

**Alliance of Crop, Soil and Environmental Science Societies (ACSESS)**  
**Board of Directors Meeting**  
**August 5, 2008**  
**Madison, WI**

The meeting was called to order by Chair Jerry Hatfield. Board participants were:

Jerry L. Hatfield, Chair and ASA Past President  
William J. Wiebold, Vice Chair and CSSA President  
Gary A. Peterson, Secretary/Treasurer and SSSA President  
Kenneth J. Moore, ASA President  
Marcus M. Alley, ASA President-Elect  
Kenneth H. Quesenberry, CSSA President-Elect  
Henry L. Shands, CSSA Past President  
Paul M. Bertsch, SSSA President-Elect  
Rattan Lal, SSSA Past President  
Ellen Bergfeld, Chief Executive Officer, ex-officio

Also present:

Francis J. Pierce, Incoming ASA President-Elect  
Joseph G. Lauer, Incoming CSSA President-Elect  
Wes Meixelsperger, ASA-CSSA-SSSA Director of Financial Services  
Cathy Goudreau, Recorder

The ASF Board of Trustees joined a portion of the meeting:

Calvin O. Qualset, Chair  
Ronald P. Cantrell, Vice Chair  
James G. Coors  
Mary E. Collins  
S.K. De Datta  
Richard L. McConnell  
J. Thomas Sims  
David A. Sleper

Also present during the ASF presentation:

Fran Katz, Chief Operations Officer  
Nelly Mitchell, Recorder

**ACSESS Structure/Progress/Budget**

Wes Meixelsperger reported that ACSESS has a tax ID number, the Federal forms for 501(c)(3) status have been filed, and plans are to move forward with ACSESS January 1, 2009. Wes also addressed some of the mechanics of ACSESS and how it will operate as a support organization.

The Board discussed the proposed 2009-2012 ACSESS budget. Wes indicated that the ACSESS budget is basically the current ASA Support Services budget which will be moved to ACSESS. There are common costs that can't be attributed to any one Society so they are allocated to the three Societies. Personnel is a function of how staff allocate their time. After much discussion Jerry Hatfield clarified that the proposed budget was for information only as there needs to be continued philosophical discussions on the direction of ACSESS.

### **Headquarters Building**

Wes Meixelsperger presented the ACSESS new building analysis. The summary of findings addressed the estimated value of the existing building, estimated price for new commercial land parcel, construction of a new building on a new site, purchase of existing building, and construction of a building to redevelop current site. After much discussion, it was agreed that there are multiple issues to be sorted out regarding a new headquarters building. The Board will continue discussions following a report from ASF regarding their capital campaign feasibility study.

### **Election of Officers**

**ACTION:** It was moved by Bill Wiebold to nominate Mark Alley for ACSESS Vice Chair in 2009. Seconded by Gary Peterson.

After considerable thought, Mark Alley indicated that he would prefer not to serve as ACSESS Vice Chair due to prior responsibilities and commitments, particularly with the ICCA program. Bill Wiebold withdrew his nomination.

Ken Quesenberry and Paul Bertsch were nominated for the position. Following a vote of the Board, Paul Bertsch was elected and agreed to serve as ACSESS Vice Chair in 2009.

### **Interaction with other societies**

Although there have been formal and informal discussions about other societies joining ACSESS, it was the general consensus of Board not to pursue other societies at this time.

### **Agronomic Science Foundation**

ASF Board Chair Cal Qualset reported that the McDonald-Schaefer Group was hired to conduct a feasibility study and development audit of ASF. Past and potential donors, leadership, and staff were interviewed to evaluate the capabilities of ASF to carry out development activities. McDonald-Schaefer presented their preliminary findings to the ASF Board on August 4.

ASF Trustee Tom Sims gave a brief review of the Capital Campaign Feasibility Study. Three strategic initiatives were included - Golden Opportunity Scholars Program, Smithsonian Soils Traveling Exhibit, and new Headquarters building. Enthusiasm exists for a capital campaign and the Golden Opportunity Scholars Program was deemed the most important with the Soils Traveling Exhibit also being important. More groundwork will be needed before pursuing a new Headquarters building. ASF must resolve operational issues with the tri-Societies and determine how it will be funded. It is recommended that a centralized development office be established and that the role of ASF be clearly defined.

ASF Trustee Rick McConnell provided a summary of the McDonald Schaefer development audit. In addition to a centralized development office, it is also recommended that a director of development be hired. The development office will need someone skilled in the corporate gift area. A philanthropic culture needs to be developed within the Societies.

ASF Trustee Jim Coors presented the role and vision of ASF including the need for a centralized organization that exercises legal and fiduciary responsibilities, the role of ASF as a link to potential and current donors, the role of ASF as an active fundraiser, and the role of ASF in assisting in coordination of development activities to integrate with Society activity and to assist development staff with identification of potential opportunities.

ASF Trustee Dave Sleper commented on some of the points in the report including the function of the ASF Development Advisory Committee. It is crucial that the ASF Board understand their role and the importance of Board involvement with development officers and staff.

Cal Qualset concluded with the concept of a centralized development structure, specifically that ACSESS would have a Development Department and a Director of Development to coordinate all logistical aspects of fundraising. The ASF Board would provide guidance, leadership and fiscal management.

Following a lengthy discussion, Jerry Hatfield thanked the ASF Board for the report indicating that the ACSESS Board would discuss their request later in the meeting. That concluded the meeting with the ASF Board.

The ACSESS Board considered ASF's request of a centralized Development Office.

**ACTION:** It was moved by Ken Moore to implement the centralized model for triSociety fundraising and that ASF provide leadership and guidance for the fundraising activities for ACSESS members. Seconded by Ken Quesenberry. Carried.

The sense of the motion is that the development line items that are currently in the ASA, CSSA, and SSSA budgets will be moved to a single development line item in the ACSESS budget. The ACSESS Board will make a recommendation to the ASA, CSSA, and SSSA Budget and Finance Committees in this regard.

On August 6, Cal Qualset requested an additional \$16,000 from each Society for a total ASF operational budget of \$48,000 for 2009.

Jerry Hatfield will communicate the Board's action to ASF. Before ACSESS can consider providing any further support to ASF, the Foundation Board must come back with a complete action plan by January 1, 2009 that provides for ASF's operational support and governance, including a succession plan.

Board members suggested names of several individuals for consideration of appointment to the ASF Board. The list will be finalized via email and then forwarded to ASF by the ASA, CSSA, and SSSA Presidents.

### **Future ACSESS Board Meetings**

It was the consensus of the Board to hold an ACSESS Board breakfast meeting from 7:00-8:00 AM on October 7, 2008 during the annual meeting in Houston. Beginning January 2009 the Board will also conduct conference calls every other month or more frequently if needed.

Meeting adjourned.