

**Alliance of Crop, Soil, and Environmental Science Societies (ACSESS)**  
**Board of Directors Meeting**  
**October 31, 2010**  
**Long Beach, CA**

The meeting was called to order by Chair Paul Bertsch. Board members present were:

Paul M. Bertsch, Chair and SSSA Past President  
Nicholas B. Comerford, Vice Chair and SSSA President  
Francis J. Pierce, Secretary-Treasurer and ASA President  
Newell R. Kitchen, ASA President-Elect  
Marcus M. Alley, ASA Past President  
Joseph G. Lauer, CSSA President  
Maria Gallo, CSSA President-Elect  
Kenneth H. Quesenberry, CSSA Past President  
Charles W. Rice, SSSA President-Elect  
Ellen Bergfeld, Chief Executive Officer, ex-officio

Also present:

Kenneth A. Barbarick, Incoming ASA President-Elect  
Jeffrey J. Volenec, Incoming CSSA President-Elect  
Wes Meixelsperger, Chief Financial Officer  
Cathy Goudreau, Recorder

**Recognition of ACSESS Board Members**

Paul Bertsch acknowledged the service of Bill Wiebold, Mark Alley, and Ken Quesenberry whose terms end on December 31, 2010. Effective January 1, 2011 Nick Comerford will serve as Chair; Maria Gallo as Vice Chair; and Paul Bertsch as Past Chair. Ken Barbarick, Jeff Volenec, and Gary Pierzynski were welcomed as new Board members effective January 1, 2011.

**Approval of Minutes**

ACTION: It was moved by Ken Quesenberry to approve the September 14, 2010 Board conference call minutes. Seconded by Joe Lauer. Carried unanimously.

**Approval of ACSESS Budget**

ACTION: It was moved by Maria Gallo to approve the 2011 ACSESS budget. Seconded by Chuck Rice. Carried unanimously.

**Naming/Endowment Plan**

Fran Pierce, Chuck Rice, and Newell Kitchen served on a committee to develop a plan for naming and endowing various rooms in the Headquarters building. The Board reviewed the committee's report on Policy and Procedures for Naming Opportunities for the Tri-Societies' Headquarters Facility.

ACTION: It was moved by Fran Pierce to form a Committee on Naming Facilities consisting of two members from each of the Societies (ASA, CSSA SSSA) and the Chief Executive Officer. Seconded by Ken Quesenberry. Carried unanimously.

The committee will be charged with the responsibilities of identifying and keeping current all available naming opportunities associated with the Headquarters building and establishing the minimum gift levels for each naming opportunity, subject to approval by the Board of Directors of each Society. Fran Pierce will appoint the committee which will be requested to report back to the Board by February. This will allow time for the ASA, CSSA, and SSSA Boards to review the report at their Spring meetings and then back to the ACSESS Board in July.

### **Headquarters Building Art**

Fran Pierce, Nick Comerford, Joe Lauer and appropriate staff served on a committee to develop a plan for artwork at the Headquarters building. The Board reviewed the committee's recommendations.

1. ACTION: It was moved by Newell Kitchen to approve the committee's recommendation that the large space as one enters the Headquarters building is the first priority for art. The committee has sent Ellen 5 key words that she will share with the artist to see if he would like to consider doing something for that space on consignment. This should reflect the combined interests of ASA, CSSA, and SSSA. Seconded by Mark Alley. Carried unanimously.
2. ACTION: It was moved by Joe Lauer to approve the committee's recommendation that ASA, CSSA, and SSSA will share the cost. Seconded by Ken Quesenberry. Carried unanimously.
3. ACTION: It was moved by Nick Comerford to approve the committee's recommendation that the Art Committee be made permanent and composed of the current ASA, CSSA, and SSSA Presidents and the Chief Executive Officer. Seconded by Fran Pierce. Carried unanimously.
4. The committee recommends that the existing wall space be cataloged and prioritized. It was noted that the wall space has now been cataloged but not prioritized.
5. ACTION: It was moved by Newell Kitchen to approve the committee's recommendation that the committee next evaluate existing space, determine which space will be occupied by art reflective of the three Societies and which will be assigned to each Society. Seconded by Chuck Rice. Carried unanimously.

### **ACSESS Board of Directors**

1. ACSESS Bylaws state that the Board of Directors can include "additional individuals with desired qualifications/expertise, if any as deemed beneficial to the Corporation by the Board of Directors and elected by the Members, which individuals would serve without vote for one year terms." Paul Bertsch and Fran Pierce have worked with Ellen to obtain legal counsel on liability issues with the composition of the ACSESS Board being all stakeholder members. Paul reported his research revealed that a legitimate mechanism for dealing with the expertise issue in terms of the Board of Directors composition is to have an advisory committee, rather than expand Board membership. There are also recommendations available on how to best engage a committee to ensure their effectiveness.

ACTION: It was moved by Mark Alley to appoint an Advisory Committee to the ACSESS Board. Seconded by Maria Gallo. Carried unanimously.

Paul Bertsch, Fran Pierce, and Ellen will develop a plan to populate the committee.

2. While a majority of ACSESS activities are in support of the strategic plans of ASA, CSSA, and SSSA, there are areas of opportunity that were important elements to the initial plan to form ACSESS, including providing services, as well as attracting additional societies to the alliance. In the absence of an ACSESS strategic plan, these opportunities will likely never be realized.

**ACTION:** It was moved by Nick Comerford to develop a strategic plan for ACSESS. Seconded by Fran Pierce. Carried unanimously.

Paul Bertsch will lead the strategic planning effort by gathering information from staff on their ideas and capacity. Development of the strategic plan will be a major agenda item for the July 2011 ACSESS Board meeting.

**ACSESS Board Conference Call Schedule**

Nick will forward a schedule for the 2011 Board conference calls.

Meeting adjourned to an executive session.