

– MINUTES –
NCB-ESA Final Executive Committee Meeting
Best Western Ramkota Hotel – Rapid City, SD
Wednesday June 19, 2013
11:30 a.m. - 12:30 p.m. – Lincoln Room

Executive Committee: Sue Blodgett (President), Billy Fuller (Past President), Paula Davis (President-elect), Mark Boetel (Secretary-Treasurer), John Obrycki (ESA Governing Board Rep.), Erin Hodgson (At-large Member), Linda Mason (At-large Member), Bob Wright (At-large Member), and Mitchell Stamm (At-large Student Member). **Absent:** Paula Davis.

Committee Chairs present: Louis Hesler (2013 Local Arrangements Co-chair) and Erin Hodgson (2013 Student Awards Chair and 2014 Local Arrangements Chair). **Absent:** Matt O’Neal (2014 Program Chair), Von Kaster (2014 Audit Committee Chair), Dan Young (Linnaean Games Committee Chair), Kelley Tilmon (2014 National ESA and Foundation Awards Committee Chair), Ian MacRae (2014 Nominating Committee Chair), (2014 NCB Honorary Awards Committee Chair), (Photo Salon), Kacie Athey (2014 Student Affairs Committee Chair), Debbie Finke (2014 Student Awards Committee Chair), and Joe Zhu (Membership Committee Chair).

Invited Guests present: Rob Wiedenmann (ESA President) and David Gammel (ESA Executive Director).

I. Call to Order: President Blodgett called the meeting to order at 11:30 a.m.

II. Unfinished Business:

- A. Local Arrangements Committee reports
 - 1. 2013 Local Arrangements Committee update – Louis Hesler
 - a. The latest estimate of the final registration total is 287, which includes about 20 guests.
 - b. Many attendees made positive comments about the meeting.
 - c. People liked the large, roomy poster presentation room.
 - d. Positive feedback was also received regarding the inclusion of round tables in the poster room, which provided a nice setting for people to visit and/or network.
 - 2. 2014 Update on NCB meeting in Des Moines – Erin Hodgson:
 - a. Things are moving forward. The meeting will be held in the Des Moines Marriott.
 - b. Mark added that the hotel contract between NCB and the host hotel has been reviewed and approved by ESA Central. The contract has since been signed by President Blodgett and Mark, and it is considered fully binding and executed.
- B. Treasurer’s report – Mark Boetel:
 - 1. Preliminary, unofficial total registration for the Rapid City meeting is 287, which is comprised of 267 full registrants and 20 guests.
 - 2. Late and onsite registration made it difficult to optimize plans for catering needs. This was also a problem during the 2012 meeting in Lincoln.

3. The free breakfasts during this year's meeting were not well-attended. Local Arrangements, in consultation with Mark, planned for 210 breakfasts on Monday and Tuesday mornings. This was based on our then-current total registration count of about 258. Unfortunately, only about 110 participated the first day. The breakfast was publicized more on Monday during the Linnaean Games Finals, and a much-better turnout (i.e., about 150-180) occurred on Tuesday morning.
 4. Catering needs are a rapidly moving target, and can be expensive. For example, despite the low turnouts for breakfasts this year, the NCB still had to pay for 210 breakfasts on Monday and Tuesday. A check-box (radio button) on the meeting registration page would likely help with planning similar catering functions.
 5. This year's meeting budget will approach break-even status after all revenue is received and final convention center bills are paid. The current estimate is a deficit of around \$400 to \$600, but the final number is difficult to estimate at this time due to variable catering and AV needs during the conference.
 6. Even if we end up slightly on the deficit side, it is still well in-line with previous directives from the NCB-ESA Executive Committee to gradually reduce our financial reserve base.
- C. Status of potential NCB candidate for ESA VP elect – Billy Fuller:
1. May Berenbaum has expressed interest during the past couple of years.
 2. Mark visited with Gary Brewer, and requested that Gary consider running. Gary is willing to run in the future.
 3. David Gammel reported that the nomination of Dr. Berenbaum for ESA VP-elect has been received and it is complete.
 4. David also offered clarification that specific language referring to "endorsement" of candidates by branches and sections is no longer in ESA's governing documents.
- c. ESA branches and sections can nominate their members.
- d. Nomination by petition from individuals or groups of members is also allowed.
- D. Required revisions involving ESA pass-through/pipeline awards – Billy Fuller:
1. Billy acknowledged Annie Ray for helping a lot with this project.
 2. Three pass-through awards are now initiated at the branch level.
 - a. Distinguished Achievement Award in Extension
 - b. Distinguished Achievement Award in Teaching
 - c. John Henry Comstock Graduate Student Award
 3. Awardees of pass-through awards are subsequently submitted as NCB-ESA nominees for ESA/Entomological Foundation awards.
 4. A long-range goal is to have all branches utilize ESA's online nomination portal for all awards, irrespective of whether they are pass-through or branch-specific awards.
 5. Chairs of the awards committees would then be responsible for the following:
 - a. directing their respective committee members on where to access/view nominations;
 - b. ensuring that deadlines (e.g., submission, evaluation, voting, etc.) are met; and
 - c. communicating results through the appropriate channels.

III. New Business:

- A. NCB & Student Mixers:
 - 1. Should sponsorships be combined and requested by Branch leadership/NCB rather than the Student Affairs Committee?
 - 2. Sponsorship communication should be carried out jointly by NCB leadership and Student Affairs, but as one voice (i.e., through same letter[s] and/or coordinated calling) to avoid duplication and confusion.
 - 3. We need a new sponsorship chair for the 2014 meeting.
 - 4. The most recent sponsorship list should be shared with the new sponsorship chair.
 - 5. In addition to seed/crop protection companies, agricultural commodity groups and local companies with specific ties to the host institution/area should also be invited to provide sponsorship support.

- B. Success of student/industry luncheon and mixer – Mitch Stamm:
 - 1. Events were well attended, and people seemed to enjoy them.
 - 2. Student Affairs will continue improving communications with Local Arrangements in future meeting cycles.

- C. Continuation of NCB-ESA Student Travel Scholarship (formerly Presidential Student Travel Scholarship) program in 2014:
 - 1. There is strong interest in this program on the part of NCB students. We had 28 applications for the PSTS in 2013.
 - 2. Applications are voted on by the Executive Committee's three presidents (current, past, and -elect).
 - 3. No formal motion was made nor vote taken; however, there was general agreement among the Executive Committee that the NCB should continue funding the Travel Scholarship program at 20 total scholarships of \$250 each in 2014.

- D. Financial Issues:
 - 1. Potential of establishing an endowment fund for future scholarship funding – Mark:
 - a. Mark recently inquired with Neil Willoughby (ESA Director of Finance) about this. Neil is exploring potential options with ESA's investment broker (TIAA-CREF).
 - b. The current idea at ESA Central is that sections/branches could contribute to a mutual fund portfolio that mirrors ESA's investment pool (perhaps more conservative). Regular contributions would be made annually (e.g., beginning or end of year).
 - c. Segregated Endowment Funds are also an option:
 - The ESA Awards Committee established a \$25k minimum to establish them.
 - Assuming modest returns of ~5%, a base of \$75k-\$100k would be needed to support scholarships at levels comparable to our current offering (~\$5k).
 - One strategy could be to plan on investing a lump sum to establish an endowment account, and then add to it annually. Proceeds could then either

be reinvested or paid out directly to the branch to support scholarships once it reached a certain level of return.

- We would need to continue maintaining a healthy balance of reserve funds in brokerage or savings to cover meeting cycle deficits or other emergencies.
 - d. Question from the floor: To more aggressively seek financial contributions for scholarship funds, could we add a check box/radio button on future NCB-ESA meeting registration pages to add a donation to an endowment or other fund to support NCB student scholarships? One concern is that some members pay for meeting registration by using institutional (e.g., departmental) credit cards, which cannot be used to make donations. This could be addressed by adding a separate link for making tax-deductible donations with a personal credit card.
 - e. Another possibility for generating scholarship funding could be to initiate a matching challenge campaign.
 - f. ESA's SysEB Section is soliciting gifts from its members, and has thus far raised several thousand dollars.
 - g. Discussion led to the Executive Committee deciding to wait until the Governing Board determines its next course of action on this issue.
2. David Gammel suggested the possibility of branches centralizing their banking activities with ESA Central.
- a. One drawback would be that more lead time would be required for some transactions.
 - b. This could also require different approaches to distributing student competition checks, and other onsite financial transactions.
 - c. Localized banking provides the Secretary-Treasurer with several benefits (e.g., in-person check deposition, account management consultation, etc.). Some of these functions could also be achieved via online/electronic banking.
 - d. This will be explored in the future; however, no action is planned at this time.
- E. Should we consider offering a discount on NCB registration for those who join ESA or renew their membership?
- This should be explored further by the Executive Committee. If a decision is made in relation to this for the Des Moines NCB meeting, the 2014 Local Arrangements committee will need to make appropriate adjustments to the registration form and web page.
- F. Should we review the branch awards?
- 1. Information on the website for some NCB-specific awards still needs editing. Billy will follow up on this.
 - 2. Pass-through awards are most likely up-to-date.
 - 3. This will also be addressed during the Governing Board meeting in Austin.
- G. Student Awards Committee:
- 1. The duties for this committee can be very demanding, especially for the chair(s) immediately before and during the branch meeting.
 - 2. Splitting this committee into two separate committees has been suggested by previous chairs. Erin agrees with this approach.

3. One scenario would be to divide it into the following: 1) one committee charged with student honorary award (i.e., Comstock Award and Graduate Student Scholarship) selections; and 2) the second committee being responsible for coordinating the Student Competition for each branch meeting.
4. The Student Awards Committee should discuss options to address these concerns as soon as possible. They are requested to report their recommendations to the Executive Committee.

H. Membership Committee:

1. A report was requested from this committee, but it nothing has been received.
2. ESA's Membership Committee is very active.
3. If we do not have a specific mission for this committee, why have one?
4. Some branches do not have membership committees.
5. Bob Wright mentioned that guidelines for this committee in the Bylaws are outdated and that it may be useful for the NCB President to officially charge the committee with specific tasks/direction.
6. MOTION (Mason) SECONDED (Fuller) to terminate the NCB-ESA Membership Committee and replace it later on an *ad hoc* basis to address specific needs or initiatives if needed. DISCUSSION led to the decision to develop and propose associated revisions to the NCB Bylaws to reflect this action.

The Executive Committee will vote electronically via email on the proposed amendment(s) regarding termination of the Membership Committee.
No further discussion. Motion passed by unanimous consent.

7. One specific task that this committee could be charged with would be developing and maintaining a list of contacts (by state) for faculty at non-Land Grant institutions in the region. This has been initiated by Ada Szczepaniec and President Blodgett.

I. Thank you letters:

Past President Fuller will write letters of appreciation to the following entities that helped make the 2013 branch meeting a success:

1. Best Western Ramkota Hotel
Gloria Roseland (Director of Catering) and Jan Gustin (General Manager);
2. Rapid City Convention and Visitors Bureau
Lindsey Beasley, Lisa Storms, and Lucy Weigram; and
3. Dr. Doug Malo (Head, SDSU Plant Science Department) for providing travel support to allow departmental IT personnel to handle IT issues during the meeting and to bring/manage computers, projectors, extension cords, and power strips for all meeting functions.

J. Linnaean Games Committee:

1. Is restructuring of this committee (e.g., term limits, committee size, etc.) needed?
2. Dan Young is willing to remain as Chair.
3. Dan will poll current Committee members to determine who prefers/is willing to continue serving, and he will report back to the Executive Committee.

K. Archivist/Historical Committee:

1. Materials should be scanned for preservation, and appropriate materials should be placed on the NCB portion of the ESA website.
2. Where are the current archive materials being held? Erin inquired about this with Ken Holscher at ISU, and he did not have anything.
The ISU Library has a large volume of accessions from the NCB. We need to determine if any can be loaned to NCB-ESA, or even deaccessioned, from the ISU Library and donated to our branch for archiving.
3. It may be worth committing some initial funding to someone for digitization efforts once more is known about what is available.
4. President Blodgett will talk to Rick Weinzeirl to determine what he has in his possession.
5. Sue will also inquire with Susan Weller to see if she is still interested in spearheading or assisting with efforts to digitize archival materials.
6. Executive Committee members were asked to think about colleagues that may be good candidates to appoint as the new NCB-ESA Archivist. This position will require strong interest in carrying out the new duties being assigned.

L. NCB Membership Survey:

1. This could be done through ESA Central or via an online tool (e.g., Survey Monkey).
2. Some suggested questions for the survey include:
 - a. How many NCB-ESA meetings have you attended in the last 10 years?
 - b. Did you attend this year's NCB-ESA meeting in Rapid City?
 - c. If not, did the June date (rather than a March date) prevent your attendance?
 - d. Do you generally prefer March or June for the NCB-ESA meeting?
 - e. ESA will host the next International Congress of Entomology meeting in late-September 2017. Will this impact whether you attend the 2016 or 2017 NCB-ESA meeting?
3. President Blodgett will develop a draft of the survey and send it out to the Executive Committee for review.

M. NCB website: most guidelines for officers and committees are either outdated or listed as "under revision".

1. All guidelines should be reviewed (and updated if necessary).
2. A Branch Leadership Resources page should be developed by updating the existing guidelines for all NCB-ESA elected offices, committees, and committee chairs.
3. This is most critically needed from the Local Arrangements (Jan Knodel and Louis Hesler), Student Awards (Erin Hodgson), and Program (Kelley Tilmon and Bob Wright) committees, as it will provide guidance to new committee chairs in planning the 2014 NCB meeting in Des Moines.

4. Award guidelines have mostly been revised on their respective webpages; however, care should be taken to use new award names and incorporate other recent revisions to the award descriptions and guidelines.

N. Nominations Committee:

1. Candidate slates are needed for electing the next NCB-ESA President-elect and At-large Member to the Executive Committee. President Blodgett will follow up with the Nominations Committee to ensure that we have candidates for these positions.
2. Sites for the 2015 and 2016 meeting must be confirmed (least-recent meeting locations include CO [2001], MI [2002], WI [2003], KS [2004], IN [2005], and IL [2006]).
3. Kansas State and Colorado State have expressed interest, but no site or Local Arrangements commitment has been secured for either 2015 or 2016.
4. There is some interest in/preference for holding our next meeting(s) in the eastern portion of the branch, as the past three have been held in central and western states (MN, NE, and SD/ND). However, no one from eastern institutions is offering to host at this time.
5. A concern for the subsequent two years is the proximity of the International Congress of Entomology (ICE) meeting (September 25-30, 2016) to the 2016 and 2017 NCB-ESA meetings.
 - a. This should be taken into consideration when choosing a date (i.e., March vs. June) for the 2016 and 2017 branch meetings.
 - b. Budgetary considerations could preclude some individuals from attending the branch meeting. This would likely be more impactful to our student registrants which, in recent years, have accounted for ~30% of total registration and nearly 50% of the presentations delivered.
 - c. Should we decide to forego holding the branch meeting that would be closest to (or within the same fiscal year as) the ICE meeting?
 - d. Interest in having/not having the branch meeting during the affected year will be examined through the NCB Membership Survey (see Item L. above).

IV. Adjournment: MOTION (Mason) SECONDED (Fuller) to adjourn the meeting. No discussion followed, and the motion passed by unanimous consent.

Respectfully submitted,
Mark Boetel
NCB-ESA Secretary-Treasurer