

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.



AAEA: Agricultural Communicators Network

Association / IFAJ News

AAEA Board Recommending Minor Changes in AAEA Constitution

By Den Gardner, Executive Director

At the July 2015 and April 2016 AAEA board meetings, directors made some recommended changes to its constitution. Most are cosmetic at this time, but this is the first stage to updating the constitution that will later deal with other issues, mostly surrounding the voice of members in determining policy and procedures for AAEA.

“Although the suggested changes below seem relatively minor, it is step one in efforts to update and modernize our constitution,” said Den Gardner, executive director. “The board is looking at ways to get members more involved in voting on policy and other issues.”

The AAEA law firm – Moss & Barnett – is currently reviewing the proposed changes below. Once approved, these will be brought before the membership for a vote.

Constitutional Changes Proposed (sent to law firm Moss & Barnett May 12)

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.**

~~...The one-time life membership rate shall be a donation to the AAEA Foundation. Any change in membership dues must be approved by the majority vote of the members at an annual meeting of the Association.~~

Jodi Henke moves to accept suggested change, Doug Rich second, motion carried.

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 IV — MEETINGS

Section 3 – For any annual meeting or any special meeting, 20 percent of membership ~~or 20 members, whichever is less~~ *[this means 90 members must be present/vote to take any action]* shall constitute a quorum. Each member shall have one vote. ~~Voting must be in person.~~ A majority of the members voting shall be sufficient to carry any action.

Doug Rich moves that Articles IV, VII, and IX wait until the new staff is on board and the association is registered in the state of the new management company to make the decision, Jenni Latzke second, 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.

Check the [Job Bank](#) for new openings!

Join the 2016 IFAJ/AGCO Exposure-4-Development Media Tour of China

23 – 30 September 2016

The 5th annual IFAJ Exposure-4-Development Tour will explore agriculture and mechanization in China!

A group of 12 jury-selected journalists from around the world will have the chance to travel to Beijing, Changzhou and Shanghai, China, for a first-hand look at farming and development in the world's most populous country.



Photo courtesy of Karen Simon

Meet farmers and visit dairy and produce farms in two Chinese provinces. See the world's most advanced tractor factory, which is producing Massey Ferguson Global Series tractors scaled for small-scale farmers. Meet the network behind one of the world's most creative machinery marketing programs: AGCO's distribution partnership with virtual marketing giant Alibaba.

The group will also meet in the nation's capital with officials and Chinese journalists for an in-depth exploration of China's agricultural policy.

The details:

- Tour will begin in Beijing on 23 September 2016 and depart Shanghai on 30 September.
- Each participant will be responsible for his/her travel arrangements and costs to and from China.
- Tour expenses for the week in China will be 400 euros. All lodging and in-country travel, and most meals, will be covered under the tour.
- Each participant will receive an official letter of invitation from AGCO and IFAJ, which can be used to arrange a press visa for the trip through the Chinese Consulate in the journalist's home country.

Want to get involved? Here's how:

- Fill out [this application](#) and send it to your guild representative, then have your guild fill in this application for [here](#) on your behalf. Every guild can submit one nominee and one alternate.
- Submit samples of your work as requested in the application.

Interested? Talk with your guild to submit your application!

Deadline for guilds to submit their nominees is **10 July 2016**. Participants will be selected by **29 July**.

Mark your calendar for AAEA Communications Awards Ceremony July 26, 2016

By Marilyn Cummins

Manager, AAEA Communications Awards

Make plans now to join us for the 2016 AAEA Communications Awards Ceremony at 5:15 p.m. Tuesday, July 26, at the Agricultural Media Summit in St. Louis. Location is the Hyatt Regency St. Louis at the Arch.

All AAEA Communications awards — except for Writer of the Year, Designer of the Year and Photographer of the Year — will be awarded at the 5:15 p.m. ceremony. We'll be recognizing and showing the work of the first-, second- and third-place entries in each category out of the 1,230 entries received this year!

The last three award winners will be revealed at the Joint Dinner, Awards Banquet and Closing Party that begins at 7 p.m. that same evening at AMS.

IMPORTANT NOTE: In past years, we were able to notify winners that they had placed in a category before the AMS Early-bird registration deadline (discount of \$140). That won't be possible this year, as the Early-bird AMS deadline has been moved up to June 15 (two weeks earlier than in prior years), and judging won't be complete by then.

So — just plan in advance to attend AMS and register before June 15 so you can benefit from all the great programming and networking in addition to picking up your AAEA Communications Awards. We will still notify any winners who are not on the AMS preregistration list as of the first week of July, after the judging is complete, so you can be sure to be there. If you don't get notified, it doesn't mean you didn't win anything — just means you're already on the AMS list, and we want to surprise you with your awards.

PROFESIONAL IMPROVEMENT FOUNDATION (PIF)

Members Prepare for Visit to Cuba

By Amy Roady, PIF Trustee (and one of the participants)

Twenty AAEA members are preparing to visit Cuba with support from the Professional Improvement Foundation (PIF). PIF awarded \$2,000 stipends – covering half the trip cost – to each of the participating members. The mission will leave Miami for Havana the morning of Sept. 19, with the group returning to Miami on Friday, Sept. 23.

The group will be staying in Havana at the famous [Hotel Nacional de Cuba](#).

[Hotel Nacional](#)

To date, a Facebook group for attendees has been set up by Jenni Latzke.

This is the first ag mission of this type to Cuba by U.S. ag journalists. AAEA is the first ag communications organization in North America to offer this type of mission, expressly designed for ag communicators.

A few facts about Cuba:

- Cuba is consistently a top 10 export market for U.S. chicken.
- After chicken, soy is Cuba's second largest import from the United States.
- Corn is Cuba's third largest import from the U.S.
- U.S. corn and soy exports to Cuba peaked in 2008 at \$331 million. Approximately \$66 million of that is estimated to have originated from Illinois.
- Since then U.S. corn and soy exports dropped to approximately \$120 million in 2014, with Illinois' share being approximately \$24 million.
- Cuba is located 90 miles off the U.S. coast.
- In March 2016, USDA Secretary Thomas Vilsack announced that checkoff funds can be used for research, information exchange and other efforts in Cuba.

Although the U.S. is currently allowed to export ag products to Cuba, credit policies and the embargo have caused the U.S. to lose market share.

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