

PIF Meeting Agenda
July 23, 2017 – 12:30 PM
Snowbird Ski & Summer Resort, Snowbird, UT

(Meeting to begin after Trustees have finished lunch- approx. 12:0)

Trustees Present : Kelly Schwalbe (Chair), JoAnn Alumbaugh (Vice Chair), Harlen Persinger, Amy Roady, Pam Molitor, Laurie Bedord, Jennifer Vincent Kiel, Rick Purnell, Sarah Kolell, Mike Rankin, Greg Horstmeier, Julie Deering, Cassie Becker Yontz

Present trustee nominees: Holly Spangler, Ann Hess

Staff: Samantha Kilgore, Courtney Jackson

Call Meeting to Order - Kelly Schwalbe called the meeting to order at 12:45 PM.

Previous Meeting Minutes – Samantha presented the previous board meeting minutes for review. A motion was made to accept as written, seconded and passed.

Financial Update – Samantha Kilgore gave an update on PIF Finances. PIF has approximately \$21,800 in checking, with \$388,000 in investments. While PIF is strong financially, there still continues to encourage donations to help offset expenses. Total income in 2017 was roughly \$17,000, where expenses were nearly \$55,000. PIF talked about potential donors, revisiting investments and doing more to market PIF and the Past Presidents Fund.

Investment Update:

	March 11, '15	July 8, '15	March 22, '16	July 8, '16	June 30, 17
Wells Fargo Inv	\$447,282	\$456,830	\$434,226	\$388,406.49	\$388,380
PIF Checking	\$33,608	\$16,263	\$9,943	\$16,419.27	\$21,880
TOTAL	\$480,890	\$473,093	\$444,169	\$404,825.76	\$410,260

Contribution update (January – July) \$17,000:

- AAEA AMS Grant - \$5,000
- Donations through member renewals - \$3,760
- Past president & trustee donations – 2015 = \$2,150, 2016 = \$1,665, **2017 = \$1000**
- Alltech Sponsorship of YAJ Stipend -\$5000
- Sage Sponsorship of MarComm Internship - \$2500

Major Expenditures Committed in 2017 -- \$54,000

- National Ag Day Grant – approximately \$2,000
- AAEA Midwest Regional Meeting - \$2,000
- Ag Media Summit First Time Attendee Stipends -- \$2500 (5 stipends)
- *Alltech Cultivating Young Ag Journalists Stipends - \$5,000
- International Federation of Agricultural Journalists (IFAJ) attendees - \$14,000
- IFAJ Congress Sponsorship- \$1750
- IFAJ Master’s Program - \$850
- IFAJ Young Leaders Program - \$1000

- Ag Communicators of Tomorrow (ACT) Annual Meeting + Travel - \$2500
- Internships - \$11,000
 - Emily Berger – Farm Journal Media
 - *Michaela Simcoe – broadhead.
- Scholarships - \$7,500
 - Jim Evans Scholarship to \$3,000, three others are \$1,500 each.
- *Andy Markwart Award - \$2,500
(**sponsor funded expenditure*)

Major Expenditures yet to pay (included in above, just have not come out of checking yet) \$17,500:

- \$2,500 – 5 First Time Attendee Stipends
- \$2,500- Andy Markwart Award
- \$5,000 Alltech YAJ Stipends
- \$7,500 Scholarship Awards

Staff recommends a \$20,000 transfer from savings to help with cash flow for remainder of 2017. Trustee makes a motion to accept transfer, seconded and passed.

Fundraising Discussion & Update – *Kelly Schwalbe & Laurie Bedord led the discussion on how to improve fundraising for PIF. A number of corporate companies were suggested with action items. Additionally, Kelly and Samantha to reach out to Christy Mach about reframing the auction at the AMS to further PIF stipends*

Kelly reported the proposed trustee nominees for the upcoming board:

Proposed trustees for 2017-2018 are:

Kelly Schwalbe – Chair

JoAnn Alumbaugh – Vice Chair

Holly Martin – Secretary-Treasurer

2015-2018 – Rick Purnell, Amy Roady, Greg Horstmeier, Sarah Kollé

2016-2019 - Mike Rankin, Julie Deering, Cassie Becker, Dave Harding

Nominees for 2017-2020:

- | | |
|--|---------------------------------|
| • Laurie Bedord, (2 nd , 3-yr term) | • Holly Spangler, Farm Progress |
| • Ann Hess with Carbon Media | • Lorne McClinton, freelancer |

There was a motion to accept the slate as presented to put before the AAEA membership. There was a second, and motion passed. Amy Roady to nominate slate from trustee board at the annual PIF Business meeting.

Andy Markwart Horizon Award –had six excellent applicants this year. Award winner will be recognized at the banquet Tuesday night.

Alltech Cultivating Young Ag Journalists Award

- | | |
|--------------------------------------|-------------------------------|
| 1. Ann Hess Carbon Media | 4. Kasey Brown Angus Media |
| 2. Anna McConnell Meredith AgriMedia | 5. Shelby Mettlen Angus Media |
| 3. Lizzy Schultz Freelancer | |

AMS Stipend Update – All 5, \$500 stipends were awarded.

1. Marlee Moore, Alabama Farmers Federation
2. Camden Barden, Lee Newspapers, Inc.
3. Elisa Alvarado United Sorghum Checkoff Program
4. Aisha Liebenow Hoard's Dairyman
5. Jim Haist MAXINKUCKEE GROUP

Scholarship Update - *Laurie Bedord gave an update on the scholarship program.*

For 2017 AAEA is recognizing four outstanding students:

1. Shalin Lawson, West Texas A&M University
2. Jackie Newland, Kansas State University
3. Lindsay Robinson, University of Missouri
4. Audrey Schmitz, Kansas State University

Of the four finalists, one will be chosen to receive the top scholarship of \$3,000, which is in honor of Dr. James Evans. The remaining three students will be awarded the Past President's Scholarship in the amount of \$1,500 each.

2018 Committed Funds and Other Requests: *The following outlines funding requests for the 2018 program year.*

- \$15,000 IFAJ Stipends in 2018: **(Approved at 4.20 meeting)** 15, \$1000 stipends for AAEA members to attend IFAJ in 2018
- (Requested) National Ag Day Sponsorship Continued for 2018 – approx. \$2,000 (fall meeting)
- Regional Meeting Request from Pam Caraway and Joann Alumbaugh.- \$2,000 in November if needed to cover expenses for regional meeting, and \$1,500 to cover remaining expenses from Iowa spring 2017 meeting. There was a motion to accept these requests, seconded and motion passed.
- Laurie Bedord made a request for \$7,500 of scholarships, plus optional travel stipends for students (\$2000) and an additional \$11,000 for AAEA internships. There was a motion to approve this expense for 2018, the motion was seconded, and approved.
- April of 2018 - \$2,000 for regional meeting in Minneapolis (fall meeting)

Other Business –*There was some initial discussion about the topics below to be brought up again at fall meeting or conference call.*

- **PIF Logo Update** – Should we update PIF Logo to correlate with AAEA's new look?
- **Foundation Bylaws Review** – should this be a priority for 2017-2018?

Adjourn -- *There was a motion adjourn at 2:15 PM, motion seconded and passed. Meeting adjourned.*