



## Board of Directors Meeting

Date: 10/21/12, 10:00 am, Cincinnati, Ohio

Millennium Hotel Cincinnati, Colonnade AB, Second Floor.

<http://www.myacsess.org/committee/acsess003/>

**ACSESS Vision:** *The Leader in Creating Solutions to Advance Science.*

**ACSESS Mission:** *Global provider of superior services to scientific societies*

**ACSESS Core Values, We Believe In:**

- *Transparency, inclusiveness and integrity (in everything we do)*
- *Superior service to Member Societies*
- *Excellent stewardship of members' interest*

### 2012 ACSESS Board of Directors

Maria Gallo, Chair and CSSA Past President

Jeffrey J. Volenec, Vice Chair, CSSA President

Gary M. Pierzynski, SSSA President, Secretary-Treasurer

Newell R. Kitchen, ASA Past President

Kenneth A. Barbarick, ASA President

Charles W. Rice, SSSA Past President

Sharon A. Clay, ASA President-Elect

Mark A. Brick, CSSA President-Elect

David L. Lindbo, SSSA President-Elect

Nick Comerford, Past Chair, Ex-officio

Paul M. Bertsch, Ex-officio-Not in Attendance

Ellen Bergfeld, Chief Executive Officer, Ex-officio

### Invited/incoming Board Members:

Dave Mengel, ASA Incoming President Elect

David Baltensperger, CSSA Incoming President Elect

Jan Hopmans, SSSA Incoming President Elect

### Also participating:

Wes Meixelsperger, Chief Financial Officer

Mark Mandelbaum, Director of Publications

Luther Smith, Director of Certification Programs

Rebecca Polk, Recorder

### Roll Call and Approval of Agenda

Meeting called to order at 10:05 am by ACSESS Chair Maria Gallo.

**ACTION:** It was moved by Sharon Clay to approve agenda for today's meeting as presented.

Seconded by Dave Lindbo. Carried unanimously.

### Approval of 8/23/12 Conference Call Minutes

**ACTION:** It was moved Gary Pierzynski to approve the August 23, 2012 Conference Call Minutes. Seconded by Dave Lindbo. Carried unanimously.

### Financials

#### 3<sup>rd</sup> Quarter Update

Wes Meixelsperger reviewed revenues/expenses through September. Impact of Annual Meeting projections, Certification, Science Policy and Digital library were discussed. General impact of the last minute restriction of USDA employees/members participating in the meeting was discussed. Affirmation that current refund policy should be utilized and general discussion regarding future policy. Possible article proposed as an idea with metrics if we have the historical info on awards, presentations, and fellows of those that may continue to have restrictions. Chuck offered to help draft this message.

Wes gave review of ACSESS employee benefit plan and new employee contribution plan. Reviewed 2011 Breakdown of Health care costs/benefits and benefit costs as a % of payroll. Wes confirmed ACSESS employees have been educated and fully informed about the new plan.

## **2013 Budget**

2013 budget was presented and discussion was held to include current and potential revenue options for Digital Library. General review of ACSESS Budget and how it differs from ASA, CSSA, and SSSA budgets and how reserves may be managed. Future reserve policy for ACSESS is topic to work on with incoming finance chair during 2013 Budget and Finance meeting.

**ACTION:** It was moved by Gary Pierzynski to approve 2013 ACSESS Budget as presented. Ken Barbarick seconded. Carried unanimously after discussion.

## **Review ACSESS Priorities Dates /Timeline/Goals**

### **A. Priority: Position ACSESS as the technological leader in scientific publications among its peers**

*The CEO, CFO, and pubs staff with marketing resources will build a world-class book publishing business by March 15, 2014. Update from Mark Mandelbaum*

Publications staff has worked with books committee on growth opportunities. Action has been taken to expand committee from 5 to about 11 with the addition of 2 from each society to look to future publishing needs. Goal established to create Geographical editors positions for worldwide exposure and looking at possible sub-committee for developing Methods books. Societies will have 12 new books out in 2012 which is 60% more than previous years. Challenge is to have enough resources at HQ to support this growth. Have tried to hire out to freelance acquisition editors but this concept is not been met with much response. Alternatives need to be reviewed which will be either hire a Books Acquisition Editor, or work with commercial publisher on this project. Pros/Cons reviewed of these option and general discussion on e-books.

### **B. Priority: Develop suite of products to offer variety of resources to ACSESS clientele**

*Innovation work team to provide BOD by May 2012 a report summarizing new ACSESS products and services for scientific societies for consideration by BOD's. Update from work group re: data sets from Jeff Volenec*

CSA News announced the data as a resource/asset and this is being recognized by many agencies. We need to look at the role ACSESS can take in this and our publishing as a scholarly contribution. DL would be useful way of presenting data. Standards need to be set and we can be the leader on this area. Topic to be placed on next agenda for additional discussion.

### **C. Priority: Increase revenue –Create a Business Development plan to obtain external clientele.**

*Goal: To create a phased in business plan in order to obtain external clientele with a focus on potential profits by hiring a consultant who will work with the CEO and CFO, delivered August 1, 2012. Update re: additional clientele served will be provided during the financial update by Wes*

Discussed previously – back-burnered.

## **HQ Building Remodel Update**

This project is on schedule and going well.

## **ACSESS Board of Directors Conference Calls- 2013 Dates**

Jeff Volenec reviewed ACSESS Board plan for 2013 would be to meet in August with Budget and Finance, Annual Meeting and 2 remaining quarterly conference calls. Dates will be determined in the next month.

### **Naming Facilities Committee**

Maria reviewed original intent and current role of ACSESS Board in the process. Going forward no activity needed.

**ACTION:** It was moved by Mark Brick to disband ACSESS203 - ACSESS Committee on Naming Facilities. Seconded by Chuck Rice. Carried unanimously.

### **ACSESS Vice Chair Elections**

Current President Elects are eligible: Sharon Clay, Mark Brick, Dave Lindbo

Newell Kitchen nominated Sharon Clay. Nick Comerford nominated Dave Lindbo

All 3 eligible candidates left room for discussion. Discussion was held and paper vote taken.

Maria Gallo and Ellen Bergfeld took tally of votes and Sharon Clay will be new ACSESS Incoming Chair.

### **Board and Ellen Executive Session**

Review CEO October report

CEO evaluation

### **Board Only Executive Session**

CEO evaluation

Meeting Adjourned.