

PIF Board Meeting Minutes
August 5, 2018– 12:30 PM
Westin Kierland Resort, Scottsdale, Arizona

(Meeting to begin after Trustees have finished lunch- approx. 12:30)

Trustees Present: Kelly Schwalbe (Chair), JoAnn Alumbaugh (Vice Chair), Holly Martin (Secretary/Treasurer), Amy Roady, Dave Harding, Rick Purnell, Mike Rankin, Greg Horstmeier, Julie Deering, Ann Hess, Holly Spangler

Staff Present: Samantha Kilgore (on phone), Charles Hall

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

Previous Meeting Minutes – April 10, 2018

Greg Horstmeier moved to approve the minutes as written; Julie approved. No opposed.

Financial Update – *Samantha Kilgore gave a financial update outlining the information below.*

Investment Update:

	July 8, '15	July 8, '16	June 30, 17	July 23, 2018
Wells Fargo Inv	\$456,830	\$388,406.49	\$388,380	\$392,989
PIF Checking	\$16,263	\$16,419.27	\$21,880	\$18,194
TOTAL	\$473,093	\$404,825.76	\$410,260	\$411,183

2018 Donation/Fundraising Report- \$25,000 **S.Kilgore**

Personal Donations - \$6,876 total!

- \$1,700 of this for Presidents Fund
- \$1,200 of this from AAEA board/Trustees
- ~\$300 during Giving Tuesday Promo
- ~\$3,500+ year end giving, continued into March

Corporate Donations –

- Alltech - \$5,000
- CoBank - (Scholarship) \$2,500
- Sage - (M- Internship) \$2,500
- G&G - (M- Internship) \$2,500

AAEA Transfers -

- AMS Grant - \$5,000
- Memberships - \$4,945 YTD

2018 PIF Funded Programs Report - \$50,000

- 12, \$1,000 stipends for AAEA members to attend IFAJ in 2018 (3 after receiving had to decline)
- ACT Scholarships - \$9,500
- ACT Internships - \$11,000

- National Ag Day - \$2,000
- Young Leader Program with Alltech - \$5,000
- Andy Markwart Award - \$2,500
- AMS First Time Attendee Stipends - \$1,000 (10, \$100)
- AAEA Fall Midwest Regional Meeting- \$2,000
- IFAJ Master Class Sponsorship- \$3,500
- IFAJ Congress Program - \$1,500

Samantha Kilgore gave the financial update over the phone. JoAnn and Julie proposed asking the AAEA Board to raise the PIF contribution for each membership from \$10 to \$15. Amy made the motion to accept the financials; Greg seconded. No opposed.

Fundraising Discussion & Update – K. Schwalbe

Highlights of this discussion include:

YAC is hoping to get a sponsorship for editorial internship.

Staff/Trustees to work on continuing to track winners of grants, ensure membership and keep involvement and donations from this group.

There was some discussion on setting guidelines and policies for future grant giving. Also there is a need for long term strategic fund development – what goals to establish and how long to anticipate to reach those goals. A subcommittee was established to look at financial planning in accordance with the AAEA PIF mission – Rick Purnell, Greg Horstmeier, Dave Harding, Amy Roady; They would get together for a few calls, and set a goal to update Trustees with info by January/February and propose a plan.

Trustees nominations:

Kelly, Holly and Joann proposed the following trustees for 2018-2019:

Kelly Schwalbe – Chair

JoAnn Alumbaugh – Vice Chair

Holly Martin – Secretary-Treasurer

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

2017-2020- Laurie Bedord, (2nd, 3-yr term), Ann Hess, Lorne McClinton, Holly Spangler

2018-2021 Nominees (2nd, 3 year term): Rick Purnell, Amy Roady, Greg Horstmeier, Sarah Kolell

Greg made a motion to approve the list of nominees; Mike seconded. None opposed. The slate will go to the Annual meeting of the members for final approval.

Andy Markwart Horizon Award –Update and To Be Announced at Banquet

Discussion included increasing application age to 40 years old, creating a self nomination form; asking contacts to nominate someone who then would complete the application. Setting limits on receiving stipends from other areas to also receive this award.

Alltech Cultivating Young Ag Journalists Award

- | | |
|----------------------|------------------|
| 1. Tyler Harris | 4. Emma Wilson |
| 2. Katie Knapp | 5. Kellie Lasack |
| 3. Kelsey Litchfield | |

AMS First-Time Attendee Stipend Update (10, \$100)

1. Lesa Vold, Egg Industry Center at Iowa State University
2. Natalia Sents, Meredith AgriMedia/Successful Farming
3. Kellie Lasack, Roan Marketing and Communications
4. Leo Nieter, Red Barn Media Group
5. Delanie Crist, National Sorghum Producers
6. Allison Jenkins, MFA Incorporated
7. Carley Morrison, Mississippi State University
8. Kelsey Litchfield, freelancer
9. Jenna Sudol, Virginia Cooperative Extension/Virginia Tech/Radford University
10. Emma Wilson, Iowa Corn Growers Association

Scholarship Update (JoAnn Alumbaugh) - For 2018 AAEA PIF is recognizing four outstanding students:

1. Jill Seiler, Kansas State University
2. Corryn LaRue, Utah State University
3. Catherine Jones, University of Nebraska, Lincoln
4. Alexa Nordwald, University of Missouri, Columbia

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.

IFAJ Stipend Recipients (12, \$1,000 stipends)

1. Carey Brown, Kentucky Cattlemen's Association
2. Jennifer Carrico, High Plains Journal
3. Gregg Hillyer, The Progressive Farmer/DTN
4. Jamie Johansen, Honey Creek Media / ZimmComm New Media
5. Katie Knapp (AAEA Young Leader), The Ag Photographer (freelancer)
6. Greg Lamp, freelancer'
7. Kurt Lawton, Corn+Soybean Digest (committee chair)
8. Mark Moore, Moore Communications (freelancer)
9. Harlen Persinger, Hlensphotos (freelancer)
10. Kenna Rathai, broadhead
11. Elaine Shein, DTN/The Progressive Farmer
12. Mike Wilson, Farm Futures

2019 Requested Funds:

International Committee 2019 IFAJ Congress request (Kurt Lawton)

Kurt Lawton requested \$10,000 for 2019 IFAJ - \$5K for speaker, \$1500 for Congress, \$3000 for Master Class and \$500 for Young Leader by Alltech; Motion was made by Amy Roady to fund \$3000 for Master Class Program and \$500 for the Young Leader and discuss the rest in the spring.

Other Business:

1. Long-Term PIF Financial Security Discussion (Kelly Schwalbe)
2. Ag Media Summit Fundraising Activities (JoAnn Alumbaugh/Kelly Schwalbe)
3. Midwest Regional Workshop Update (JoAnn Alumbaugh)

-Up to \$2,000 approved in PIF support if needed

4. Uniform Award Application and Process

ASG staff team to work on implementing overall award process for Markwart award.

5. PIF Committees: Finance, Promotion, Awards

6. DC Meeting/Program- *There was discussion about development of a DC program around national ag day or half day workshop. No one appointed at this time to develop.*

7. 100th Anniversary Plans

Samantha gave an overview of 100th anniversary plans, stating that AAEEA has \$14,000 already set aside to fund any programming in 2020.

Adjourn

Rick made a motion to adjourn; Greg seconded. None opposed. Meeting adjourned at 2:38 pm.