

# AAEA Summer Board Minutes– July 24, 2016

## Mills 6 Room, St. Louis, MO

**Board of Directors Present:** Elaine Shein, president, Mike Wilson, president-elect; Kurt Lawton, past-president; and directors: Cynthia Clanton, Ryan Ebert, Julie Deering, Jodi Henke, Jennifer Latzke, Pam Molitor, Jim Patrico, Doug Rich

**Also Present:** Kelly Schwalbe, PIF Chair, Mindy Ward, Greg Horstmeier, Laurie Bedord, Karen Simon, Larry Dreiling, Betsy Freese, JoAnn Alumbaugh, Marilyn Cummins

**New Management Team Present:** Samantha Kilgore of ASG.

**AAEA Staff Present:** Den Gardner, executive director, Kristy Mach

*President Elaine Shein calls meeting to order at 8:22 a.m.*

*Julie Deering moves to approve minutes from April board meeting in Kansas City, Ryan Ebert second, motion carried.*

President's report – Elaine Shein

- Challenges in the past year with staff changes and board members going off board.
- Accomplishments – solid 5-year strategic plan, new management with Samantha Kilgore/ASG, AAEA/PIF involved in National Ag Day and planning to do it again in 2017, Ag Communicators Learning Mission to Cuba, IFAJ 2019 host bid accepted, Legacy committee work on inaugural class of AAEA Fellows, maintain and keep AAEA membership growing with Kelly and Betsy, Ethics is the forefront of discussions and a big concern as there are mergers and new media and continue professional development in ethics, reaching out to young people – ACT students
- Challenges – changes in the industry and our sponsors
- As president your job is to be a leader, but let others share their views, and go with the majority of what members want to do.
- Thank all the mentors who welcomed Elaine to her first AMS in St. Louis and are still involved.

**Strategic Planning** (Steve Drake) –*Jodi Henke moves to adopt the strategic intent as amended (under separate cover), Pam Molitor second, motion carried.*

- **Committee Restructure** (under separate cover) – *Jennifer Latzke moves to approve committee restructure, Jodi Henke second, motion carried. Committee restructure effective immediately.*
- **Member Communications Strategies** –

- Announce at annual meeting – share with committee chairs first
- Announce to all membership within a week (e-blast, website)
- Continuous communication in 2016

## **Executive Director’s Financial Update**

### AAEA INVESTMENTS – (JUST AAEA, NOT PIF – as of July 8, 2016)

• AAEA 100 <sup>th</sup> Anniversary	\$14,383
• AAEA WF Investments	<u>\$81,968</u>
TOTAL	\$96,351*

*\*Please note: \$20,000 withdrawn from investments and deposited into regular AAEA checking account to pay for unbudgeted strategic plan/executive search fees and expenses in July. There may be additional funds needed to cover remaining costs for the strategic plan in the next fiscal year, which starts Aug. 1, 2017.*

- Financial Report/Update on 2016-2017 AAEA 2017 FY Budget approval. *See separate Budget Update document.*
- Financial report/Update on PIF Investments – Wells Fargo Investments (See specific information later in agenda.)

#### 1. Review of AMS Finances --

- Contribution to AMS Reserve (fully funded) -- \$202,115 in 4 Certificates of Deposit that are all timed one-year apart. Plus business savings of \$9,336. Reduction in net income from Scottsdale resulted in approximately \$25,000 withdrawn from this savings account and split between AAEA and LPC to meet the \$35,500 per organization target/budget in 2016 FY. These funds managed and withdrawn approved by AMS Steering Committee.
- AAEA contribution to PIF this fiscal year -- 2016. Provided \$15,000. Last year contribution was \$25,000. Normally in \$20,000-\$30,000 range.

#### 2. AAEA Budget/Savings Update.

- Final estimated 2016 FY revenue was about \$243,500 and expenses about \$248,600, but \$15,000 of expenses was a grant to PIF by AAEA.
- AAEA has approximately \$96,000 in its own investments. Of that \$14,383 is set aside for 100<sup>th</sup> anniversary. \$20,000 was withdrawn in July to pay to Steve Drake for strategic plan/executive search.

- AAEA 2016 FY audit. Smith Schafer conducting and will be completed soon. It's a partial audit (10 months), as approved by board in April.

3. Update on AAEA renewals for 2016

- See full report further down in document. Made financial budget and came within a whisker of equaling membership totals from last year – which were 475. Have about 480 this year. And may get there, despite farm economy troubles as is and expected to continue.

4. AAEA Sponsors. *All major sponsors repeated for 2016.* Well exceeded budget.

5. Other issues as appropriate

6. 2017 Budget – *moving target, be prepared for adjustments. \$211,600 in revenue. Leaving membership static in revenue. Expenses – management fee will be higher than in the past, BetterBNC will be \$4,400 in 2017 – had discounted price for bundling, awards combined cost will be going down because of advance to Marilyn for management contest which is reflected in 2016 budget, expense to Steve Drake of \$5,000 might not be needed. Doug Rich moves to approve 2017 budget, Pam Molitor second, legal expense significantly higher due to dissolution of AAEA as non-profit and need to reinstate status in Illinois. Executive committee decided up to \$2,500 for legal fees and back payment to the state. Motion carried and budget accepted.*

**Important Issues Discussions** (Committee Report items that require more in-depth discussion.)

- **Advisory / overall board or multiple committees:** (Mike Wilson)

1. Constitution questions. Notice sent in Byline about recommended constitution changes. Will be voted on at business meeting Tuesday afternoon.
2. Business address of AAEA. It was discovered during the transition process with ASG that before G&G came on board in the year 2000 (about 1998) someone dissolved AAEA in Illinois as a non-profit corporation. AAEA has continued to file annual tax returns, complete 990s as required, maintain its EIN number, etc. But is has no official business address. ASG is working with an attorney to fix this problem. A likely scenario is re-submitting in Illinois. PIF is registered in Illinois for example.
3. *Decided committee restructure during strategic planning meeting.*
4. *New management hiring fell under the Advisory committee.*

- **Membership:**

1. Membership software analysis update -- year two set for this fall. Still some glitches regarding proper labeling of active/affiliate/group employee, etc. Staff will update.

2. Blogger membership. Talks stalled with AgChat Foundation. Blogger rate in effect, but this has taken a back seat as members discuss further pros and cons of these “ag writers” and role within AAEA.
3. How does Sponsoring National Ag Day event result in increasing membership? See further info in Old Business section.
4. AAEA article for *Agri Marketing*. Lynn Henderson is open to a story about the future, with new executive management, etc.
5. *Betsy feels membership is going to be a continual challenge as folks retire. Talked about special interest groups, affiliate versus active, might be a good time to rethink everything we’re doing with membership. Kelly mentions that we lose 10-15% from attrition, however he’s thrilled with the results in 2016.*
6. *National Ag Day – Greg Horstmeier/Kelly Schwalbe*
  - *Greg is on the board for National Ag Day Committee. Big thing to think about is what we do with the press conference. Try to get more input from AAEA that would add value from a news standpoint. An effort to put some people in a press conference that would make general media more involved. The goal of Ag Day is to speak to a broader audience, not just ag media. Kelly suggests we utilize our D.C. ag contacts to help add value. New members to AAEA could come from Washington ag communicators. Steve Mercer suggests that 10-20% of that informal group are members of AAEA and could capture more.*
7. *AgriMarketing is ripe for an article about new administration, direction, etc. Mike Wilson should contact Lynn Henderson about that new article.*

- **Legacy Committee – Larry Dreiling**

1. There is no DSA recipient this year. *Larry mentions that we need help to nominate board’s heroes who is doing good things in agriculture. Didn’t have any DSA nominees.*
2. There are two LAA recipients – Jack Odle and Harlen Persinger. Both will be in attendance.
3. New legacy videos (as part of LAA) done this summer with Jack Odle and Harlen Persinger. Recommend continuing these in future years leading up to 2020. *Automatically go into the files at U of I. 15 are done already and all will be on the AAEA YouTube channel.*
4. *Fellows Named and to be honored in St. Louis: FAAEA after their names. Role of the fellow is to be the mentor and reach out to new folks. Over 420 years of membership on this list, 12 past presidents. Eventually 3% of the membership will be Fellows, subsequent years will be 3-5 members to become Fellows. Committee is made up of past presidents and will decide inductees. Press release is prepared and sent to individual honorees, Fellows can send out to local papers.*

JoAnn Alumbaugh  
 Jim Dickrell  
 Larry Dreiling  
 Betsy Freese  
 Gregg Hillyer

Greg Horstmeier  
Greg Lamp  
Holly Martin  
Christine McClintic  
Amy McDonald  
Karen McMahan  
Karen Simon  
Willie Vogt  
Sara Wyant  
Lyle Orwig  
Kelly Schwalbe  
Mike Wilson

5. Honorary Members to be honored in St. Louis:

- Tom Curl
- Tom Dodge
- Gene Johnston
- Jack Odle
- Harlen Persinger
- Monte Sesker
- Gary Vincent
- John Walter

*Market this to the publications that these honorary members worked for to publish information.*

- **Ethics:**

1. Do we have language for standards with regards to digital and native advertising?  
Greg Horstmeier update.
2. *Monday afternoon will meet to discuss panel with NAMA. Had session at 2016 NAMA and followed it up with a survey to people making decisions on digital and native advertising. Will present results in AMS session on Monday, which will have a culmination in native advertising.*
3. *Hoping to continue to ethics collaboration with NAMA, AAEA and AMS.*
4. *Meetings have taken place and language is being developed for Code of Ethics of Digital Advertising.*
5. *Board should have something to vote on at Fall meeting.*
6. *Cartoonist Issue – neither the organization nor individual are members of AAEA, so AAEA shouldn't have a public comment on the controversy. It did identify a possible hole in the current code of ethics that can be addressed.*

**Remaining Committee Reports** (Various reports to be reviewed prior to or during the meeting, based on information provided by committee chairs.)

- **Advisory Committee**

6. Strategic Plan work continues. Steve Drake/Elain Shein update.
7. Committee training? Some talk of training at AMS this year. Any progress? Task force to be created with Mike Wilson leading. Jenni Latzke and Julie Deering to be members. Group to work on:
  - a. Separate professional tracks for Digital and Social Media, Photo, Marcomm, Writing, Design. Each would have sub-committees.
  - b. Activities would include professional development, ByLine articles, PIF requests for funding, etc.

- **Member Services – Cynthia Clanton/JoAnn Alumbaugh**

1. *Poynter classes – want to promote. Larry appreciates AAEA discount and has used it.*
2. *Have testimonials and want to promote to members and potential members*
3. *Goal for year is to get more people involved. Identify a point person at each of the member companies (Greg, Willie, Charlene) to further promote.*
4. *Regional Meeting – planning Regional Meeting for Des Moines, last week in April or second week in May. LPC has taken care of the details in the past, but discussion needed with Samantha and Mike. Would like to invite someone from Poynter to regional meeting.*
5. *JoAnn would like to create an ad hoc group to determine if member services is delivering benefits to membership.*
6. *Is there a role the Fellows can plan in the organization – committee to work with Legacy committee on determining. Mentoring program?*

- **Affiliate Advisory/Marcomm Awards – Cynthia Clanton**

1. *Cynthia has taken a Poynter certification program, and learned a lot.*
2. *Four people have signed up this year, 30 last year. Cynthia believes the intention hasn't been there.*
3. *Jenni would like to see something on the revamped website that points folks to the Poynter opportunities. Beat people over the head with the opportunity.*
4. *Marcomm Awards – found that affiliate members didn't enter the contest because their budgets are so small. Differentiate for-profit from non-profit.*

- **Professional Improvement Foundation – Kelly Schwalbe**

1. *Reminder on 2016 renewals – only \$10 per person contribution through member renewals. Was \$15 for several years previous to that.*
2. *Balance in PIF investments = \$404,825.76 as of July 8*
3. *Giving out close to \$90,000 distributed this year.*
4. *See Annual Report available at Annual Business Meeting.*

- **Membership Committee – Betsy Freese, Kelly Schwalbe**

**See report at end of this document. Highlights:**

1. *Current number of members is about 473, will likely end the fiscal year above the 475 members in 2015. Goal is 500 by 2020.*
2. Raised dues this year to \$185, but reduced voluntary donation to PIF from \$15/member to \$10/member. Had last raised dues in 2011. History has been to raise dues about every five years.
3. Will continue free ACT memberships for advisors, state chapter presidents and national officers.
4. Board has approved a \$65 rate for bloggers in 2016, but that was predicated on a conversation with Jenny Schweigert on how to work with the Ag Chat Foundation. Sorry to say that has not occurred as Jenny has not responded to inquiries.
5. Continue one-two ads each year at AMS promoting membership with AAEA in *Agri Marketing* magazine (cost about \$1,000). Any other suggested media, websites, to go after other types of journalists or PR folks?
6. Continue reception with NAMA at Commodity Classic. Will have to see if BASF continues as AAEA sponsor. Had 75 attendees and reports were all positive from previous several years of this activity.

- **Ag Media Summit – Kurt Lawton, Elaine Shein are AAEA Reps**

1. *Decided on Minneapolis for 2019.*
2. *Haven't determined 2018 site. Greg Horstmeier suggests Chicago for 2020, since it was the center of AAEA for a long time.*
3. *Possibly record attendees.*
4. AAEA will chair the 2017 AMS meeting in July in Salt Lake City. Elaine to lead.

- **AMS Sponsorship Committee – Kenna/Den/Diane**

1. Didn't reach sponsorship goals – lost a few \$10,000 sponsors.

- **AMS Exhibits Committee – Jessie Scott**

1. 2016 Goals: Sponsors, \$200,000; Exhibit Booths, \$61,000.
2. Actuals July 22: \$161,000 in sponsorships; \$62,800 (approx..) in Exhibit booths. (Lost BASF among others this year.)
3. 2015 actuals: \$181,000 sponsors; \$60,900 exhibits.

- **AAEA Sponsorship Committee – Karen McMahan, Lyle Orwig**

1. Reached goal of \$70,000 – obtained \$84,250. *20% over budgeted goal.*
2. 2017 FY changes in store.
  - New contact at Monsanto (not sure it's Danielle Stuart anymore)
  - New contact at DuPont Pioneer (Jane Sluzark gone; Susan Mantey replacement. Have not met her. Only email conversations.)
  - Syngenta purchase by Chinese. Pam may provide any updates
  - BASF – Pat Morrow retiring. BASF dropped AMS sponsorship. May affect thinking on sponsoring Commodity Classic with AAEA.
  - Believe CHS is reducing its sponsorship from \$3,500 to \$2,500 in 2017.

- Marcomm holding firm with publishing companies, Byline sold out for 2016, and membership directory ads at highest level.

- **The ByLine Committee – Kacey Birchmier**

1. Kristy/Den did Byline through AMS meeting. July was the latest issue.

- **Financial Oversight Committee – Mike Wilson**

1. *Some folks on the board will be signing checks, providing additional checks and balances.*
2. *Anything over \$5,000 will have dual signatures.*

- **Future Ag Communicators Committee – Laurie Bedord**

1. *Scholarships up. Nineteen applicants this year versus three last year. Decided last year that in order to be eligible for the Jim Evans scholarship, you must have the in-person interview to be eligible. Thank PIF for the scholarships. Deadline is February 20, 2017. Are we getting these folks back into the organization? We don't have the tracking information to keep in touch, but will build this database to track how we develop these individuals into young professionals.*
2. *Internships – feels it is low, but will reach out to AgriMarketing for coverage of host applications. Both interns will be writing for the ByLine. Eight applicants this year versus 17 last year. 2017 deadline is February 6, 2017.*

- **International Committee – Karen Simon**

1. *Just returned from IFAJ – Bonn, Germany. Offered (9) \$1500 stipends from PIF. Many of the stipend recipients/attendees have offered to help plan 2019 IFAJ.*
2. *Sara Hill was the IFAJ/Alltech Young Leader*
3. *2019 Planning Meeting is Wednesday, July 24 meeting.*
4. *2017 is South Africa, first week in April.*
5. *Kurt Lawton will be chair of the International Committee in 2017.*
6. *IFAJ changes: website is being revamped, adopted a vision 2020 strategy, new countries were accepted into IFAJ.*
7. *One goal of Cuba mission is to help them join IFAJ.*
8. *Todd Klassy received a star prize for photography.*
9. *Steve Werblow is secretary general. Owen Roberts was elected president.*

- **Nominating Committee – Elaine Shein**

Following is a slate of candidates for the AAEA Board of Directors for 2016-2017. The constitution requires 11 members, nine active and two affiliate representatives.

- President – Mike Wilson
- Vice President/President-Elect – Julie Deering
- Past President – Elaine Shein
- Director – Jodi Henke

- Director – Jennifer Latzke
- Director – Ryan Ebert
- Director – Jim Patrico
- Director – Cynthia Clanton
- Director – Pam Molitor
- Director – Mindy Ward
- Director – Christy Lee

Thanks to Julie Deering and Doug Rich for their great service to AAEA. And thanks to Julie for continuing on for three more years in many new positions: president-elect, president, then past president of the board.

One additional item regarding the naming of an executive secretary/treasurer from the board. As we know, the incoming VP/President Elect has long served the financial oversight role (and committee chair) and caretaker of the strategic plan. Discussion on this position and its role in comparison to the financial oversight committee. Samantha may provide insight from her experience at ASG.

## **Awards (Marilyn Cummins)**

See Committee Reports for all contests at the end of this document, along with totals of various contest entries. Marilyn Cummins and Chris McClintic will provide updates at the board meeting.

- **Design – Matt Strelecki**
- **Photography – Ryan Ebert (David Ekstrom, Co-Chair)**
  1. *First year with six judges and hoping to provide better feedback for professional development.*
- **Writing Awards – Jamie Cole**
- **Digital & Social Media – Josh Flint**
- **Marketing Communications – Cynthia**
  1. *1200 entries: down a bit this year, but up in design and photo.*
  2. *Entries got mixed up a bit this year, but managers review and try to get in the right category.*
  3. *Marcomm Publications – split it into profit/non-profit – awarding two different entries in that category.*
  4. *Success story – Courtney Leeper is a past intern and Jim Evans scholarship winner, now with Samuel Noble Foundation and has three memberships and 25 contest entries. Todd Klassy is a new member, IFAJ award winner.*

## **Old Business**

- Agriculture Council of America/Ag Day Committee Report -- Greg Horstmeier  
*See comments at end of document in Cumulative Committee Reports*

- President's Award – at discretion of current board chair. First one awarded to Mike Wilson, second year to Kelly Schwalbe/Betsy Freese. This year a new recipient will be awarded Tuesday at the annual business meeting.
- Reception at AMS on Saturday night. Planned for new management team at ASG. Elaine has details.
- From previous minutes: Assign each PIF trustee to write a Byline article per issue. Progress? Will talk to Kelly and keep Kacey B. in the loop.
- PIF Calendar. *Not being considered for 2017.*
- Constitution Changes – see report at end of this document.

## **New Business**

- Corporate status in Illinois. In 1998 or 1999 (two years prior to G&G taking over management of AAEEA) somehow inadvertently the state of Illinois dissolved AAEEA as a non-profit corporation. We discovered this during the transition work between G&G and ASG. **(This only involves AAEEA, NOT PIF, which is registered in Illinois.**  
 G&G was never notified of this, nor did the state of Illinois ever send to AAEEA a notice of dissolution. This is not unusual since Illinois may have sent materials to the previous management firm about this and it was never forwarded to G&G. Furthermore, this is not all that unusual. Oftentimes if there are no outstanding issues with a non-profit, that non-profit never hears from the state in which it is registered. This can be for decades. This is true with AMS, for example. Since we changed its legal address several years ago in St. Louis, we have never received any information about the LLC corporation from the state.  
 In addition, AAEEA has filed all the appropriate tax returns for a non-profit for AAEEA with the IRS the past 16 years. So there is no issues at all from a federal standpoint.  
 So, upon becoming aware of this, and because AAEEA as a non-profit is moving its offices to Georgia, ASG (with board officer approval) is having an attorney investigating having AAEEA back in good standing with the state of Illinois. The cost will be in the neighborhood of \$2,000. ASG folks may have further info.
- Better BNC Online Contest Fees. A note that the cost for administering the online contest with Better BnC in 2017 will increase about \$1,000 – from \$3,400 to \$4,400 annually. The reason is G&G had received a discount from Better BNC because it was using its online software for three associations (AAEEA, ARC and TOCA). Because G&G will not be representing AAEEA anymore, this discount was discontinued by Better BNC.
- Executive Session by Board (G&G potential bonus) – *Elaine thanks Den for the work this past year and the board has decided to award to full 10%. Moved by Pam Molitor and seconded by Jodi Henke, motion carried.*
- AMS – Salt Lake City, 2017 – *still working on 2018 and 2020 meetings.*
- Other new business?

**Adjourn** – *Cynthia Clanton moves to adjourn, Kurt Lawton second, meeting adjourned at 11:31 a.m.*

# **CUMULATIVE COMMITTEE REPORTS** (as of July 22, 2016)

## **AAEA Future Ag Communicators Committee Report**

**Committee members:** Laurie Bedord (Chair), JoAnn Alumbaugh, Karen Bernick, Karlie Elliott Bowman, Jennifer Carrico, Virginia Harris, Sarah Hill, Tim Hoskins, Ashley Messing-Kennedy, Elaine Shein, Karen Simon

### **Report:**

Below is a brief review of our activities this year:

**AAEA Internship Hosts.** We had three companies apply to host an intern. One applied for the editorial intern (Hay & Forage Grower); while two (Dow AgroSciences and AgriBank) applied for the marketing intern. Hay & Forage Grower will host the editorial intern. Dow will host the marketing intern.

Last year five companies applied to host the editorial intern; two applied for the marketing intern.

What more can we do to encourage companies to apply as I feel this number should be higher?

The application deadline for the 2017 intern hosts will be Monday, November 7.

**AAEA Internships.** The AAEA 2016 internships are an eight to 10-week hands-on editorial and marketing position with a member company (active or affiliate). The interns receive a \$5,500 stipend (\$4,500 stipend + \$1,000 travel expenses toward attendance at the Agricultural Media Summit, St. Louis, Missouri, July 23 to 27, 2016).

We had eight students apply for an internship this year – two applied for the editorial internship and seven applied for the marketing internship.

Sydney Sleep, a sophomore at South Dakota State University, was chosen for the editorial internship. Tessa Chambers, a junior at the University of Missouri, was chosen for the marketing internship.

Each will be writing an article for the August ByLine about their experiences this summer.

Seventeen students applied for the internships last year: seven for the editorial position and 14 for the marketing position. Joshua Booth, a junior at the University of Missouri, was chosen for the editorial internship. Allison Fortner, a junior at the University of Georgia, was chosen for the marketing internship.

The application deadline for the 2017 internships will be Monday, February 6.

**AAEA Scholarships.** In 2015, we only had three students apply for four scholarships. In order to generate more interest, the following changes were implemented for 2016.

- Scholarship amounts were increased in 2016. The James Evans Scholarship, which is the top scholarship, was raised from \$2,000 to \$3,000. The three others were raised from \$1,000 to \$1,500.
- The deadline was moved to February 22, 2016.

In addition, the committee decided that in order to be considered for the James Evans Scholarship, the finalist must take part in an in-person interview at Ag Media Summit.

We had 19 students apply for a scholarship in 2016, which the committee was thrilled with. The majority were excellent candidates.

The schools represented were: University of Arkansas, Auburn University, University of Florida, University of Georgia, University of Illinois at Champaign-Urbana, Iowa State University, Kansas State University, Kent State University, Missouri State University, University of Missouri, University of Nebraska-Lincoln, Oklahoma State University

The finalists are:

Madison Hickey, University of Georgia  
\*Cameron Jodlowski, Iowa State University  
John David Rosman, Oklahoma State University  
\*Audrey Schmitz, Kansas State University

The names with an asterisk beside them will be taking part in the in-person interview (Sunday, July 24, 2016).

All four scholarships are made possible through a grant from the AAEA Professional Improvement Foundation.

The application deadline for the 2017 scholarships will be Monday, February 20.

### **Follow Up From PIF Meeting (April 2016)**

At the PIF meeting in April, it was brought up that NAFB offers five scholarships in the amount of \$5,000 each. In light of this, the question was raised on whether or not AAEA should once again increase its scholarship amounts. I had a previous conversation with Kelly and Den and had said I didn't think it was necessary, especially since we just upped the amounts last year. I also polled several ACT chapter advisors last year to learn if the amounts we offer were in line with other scholarships and all agreed our scholarships were competitive.

With that being said, JoAnn suggested we contact our past internship and scholarship recipients to learn more about how our internships/scholarships have impacted their

careers and involvement in AAEA. Den compiled a list. The result is very spotty, outdated information. We need to maintain a better database. A plan to make this happen is already underway.

## Membership Committee Report

Chairs – Kelly Schwalbe, Betsy Freese

### 2016 AAEA Membership Summary

#### Revenue Generating Memberships

Member Type	Renewal Rate	# as of July 21	Sum	
Active	\$ 195	148	\$ 28,860	
Affiliate	\$ 195	114	\$ 22,230	
1st year	\$ 130	59	\$ 7,670	
1st yr Blogger	\$ 65	2	\$ 130	
Freelancer	\$ 130	52	\$ 6,760	
Retired	\$ 95	7	\$ 665	
Student	\$ 35	2	\$ 70	
<b>TOTAL</b>		<b>384</b>	<b>\$ 66,385</b>	<b>\$ 4,385</b>
2016 Budget			\$ 62,000	

Note: The above **Total \$\$** is **BEFORE** the removal of monies to PIF.

#### Non-Revenue Generating Memberships

Member Type	# as of July 21
Honorary	19
ACT National Officers	5
ACT Advisors	44
ACT Chapter Presidents	20
<b>TOTAL</b>	<b>88</b>

**Total Memberships 472**

Notes:

Still 4 outstanding payments from DTN contest entries. Emailed their contact person again (Becky Granzow). Greg Vincent - his payment still has not gone through. I set up his account etc., last week. Emailed a reminder.

Please note that the revenue of \$66,385 is gross, not net. Need to subtract \$3,840 for the \$10/membership contribution to PIF.

## Byline Committee Report

**Committee Chair: Kacey Birchmier**

**Committee Members: Dee Goerge, Bill Brozak**

There's nothing new to report.

## AAEA Communications Awards

**Manager: Marilyn Cummins**

The 2016 AAEA Communications Awards used the Better BNC online system for the second year with positive comments on its ease of use from both entrants and judges. Entries overall were down by 23 entries judged from last year, with increases in Design and Photo entries and decreases in Writing, MarComm and Digital & Social Media. Because entry fees are higher (\$20) for the three categories that had a drop in entries, the dip in revenue was larger than it might otherwise have been. See chart below.

<b>Awards Division</b>	<b>2015 Entries</b>	<b>2016 Entries</b>	<b>Difference this year</b>	<b>X entry fees</b>
MarComm	116	98	-18	(\$360)
DSM	99	93	-6	(\$120)
Design	246	268	22	\$330
Writing	405	368	-37	(\$740)
Photo	<u>372</u>	<u>388</u>	<u>16</u>	<u>\$120</u>
	1238	1215		(\$770)

Two judges were used for each category in all Divisions this year, with 20 Writing judges, 8 Design judges, 6 each for MarComm and DSM. We got several comments back from judges about the overall high quality of entries from our AAEA members this year. In the Writing Division, we have two new Writers of Merit, bringing the all-time total to 12, and five new Master Writers, bringing the list to an even 130 AAEA Master Writers. In MarComm, we had enough entries in Category MC8 – Publication, Print or Electronic, to split the category into “For Profit” and “Not for Profit” entities as suggested by the committee this year, and have winners in three places for each. We were glad to see entries from many new faces and new members this year, and we believe the Communication Awards were successful in recruiting a good number of new members for AAEA.

## **Photography Awards Committee Report**

**Co-Chairs: Ryan Ebert and David Ekstrom**

**Members:**

**Jim Patrico**

**Martha Mintz**

**Steve Werblow**

**Gil Gullickson**

**Lorne McClinton**

**Chris McClintic**

This year has been a great year for the Photography Awards Committee. The online digital photo awards program continues to be a success and has contributed to more submissions. We have a total of 388 entries for 2016, which is our highest number since 2011. Our highest submitted category was “Portrait” with 64 entries and “Unpublished” with 62 followed by “Pictorial” with 60. Our lowest submitted category was Photo Illustration with 6.

### **Total Numbers**

Portrait: 64 entries

Pictorial: 60

Feature: 55

Nuts & Bolts-Livestock: 42

Nuts & Bolts-Crops: 44

Picture Story: 29

POY: 12

Emerging Photography: 14

Photo Illustration: 6

Unpublished: 62

**TOTAL: 388 entries**

For the first time, we hired six judges to ensure that judges would have time to give constructive professional improvement for each entry. Each judge was assigned to four categories. This year’s judges include:

**Category 1, 2, 6, and 7:**

Keith Skelton  
Patrick Downs

**Category 3, 4A, 4B, 6:**

Russel Graves  
Adam Jahiel

**Category 5, 6, 8, 9:**

Jeff Kida  
Scott Baxter

We had a few photos submitted that didn't quite follow the guidelines and were posted on Social Media or qualified as advertising. The committee is discussing the possibility of adding a Social Media specific category that is editorially focused.

**Photo Awards Program**

**Coordinator: Christine McClintic**

*(Further comments added July 18.)*

The popularity of the Photo Awards Program continues to increase. Entry numbers are up to 388 entries from 52 members.

*2015 – 372 entries*

*2014 – 282 (entered by 40 members)*

*2013 – 347 entries (entered by 37 AAEA members)*

*2012 – 370 entries (36 members)*

*2011 – 462 entries (45 members)*

*2010 – 375 entries (36 members)*

*2009 – 344 entries (30 members)*

We doubled the number of judges this year so that all members receive comments on their entries. This helps fulfill the photo committee's mission to offer AAEA members more constructive feedback on their entries.

Judges also offered opinions on the BetterBNC site. Comments were mostly positive, although a few of the judges stated that the site would be more user friendly if all images could be shown at one time (rather than just thumb nail views). Judges must open each image to get a large view of the image. It's much more efficient to use an image management software like Photo Mechanic to view and sort images.

Some categories are fairing better than others in popularity and entry numbers. The photo committee implemented "Emerging Photographer" category, which has brought in several new members into the photo contest and opened the door to some category wins so that more members can make progress in the Master Photographer program.

We have one new Master Photographer this year and several members who have advanced their rank.

Here's the breakdown of this year's entries by category:

**Total Numbers**

Portrait: 64 entries  
Pictorial: 60  
Feature: 55  
Nuts & Bolts-Livestock: 42  
Nuts & Bolts-Crops: 44  
Picture Story: 29  
POY: 12  
Emerging Photography: 14  
Photo Illustration: 6  
Unpublished: 62  
**TOTAL: 388 entries**

The Photo Committee plans to discuss entry guidelines for images used in social media the committee will also need to discuss whether it's time to implement a video category.

All in all, the ever-evolving Photo Awards Program is healthy, thriving, and continues to serve as a great professional improvement tool for AAEEA members. The photo committee will continue to achieve these goals and entice more members to participate.

**Ad Hoc Report on National Ag Day**

**Following are comments from Greg Horstmeier:**

*All:*

*I've recently been asked to represent DTN/PF on the ACA/Ag Day committee (Is that enough alphabet soup for you?). This is the group that plans the National Ag Day activities in Washington, D.C. each March.*

<http://www.agday.org/>

*That council had its first planning meeting for Ag Day 2017 in Minneapolis June 28.*

*For the record, Ag Day 2017 is March 21. There are typically events/discussions sponsored by Agri-Pulse the afternoon before (March 20 in this case) then official events the following day.*

*As some of you may know, in 2016 Ag Day kicked off with a series of press conferences/panel discussions and a light breakfast at the National Press Club. AAEEA and NAFB were participants/partners in that event with Farm Credit providing*

*sponsorship in honor of their 50<sup>th</sup> anniversary. 2016 was the first year of that press conference, and it fell together late in the planning.*

*ACA is planning a pretty thorough revamp of the day's events to renew life into National Ag Day. But the council would like to continue the press event in 2017, and would be looking for around \$2,500 each from AAEA and National Farm Broadcasters Association to cover space and continental breakfast for journalists. I can give you more background on the 2016 event if you need it, but it included a panel discussion with several farmers and a research-related speech by USDA's National Institute of Food and Agriculture director Sonny Ramaswamy and National 4-H CEO Jennifer Sirangelo. It was nothing "press-stopping," but legitimate news was committed that day, so there was something to file to the ag media outlets back home.*

*We're working on several ideas for press conference topics, but the goal of the 2017 event is three-fold.*

- 1. Provide a legitimate news story/stories for ag press attending Ag Day festivities.*
- 2. Potentially provide separate, but related, newsworthy event of interest to consumer media in D.C. Thoughts here are to get a speaker (incoming Ag Secretary?) that would draw nonag press. An overriding goal of National Ag Day is to get issues into the general press.*
- 3. Allow attendance, but not participation, by limited number of other Ag Day attendees. This would make the press conference the official kick-off activity, but nonpress would only be there as an audience/gallery and seating would be limited.*

*I'll be bringing this up at the AAEA board meeting and PIF committee meeting in St. Louis, but wanted to give you each a heads-up before I forgot.*

### **Additional Comments from PIF Trustee Chair Kelly Schwalbe**

*I understand that the Ag Council of America board met this week and they are interested in having AAEA host another breakfast at the National Press Club in DC as part of their Ag Day program. Theme for next year's event is Food for Life and program will be March 21. Sounds like there are some other changes in the works regarding the 2-day Ag Day DC program but they did want to continue and build on what we did with the National Press Club breakfast. They did want to see if NAFB would co-sponsor with AAEA and they might want to do a short presentation of the winners of their essay, photo and video contests since they are considering NOT doing the traditional big group dinner at the USDA building.*

*So, the reason for my note is to let you know in case you want to discuss this at your AAEA board meeting at AMS for additional input and ideas about doing this again.*

*Wanted to get it on everyone's radar. I'll see if I can get any additional input, comments from Jenny Pickett who was at the ACA meeting.*

## **Legacy Committee Report**

### **Re: Summer 2016 Report**

**Membership: Larry Dreiling, chairman; Kurt Lawton, co-chair; Joe Dan Boyd; Del Deterling; Betsy Freese; Fred Myers; Lyle Orwig; Jack Pitzer; Paul Queck; and Kelly Schwalbe.**

Our Lifetime Achievement Award recipients are Jack Odle, retired publisher of DTN/The Progressive Farmer and 1996-97 AAEA president, and Harlen Persinger, longtime member, mentor, and independent journalist.

The committee received no nominations for a Distinguished Service Award this year. Do note that this award was never intended to be an annual award. It's by the diligence of members and work of the Legacy Committee and staff that makes this award happen.

We encourage all members to nominate their heroes for this award, just as we ask membership to consider nominating a seasoned or retired person from your corporate ranks for the LAA.

The first class of Fellows of the AAEA have also been selected. Because this will be the inaugural class of mid-career honorees, the committee has asked President Elaine to announce the awarding of the Fellowships.

Each Fellow will be acknowledged during the annual meeting this summer with a certificate and a distinctive pin. They may, if they choose, be allowed to use the FAAE styling at the end of their name.

I invite your comments.

## **Affiliate Advisory Committee Report**

**Cynthia Clanton, Chair**

This year, the Affiliate Advisory committee continued to support the Poynter University AAEA professional development program (in conjunction with Member Services) and the MarComm awards.

### *Poynter AAEA Professional Development Program*

Based on an informal survey of AAEA members and discussion among Affiliate Advisory/Member Services committee members, changes were made to the program in mid-2015.

The program now offers three certificate (each with a set number of courses and evaluation to confirm understanding), a curated list of individual courses and three free courses. All are offered at a discount to members of AAEA and partnering organizations (LPC, CFWF and TOCA). In addition, new AAEA members can take one class at no charge.

The updated program launched at 2015 AMS. Thanks to PIF for continued support of this program.

Find details at [newsu.org/aaea-home](http://newsu.org/aaea-home).

### *MarComm Awards Program*

A final tally of MarComm awards entries in 2016 shows a decline from 2015 and about the same number of entries as 2014.

### *MarComm Entries*

2016	98 entries
2015	116 entries
2014	101 entries
2013	115 entries

Because concern has been expressed by some members about the range in resources available to affiliate members (dollars and hours/people), we asked entrants in two of the largest categories to designate whether their organizations were for-profit or not-for-profit. In one category (Publications) we had enough entries to name winners in both subcategories. We offered the same opportunity in the Events category, but didn't have sufficient entries in both subcategories to name winners in both.

## **International Committee Report**

**Chair – Karen Simon**

## **AAEA International Committee**

July 2016

**Chair:** Karen Simon

**Co-Chair:** Kurt Lawton

Committee members: JoAnn Alumbaugh, Carey Brown, Warren Clark, Chris Clayton, Gregg Hillyer, Melissa Kessler, Greg Lamp, Steve Mercer, Harlen Persinger, Kenna Rathai, Amy Roady, Owen Roberts, Elaine Shein, Steve Werblow

The IFAJ Congress was held in Bonn, Germany, July 13-17. Here are a number of updates related to the Congress:

**Newly elected IFAJ leadership:** Two AAEA members, and members of the AAEA International Committee, Owen Roberts and Steve Werblow, were elected as leaders of IFAJ at the general session in Bonn. Owen Roberts was elected president and Steve Werblow was elected secretary general.

**IFAJ Stipends:** We received nine applications for nine \$1,500 stipends for the upcoming IFAJ Congress in Bonn. One person later had to withdraw because of financial considerations, so the committee decided to award the final stipend to AAEA's nominee to the IFAJ Young Leader program, Sarah Hill. Another person later needed to decline because of a job change, and at that point we decided not to award another stipend. The stipend recipients were: Warren Clark, Phyllis Coulter, Julie Fritsch, Brent Olson, Harlen Persinger, Steve Werblow and Mike Wilson.

The recipients couldn't say enough about how grateful they were to receive the stipends. Here is one example:

*"It was so nice to meet you in Germany. I so much enjoyed the entire experience. Without the stipend, I would have never had a chance to go on such a trip, meet so many amazing ag journalists and all.*

*I thoroughly enjoyed the farm tours as well. The German group did a great job organizing. I'm thinking I'd like to help when the convention comes to Minnesota in a few years.*

*I already have one story to be published this Saturday and one next Saturday and still have more ideas . . . Thank you again for your role in providing such an amazing opportunity."*

**Young Leader Program:** The IFAJ-Alltech Young Leaders in Agricultural Journalism Award recognizes the leadership potential of young members from countries belonging to the International Federation of Agricultural Journalists (IFAJ). Members of AAEA who are 35 and younger are eligible to apply. Each guild nominates one candidate, and from that pool of applicants, 10 travel scholarships are made available. The international committee received three excellent applications. Sarah Hill was nominated for the award and was selected by IFAJ to participate in the Young Leaders program.

**IFAJ 2019:** AAEA will host the 2019 IFAJ Congress in Minneapolis. The congress will be held in conjunction with Ag Media Summit and planning has begun. A planning meeting will be held on Wednesday morning during Ag Media Summit.

## **End Committee/Ad Hoc Reports**

## Constitutional Changes Update

Following is the Byline article/official notice to AAEA members that appeared in July.

### Changes to AAEA Constitution to be Voted On at AAEA Business Meeting July 26

The board of the American Agricultural Editors' Association (AAEA) has made some changes to the AAEA Constitution. It is a requirement that these changes be voted on by members at the annual business meeting. These changes must be provided to members no less than 10 days prior to the date of the meeting. Please consider this the member notice of these proposed changes.

The AAEA business meeting will be held at 3:30 p.m. on Tuesday, July 26 at the Hyatt Regency St. Louis at The Arch. A vote will be held at that time on these changes, which are noted below. These have been made by the board and reviewed by the current AAEA law firm – Moss & Barnett.

If you desire more information, please contact the AAEA office and ask for Den Gardner, executive director. Email: [aaea@gandgcomm.com](mailto:aaea@gandgcomm.com). Phone: 952/758-6502.

### Constitutional Changes Proposed (Updated by Law Firm Moss & Barnett July 5)

#### ARTICLE I – NAME AND LOCATION

Section 2 – The location and the address of the principal office of the Association shall be the business address of the Executive ~~Secretary-Treasurer~~ **Director or management company, or the equivalent,** of the Association... **(hereafter referred to as the Executive Director in this document.)**

\*Pam Molitor moved to approve. Jenni Latzke seconded. Motion carried. Accepted 4\_12\_16.

#### ARTICLE II – PURPOSES

Section 1 – The purpose of the Association shall be to serve agricultural editors, writers, ~~and~~ photographers **and other communications professionals** who qualify for membership by ensuring an open exchange of ideas and fostering professional excellence.

\*Holly Spangler moved to approve. Jenni Latzke seconded. Motion carried.

#### ARTICLE III – MEMBERSHIP

Section 2. All applications for membership must be in writing on forms which can be obtained from the Executive ~~Secretary-Treasurer~~ **Director** ~~and must carry the endorsements of one or more active members.~~

\*Jenni Latzke moved to approve. Elaine Shein seconded. Motion carried.

### **ARTICLE III – MEMBERSHIP**

Section 3. Membership dues, assessed on a calendar year basis, shall be the same for both active and affiliate members. **Special categories of membership dues will also be assessed on a calendar year basis and rates will be determined at the discretion of the board.**

Jodi Henke moves to accept suggested change, Doug Rich second, motion carried.  
4\_12\_16

### **ARTICLE IV -- MEETINGS**

Section 1 – The annual business meeting of the Association shall be held at a time and place designated by the President, following notification of the membership by newsletter ~~or other postal service mailed~~ **and/or other delivery method** no less than 10 days prior to the date of meeting.

Section 2 – A special business meeting may be called at any time by a majority vote of the Board of Directors. Such meetings must be preceded by notification of the membership by newsletter ~~or other postal service mailed~~ **and/or other delivery method** no less than ten days prior to date of meeting.

\*JoAnn Alumbaugh moved to approve. Elaine Shein seconded. Motion carried.

### **ARTICLE V – BOARD OF DIRECTORS**

Section 2 -- Directors at Large, **including two affiliate members.** shall be elected for terms of three years with terms rotated so that two three-year terms expire each year. In the event that a Director at Large should for any reason fail to complete his or her term of office, the unexpired term shall be filled by nomination from the nominating committee and elected by the Board by mail ballot **and/or other delivery method.**

~~Section 3—Two affiliate members to the Board of Directors shall be elected. The affiliate members can attend all meetings of the Board of Directors and participate in discussions. Each member shall vote on matters before the board. Each affiliate member shall service for a term of two years: and shall be eligible for consecutive re-election.~~

\*JoAnn Alumbaugh moved to approve. Holly Spangler seconded. Motion carried.

Section 4 – ... Minutes of their actions will be kept by the Executive ~~Secretary-Treasurer~~ **Director** and approved by the Board at its next meeting.

\*Jenni Latzke moved to approve. Holly Spangler seconded. Motion carried.

### **ARTICLE VI -- OFFICERS**

Section 1 – Officers of the Association shall consist of a President and a Vice President/President-Elect, both elected from the active membership at the annual meeting for terms of one year, and an Executive ~~Secretary-Treasurer~~ **Director**, appointed by the Board of Directors for a term of one year.

Section 5 – An Assistant ~~Secretary-Treasurer~~ **Executive Director** may be appointed by the Board of Directors to assist the Executive ~~Secretary-Treasurer~~ **Director** or to handle the responsibilities of that office in the event that it should be vacated. The Assistant ~~Secretary-Treasurer~~ **Executive Director**, as such, shall have no vote in meetings of the Board of Directors.

\*Holly Spangler moved to approve. Mike Raine seconded. Motion carried.