

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION
ANNUAL BUSINESS MEETING MINUTES
Tuesday, July 26, 2016 – 3:30-4:30 p.m./Hyatt Regency St. Louis at the Arch

President Elaine Shein calls meeting to order at 3:40 p.m.

Larry Dreiling moved to approve 2015 Annual Meeting Minutes from Scottsdale, Arizona, Steve Fairchild second, motion carried.

AAEA Financial Report (2016/2017 FY Estimate) is given by Den Gardner. Year to date revenue is \$243,000 with expenses of \$248,000. Over budget for the year due to \$25,000 for executive search and writing the strategic plan. Estimated revenue of \$212,000 and expenses of \$218,000 for FY2017. AAEA has nearly \$100,000 in savings, separate and apart from PIF investments. Mike Wilson moves to accept the financial report, JoAnn Alumbaugh second, motion carried.

Committee Reports:

- Financial Oversight – Mike Wilson – *nothing to report*
- Advisory Committee – Mike Wilson – *included in strategic plan and executive director search.*
- InfoExpo/Sponsorships – Jessie Scott/Den Gardner – *Revenue over for InfoExpo but under for sponsorships. Hoping registrations make up for shortfall in sponsorships. Sponsorships down due to sagging ag economy.*
- AMS Committee – Kurt Lawton/Elaine Shein – *630 attendees, a record.*
- Legacy Committee – Larry Dreiling – *No Distinguished Service Award winner this year. Larry reminds members to nominate their heroes. Two Lifetime Achievement Award Winners, Jack Odle and Harlen Persinger. New legacy videos have been done, seventeen members are the inaugural class of AAEA Fellows, and eight new Honorary members have been named.*
- Affiliate Advisory/Marcomm Awards – Cynthia Clanton – *Committee focused on professional development with Poynter. Marcomm awards divided the publications category into two based on size of budgets.*
- ByLine – Kacey Birchmier – *nothing to report*
- Future Ag Communicators – Laurie Bedord – *Sydney Sleep is the editorial intern with Hay & Forage Grower magazine, Tessa Chambers is the marcomm intern with Dow AgroSciences. Had 19 scholarship applicants. Cameron Jodlowski was awarded the Jim Evans Scholarship.*
- International Committee – Karen Simon – *AAEA members are holding leadership positions in IFAJ. Owen Roberts is president, Steve Werblow is secretary general. Thanked PIF for nine stipends to IFAJ and funding of the masters class. Watch for 2017 IFAJ South Africa stipend applications soon – The 2017 congress will take place in April. PIF awarded nine \$2000 stipends. The U.S. will host IFAJ in 2019.*
- Member Services – JoAnn Alumbaugh, Karen McMahon – *Changes to professional development through Poynter, currently gathering testimonials so more folks participate in this great education program. There will be a regional meeting in late April/early May 2017 in Ames, Iowa. Committee will work with Iowa State ACT. Also putting together a focus group on member needs, and will work to identify ways to use Fellows as mentors to younger members.*

- Writing Awards – Jamie Cole – *Marilyn Cummins reports there were 1,215 entries in all categories this year.*
- Photo Awards – Ryan Ebert/David Eckstrom – *David Eckstrom will be the new chair of this committee. 388 entries. First year with six judges to provide additional feedback to entrants.*
- Design Awards – Matt Strelecki – *Design entries were up this year with new faces and companies entering.*
- Digital and Social Media – Josh Flint – *93 entries in DSM*
- Membership – Betsy Freese/Kelly Schwalbe – *Membership is at 475 members, two more than last year. Twelve straight years of membership growth.*
- AAEA Sponsorship – Lyle Orwig, Karen McMahon, Den Gardner – *another great year for sponsorships, exceeded budget.*
- Ethics – Greg Horstmeier – *Focus has been on member survey results at both NAMA and AMS. Will propose an addendum to the Code of Ethics around digital and social media native advertising.*

Elaine Shein brings forward the 2017 nominees for board of directors. *Karen Simon moves to approve board as presented, Kenna Rathai second, motion carried.*

- President – Mike Wilson
- Vice President/President-Elect – Julie Deering
- Past President – Elaine Shein
- Director – Jodi Henke (2014-2017)
- Director – Jennifer Latzke (2014-2017)
- Director – Ryan Ebert (2015-2018)
- Director – Jim Patrico (2015-2018)
- Director – Cynthia Clanton (affiliate) (2015-2017)
- Director – Pam Molitor (affiliate) (2015-2017)
- Director – Mindy Ward
- Director – Christy Lee

Elaine Shein passes the gavel to the new president, Mike Wilson.

Elaine Shein gives her 2016 president's final report. Highlights from her presidency include hiring a new executive director, finalizing the strategic plan, attending IFAJ in Bonn, Germany and looking forward to hosting 2019 IFAJ, inaugural class of AAEA Fellows, membership growth continues, ethics remains at the forefront of AAEA's values, student involvement, thanks awards committee for another great year.

Elaine presents the Strategic Intent – note slides under separate cover.

Elaine introduces new executive director, Samantha Kilgore.

Larry Dreiling announces the 2016 inaugural class of AAEA Fellows: JoAnn Alumbaugh, Jim Dickrell, Larry Dreiling, Betsy Freese, Gregg Hillyer, Greg Horstmeier, Greg Lamp, Holly Martin, Christine McClintic, Amy McDonald, Karen McMahon, Karen Simon, Willie Vogt, Sara Wyant, Lyle Orwig, Kelly Schwalbe, Mike Wilson

Larry also announces the Honorary Members to be honored in St. Louis: Tom Curl, Tom Dodge, Gene Johnston, Jack Odle, Harlen Persinger, Monte Sesker, Gary Vincent, John Walter

The 2017 Ag Media Summit will be outside Salt Lake City, Utah at the Snowbird Resort.

The Andy Markwart Horizon Award will be announced at the banquet. Ryan Ebert, Hoard's Dairyman, is selected as the winner.

Constitutional Changes Vote – noted under separate cover. *Betsy Freese moves to approve the constitutional changes, Kelly Schwalbe second, motion carried.*

Elaine honors Doug Rich and Julie Deering for their service to the board.

Elaine honors Steve Werblow with the President's Award.

Willie Vogt moves to adjourn the meeting, Kelly Schwalbe second, meeting adjourned at 5:04 p.m.