



American Society of Agronomy Board of Directors Meeting Minutes July 10-11, 2024 Hybrid & In-Person Madison, WI

President Kristen Veum called the meeting to order.

Board members present:

President: Kristen Veum, USDA-ARS Columbia, MO (2024)
President-Elect: Peter Kyveryga, Deere & Company (2024)
Past President: Joann Whalen, McGill University (2024)
Agronomic Production Systems: Calvin Trostle, Texas A&M (2024)
Biometry & Statistical Computing: Asim Biswas, U of Guelph (2024)
DEI Member-at-Large: Candice Duncan, Univ. of Maryland (2026)
Education & Extension: Tabare Abadie, Corteva Agriscience (2026)
Early Career Rep.: Nicole Fiorellino, Univ. of Maryland (2025)
Environmental Quality: Amy Shober, Univ. of Delaware (2025)
Finance Representative: Gary Feyerisen, USDA-ARS (2026)
Global Agronomy: Valentin Picasso, University of Wisconsin (2026)
Grad Student Rep: Taqdeer Gill, University of Wisconsin (2024)
Industry Representative: Colin Campbell, METER Group (2025)
ICCA Representative: Andy Knepp, Corteva Agriscience (2026)
Land Mgmt & Conservation: Gurpal Toor, Univ. of Maryland (2024)
Ex-Officio without Vote: Kathy Yeater, USDA-ARS (2024); Editor-in-Chief David Clay, South Dakota State Univ.; CEO Jim Cudahy;

Program Planning Officer Jim Ippolito, Ohio State Univ. (2025)

Unable to attend:

ASF Chair Stella Salvo, Bayer CropScience
Climatology & Modeling: Jessica Torrior, Montana State (2024)

Also attending:

Rachel Best, Meetings Associate Director
Susan Dearing-Bond, Development Director
Susan Chapman, Special Projects Director
Linda Dolezalek, Interim Finance & Accounting Director
Rebecca Funck, Publications Associate Director
Dawn Gibas, Certifications Director
Sanford Moore, Finance & Accounting Director
Ian Popkewitz, Operations & IT Director
Luther Smith, Chief Administrative Officer
Sara Uttech, Governance Director
Karl Wyant – ICCA Vice Chair
Matt Wascavage, Publications Director
Suan Varghese, People & Culture Director

A003 Board of Directors

1. President Kristen Veum extended a special welcome to International Certified Crop Adviser (ICCA) Vice Chair Karl Wyant.
2. President-Elect Peter Kyveryga selected an article for discussion on industries plagued by uncertainty, especially agriculture
3. ACTION: The following Consent Agenda items were approved:
 - July 10-11, 2024 ASA Board of Directors Meeting Agenda
 - June 25, 2024 ASA Board of Directors Meeting Minutes
4. CEO Jim Cudahy presented a Headquarters Update, including:
 - Progress on ASA Strategic Plan
 - Financials, marketing, publications, K-12 education, regional/branch meetings with local CCAs and interest in revitalizing specialized conferences committee
5. President Kristen Veum and CEO Jim Cudahy led the board through Exercise #1: Outreach
Objective: Build awareness and appreciation of agronomy & ASA among key audiences
 - Jim Cudahy presented an Outreach PowerPoint presentation and script and asked for feedback
 - Telling Your Story Exercise #1: round robin through board to hear stories
6. President Kristen Veum and CEO Jim Cudahy led the board through Strategic Plan Exercise #2
Objective: Continuing Education
 - New webinars/podcast topics, speakers, and audiences (Research Scientists, CCAs, Grad Students/Early Career Members, etc.)
7. [ASA Virtual Sustainable Agronomy Conference](#) - free two-hour live sessions each week: July 10, 17, 24, 31 with up to 8 CEUs
8. ASF Travel Grants due July 25: www.agronomy.org/awards - encourage students:
 - [Advancing Pedology Award](#)
 - [Caregiver Travel Award](#)
 - [Graduate Student Travel Award](#)
 - [Hans Jenny Soil Field Trip Award](#)
 - [Henry Lin Travel Grant](#)
 - [Indian Uni. Grad Student Award](#)
9. [Membership Dashboard through June 2024](#) (click on ASA logo for ASA-only data)

10. Tour UW-Madison Agricultural Research Station–Arlington organized by *Valentin Picasso*:

- Rodrigo Werle - weeds
- Lucia Gutiérrez - small grains breeding
- Marta Kohman - forages
- Dan Smith - CCA
- Shawn Conley group - soybeans
- Valentin Picasso - kernza

A211 Budget & Finance Committee

ASA Objective: Innovate our Financial Model

Interim Director of Finance Linda Dolezalek presented Finance 101: How Nonprofit Boards Should Review Financial Statements, including board members obligations as fiduciaries

ACS090 Agronomic Science Foundation (ASF) Board of Trustees

Development Director Susan Dearing-Bond provided an overview of the Agronomic Science Foundation and pointed to the Development Plan that will be presented and approved by the ASF Board at the Annual Meeting Board Meeting and Susan agreed to also present it to the ASA, CSSA, SSSA Boards thereafter.

A092.4 International Certified Crop Adviser Board

Objective: Extend membership value proposition, including to new audiences

ICCA Board Rep. Andy Knepp provided an update on the ICCA Membership Task Force.

- Survey of CCAs: Needs assessment
- ASA membership benefits
- Connect local boards with members

ACS321 Editorial Policy Coordination Committee

Objective: Improve the desirability of publishing in our journals

1. ACTION: Motion by David Clay, seconded by Joann Whalen, to appoint Alan Franzluebbbers to Editor, *Agricultural & Environmental Letters* journal. Unanimous approval.
2. Publications Director Matt Wascavage provided a Publications Update document attached to the agenda, which highlights more than 100+ Wiley transformational agreements.

ACS721 Program Planning Committee

Annual Meeting Nov. 10-13 San Antonio | www.acsmeetings.org

- Abstracts Numbers: on track to slightly higher than last year
- Program Updates:
 - ASA York Lecture Plenary Breakfast, Kaiyu Guan, Univ. of Illinois: Monday Nov. 10
 - ASA-CSSA-SSSA Awards Lunch: Monday Nov. 10
 - ASA Coffee with the Presidents: Tuesday Nov. 11
 - Golden Opportunity Scholars Lunch: Wednesday Nov. 12
 - ASA Board Meeting: Thursday Nov. 13, 7:00-8:45am (breakfast buffet at 6:30am)
- Promotional Toolkit featuring images and text to share on social media:
www.acsmeetings.org/promotionaltoolkit

Consensus to Adjourn.