

**MEMBERSHIP DEVELOPMENT COUNCIL**  
**ASABE Annual International Meeting**  
**Orlando, FL – July 17 & 21, 2016**

**Minutes**

**July 17, 2016**

**Alicia Modenbach, presiding**

Attendees: Brady Lewis, Gary Seibel, Alicia Modenbach, Manoj Karkee, Austin Harvey, Ann Christy, Paul Burkner, Tom Brumm, Rafael Munoz-Carpena, Dave Murray, Jody Purswell, Larry Hoover, and Mark Crossley

Guests: Terry Howell, Jr., Mary Leigh Wolfe, Maynard Herron, Steve Searcy, and Darrin Drollinger

The meeting was called to order at 1:35 p.m., introductions of attendees were made, and the agenda reviewed. There were no additions. There was not a quorum present, so approval of the 12/17/15 conference call minutes was deferred until Thursday's meeting.

2016 Budget Overview

The forecast for the remainder of the year is on target with budget. We've seen a bit of a decline in membership dues revenue, primarily due to a decline in CSBE members, and challenging currency exchange rates. The Orlando meeting attendee numbers look better than expected, which will offset the reduction in revenue. The Global Food Security Conference remains an unknown, as this is a new event.

The Society remains in excellent financial health with a very strong cash balance in reserves (2015 restricted reserve was 66% of previous year's expenses. The target is 50%). The Finance Committee speculates there will be initiative funds available for 2017, barring a dramatic change in the economy between now and the end of the year, and is asking the councils and committees/groups/communities to start thinking of possible projects for funding. The final amount will be determined at the November BOT meeting.

There were no requests for actual line items to be included in the 2017 budget, although there may be one coming from the NRES technical community to help support their student poster competition. There was also brief discussion there may be a request coming from the EOPD technical community about mentoring new faculty.

Initiative Fund 2016

The Initiative Fund committee received two proposals for funding consideration and review for this quarter:

-\$12,000 from CSBE to help with Canadian student involvement by bringing students to the CBSE meeting. The Board of Trustees (BOT) wanted further information from CSBE before proceeding with any funding commitment.

-\$20,000 to develop a textbook and digital library for training, education, and development of a CPD in agricultural and biological engineering programs. The BOT supported the proposal, as long as the Publications Council supports it, and there's nothing else like it in existence already available.

There was discussion/reminder about the transition to a rolling deadline and submission process (proposals accepted three times a year) and a new pre-proposal mechanism to gauge interest in an idea before submitting a full proposal.

#### Reports from ASABE Leadership

Current president Mary Leigh Wolfe, president-elect Maynard Herron, president-elect designate Steve Searcy, past president Terry Howell, Jr., and Darrin Drollinger thanked the MDC for their efforts over the last year, and discussed BOT plans and long-range strategic planning for the future.

#### ASABE Goals & Strategies

The BOT has been involved in a strategic planning process over the last 18 months, and approved the attached goals and strategies (see attachment) for the Society to focus on over the next few years. The MDC discussed these and felt they could make the most impact by focusing on the following goals and strategies in the coming months:

Goal 3. Position ASABE as the preferred engineering society for technical professionals in agricultural, food, and biological systems.

Strategy A. Demonstrate value of membership to members and potential members.

Goal 5. Cultivate a diverse, thriving, and engaged membership.

Strategy A. Provide an inclusive culture that values diversity.

Strategy B. Provide a range of opportunities for engagement during all career stages across academia, industry and government.

Strategy C. Promote building relationships among members.

#### AIM Student Programming (see attachment)

Building on the momentum the Student Engagement Committee made in 2015 to bring more attention to student activities at the New Orleans meeting, big changes were introduced for the 2016 AIM. The leadership of this group has worked with the ASABE Meetings staff to move student competitions and events around on the schedule to alleviate conflicts and encourage better attendance at these events. Also planned for Wednesday morning is the first-ever AEM Student Awards and Recognition breakfast to replace the AEM Student Luncheon. This new event will highlight all student-related awards, scholarships, and competitions, making the traditional awards luncheon program shorter. There is a nominal fee for this event with underwriting from AEM.

With no further business before the MDC, the meeting adjourned.

**Membership Development Council Meeting  
July 21, 2016**

**Alicia Modenbach, presiding**

Attendees: Gary Seibel, Alicia Modenbach, Chad Yagow, Candice Engler (for Anne Dare), Ann Christy, Scott Mueller, VJ Raghavan (for Harry Huffman), Bailey Richardson (for Austin Harvey), Paul Burkner, Lamin Kassama, Rafael Munoz-Carpena, Jody Purswell, and Mark Crossley

Guests: Kumar Mallikarjunan, Terry Howell, Jr., Travis Tsunemori

The meeting was called to order at 8:05 am, a quorum was confirmed, and the agenda reviewed. Reports from the following groups were added to the agenda: PRS revitalization; E-2050 Global Engagement; EOPD-412 Ethics; and M-102 Awards.

Approval of 12/17/15 Conference Call Minutes (see attachment)

Motion: To approve the minutes as written. Seconded and passed.

MDC Vice Chair Election

A vice chair is needed to serve for the next year, and Derek Whitelock has shown interest in this position. While not currently on the MDC, Derek has served on it before for a number of years, representing a few different groups. The council would like to see Derek's biography before making a decision, so this item has been tabled for now. After the AIM, Derek's bio will be distributed along with a call for others interested in this position, and if there is additional interest, an election will be held to fill the vacancy.

District 2 Representative Replacement

Due to his retirement, Calvin Parnell has asked to step down a year early as representative to District 2. There was no immediate interest from members present, so this will be handled after the AIM by email.

Young Professional Development Workshop

The first YPDW set for October 9 & 10, 2015 in Lexington, KY was cancelled due to low registration numbers. While the YPC has not given up on this idea, they will look more carefully into how a future program is developed and marketed.

Website Usability Study – Phase Two

With the first phase of the usability study of the ASABE website concluded last year, the BOT has approved the next phase of this project which included holding a Digital Strategy Workshop this past April in St. Joseph, and in-depth user research conducted on-site at the Orlando AIM. See attachment for further details.

### Advancement/Membership Staff Changes

Mark Crossley has recently accepted the position of Director of Advancement for ASABE. This is a half time fundraising role, and he will work closely with the Foundation's Development Committee. Tina Schultz will become Membership Manager, taking on some of Mark's duties, allowing him to focus on development activities.

### Reports for Information

CSBE-SCGAB: Please see attachment.

Headquarters Report: Please see attachment. Issues raised during this section included the number of members in a given community vs. the number of members in given community who attend the AIM; and of those members not renewing, which communities do they represent?

E-2050 Global Engagement: Terry Howell gave an overview of the structure of this new committee (see bylaws, see attachment), and then talked about the need for members to volunteer to fill the vacancies on the various subcommittees.

PRS Technical Community: Terry also commented on their on-going revitalization efforts, all in an effort to enhance ASABE's relationship with our food engineers. There is a segment of our membership who are looking to splinter off and form their own food engineering society, as they don't feel they're being properly served by ASABE or the Institute of Food Technologists, our biggest competitor in the food engineering realm. PRS members are working to avoid this happening by reaching out and offering to work with this splinter group to keep them with ASABE. See attachment for more details.

Motion: The MDC supports the efforts of PRS for revitalization and asks to be kept aware of future developments. Seconded and passed.

P-120 Student Organizations: Candace Engler reported that they are trying to formalize both the Ethics Video and the Ag and Bio Ethics Essay Competitions under a new committee P-128 Ethics Competitions Committee. They are working on setting up bylaws, officers, etc.

M-102 Awards Coordinating: Chad reported that total nominees for the slate of major awards was up over last year. Thirteen new Fellows were recognized at the meeting. He has been tasked with setting up a subcommittee to look at our current offering of major awards to determine if some need to be retired, others possibly combined or changed. This will be a multi-year process.

### Recognition of Outgoing Council Members

Alicia expressed her gratitude to those members whose terms concluded at this meeting and thanked them for their service.

With no further business before the MDC, the following motion was made:

Motion: To adjourn the meeting. Seconded and passed.