Spangler to attend the 2012 IFAJ Congress in Sweden.
- Funding worth \$4,500 for 2012-13 for three, \$1,000 Agricultural Communicators of Tomorrow scholarships and a top scholarship of \$1,500 named after Jim Evans, an individual who has had a significant impact on agricultural communications.
- A \$2,500 grant to fund the Andy Markwart Award that's also co-sponsored by John Deere.

CONTACTS:

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AAEA PIF Trustees:

Bottom row: Jim Patricio, Holly Martin, Kelly Schwalbe (secretary/treasurer), Steve Werblow; top row: Corey Geiger (co-chair), Steven Goldsmith, Gil Gullickson (chair), Kurt Lawton, Steve Mercer. Not pictured: Des Keller, Harlen Persinger, Jennifer Vincent, Mark Moore, Susan Winsor, Sally Behringer

2011 Andy Markwart Horizon Award recipient: Mike Deering, Missouri Cattlemen's Association, formerly with NCBA



A 2011 PIF Summit was held in Minnesota in November to review expenditures and contributions, assess investments and discuss how best to function as AAEA's 501(c)(3) non-profit organization designed to provide grants to individuals or organizations to encourage professional development in communications.

The group heard from our Wells Fargo investment counselor about current PIF investments. Our investments, despite the recession, have beaten the market the past 10 years. Because of the conservative nature of investments and market conditions, our returns have been positive the past two years, although not at the average annual level of the market.

The trustees established finance, programs, scholarships/stipends, and promotions/communications sub-committees. The group discussed additional ideas on how to fund PIF and decided on continuing a fall tele-conference, in-person meeting the Sunday of Ag Media Summit and additional in-person meetings as needed.

The trustees also voted to ask that the AAEA board of directors consider increasing the PIF contribution on the member dues form from \$10 to \$15 for 2013, to be voted on at August board meeting.

Major Annual Giving:

\$3,800 through \$10 membership renewal contributions
\$20,000 from AAEA through Ag Media Summit revenues
\$3,500 from ADM for AAEA Distinguished Service Award
\$3,300 from Past President's Fund contributions (through July)
\$575 through donations from PIF Trustees (through July)