

EB ESA Summer Planning Meeting
June 27, 2014
Minutes

Present: Paula Shrewsbury, Daniel Frank, Tom Kuhar, Melody Keena, Judy Goldstein, James Wilson, Andrei Alyokhin, Greg Krawczyk, Anne Nielsen, Faith Kuehn, Mark Taylor

Call to Order: 10:04 am

Executive Committee Reports

President (Paula) – Paula thanks everyone for attending and briefly reviews the 2014 meeting in Williamsburg, VA. The meeting was successful with a lot of participation. There were a little under 200 attendees (56 students), 101 oral presentations, and 36 poster presentations.

Minutes from the 2014 Executive Committee Meeting and Final Business Meeting are approved for posting on the website

Past President (Eric) – Eric was not able to attend the meeting, but sent Paula a draft of a letter requesting nominations for the L.O. Howard and Herb Streu Awards. Chris Bergh revised guidelines for the awards because they were in need of updating. Paula made a few minor edits to Chris' revised guidelines and goes over the major changes with the group and solicits additional comments. Changes to the award guidelines included:

- The new guidelines will have a short biography of who these individuals were and why the Branch has an award in their name.
- It is discussed that at least two letters of support from other colleagues and peers familiar with the nominee's accomplishments should accompany L.O. Howard nominations
- It is discussed that the nominees full CV should accompany L.O. Howard nominations
- In the past a call for nominations for the Herb T. Streu Award was sent out to the Branch, instead of the Awards Committee selecting nominations as currently stated in the guidelines. It is discussed that selection from the Award Committee should occur as stated.

These changes will be sent to Eric and Chris for further review and an email vote on the final draft will be conducted before posting on the website.

The Awards Committee timetable was also updated and will follow the guidelines for a final vote.

Judy mentions that the award guidelines were buried in the website and that they should be moved to where they are easily accessible (i.e. "Eastern Branch Awards" tab).

Secretary (Daniel) – Daniel mentions that updates were made to the complimentary policy for student awards (changed to \$300 and \$200 for first and second, respectively, for winners in the

Ph.D oral presentation competition, Ph.D poster competition, undergraduate and Master's oral presentation competition, and undergraduate and Master's poster competition). Also, information for student oral and poster presentations were updated by Carlyle Brewster. Daniel will make sure the updated material is placed on the website.

Daniel mentions that terms for the Eastern Branch representatives for the ESA Standing Committees will end November 2014 and that replacements will need to be found. Paula asks if the current representatives can have their term renewed. Daniel replies that a representative's term can be renewed if they want to continue in that position and that he is not aware of any term limits for these committees. Paula asks who is responsible for finding replacements for these committees. Daniel responds that this duty falls to the chair of the Nominations Committee (Greg). Melody mentions that the Eastern Branch needs to make nominations early (around August), otherwise ESA headquarters will make the selections for us. Greg asks who he needs to contact at ESA headquarters about selections. Melody responds that it is the Branch contact, Pamela Reid.

Treasurer (Mark) – Mark joined the meeting late, but sent an update of finances to Paula. Paula mentions that the Branch ended up in a deficit of approximately \$2,500 after the 2014 meeting. This is because the Branch had fewer sponsors and we didn't have a Bugs World. Also, we spent more for student awards because of the updated changes outlined in the complimentary policy and there were charges for online abstracts via the Confex system. Mark has made the suggestion of raising fees next year to account for losses. Paula asks if we should raise the registration fee for the annual meeting next year to prevent going into deficit. Tom mentions that he has a few ideas to help reduce meeting costs before raising fees (i.e. eliminating informal reception and online abstracts), which he will discuss further during the Standing Committee reports.

Paula mentions that the Branch was audited by the ESA director of finance and that everything looked good. A few questions came up during the audits about interest rates; specifically moving funds into accounts that have higher rates of return. Paula will discuss this further with Mark at the next Executive Committee Meeting.

Governing Board (Doug) – Doug could not attend the meeting because of conflicts with the National Governing Board Meeting, but submitted a report (see attachment below).

Member-at-large (Melody) – Melody had nothing to report.

Standing Committee Reports

Screening Awards Committee (Andrei) – Andrei mentions that he and John Losey (co-chair) recruited Geoffrey Attardo from Yale to be on the committee and that Yolanda Chen forwarded the Branch award nominations to ESA headquarters.

Paula mentions that there is some confusion about the different awards; some awards are given at the Branch level and others are forwarded to ESA headquarters. She comments that Don Weber

sent out an email last year describing the different awards handled by the Branch, but cannot recall exactly the specifics. Daniel replies that the Howard and Streu awards are given by the Branch, and that the Branch sends its nominations for the Excellence in IPM and Distinguished Achievement Awards in Extension and Teaching to ESA who select a national award winner. He clarifies that the student awards (Comstock and Fitch) are also given by the Branch, but the Comstock awardee is also recognized at the National Meeting along with the other Branch Comstock awardees. Daniel mentions that at the Final Business Meeting it was recommended that the Branches look at inconsistencies in Comstock award nominations and that Don Weber volunteered to look into this further. Paula will touch bases with Don to see what progress has been made.

Paula asks if there are other awards. Andrei replies that there are other national awards, which they solicit directly without going through the Branches. He also asks Paula to send him Don's email when she is able to track it down.

Judy mentions that another confusing issue is that there is an Awards Committee consisting of past presidents as well as a Screening Awards Committee. Andrei responds that it is called a "Screening Awards Committee" because they don't technically give awards, but screen nominations for the three awards (i.e. Excellence in IPM and Distinguished Achievement Awards in Extension and Teaching). For each award, the best nominee is selected from each Branch and then forwarded to ESA who selects the awardee.

Paula would like to make the awards more clear on the website and reiterates that the Screening Awards Committee will need to send out a call for nominations and make selections for the Excellence in IPM and Distinguished Achievement Awards in Extension and Teaching before the next meeting.

IDEP Committee – Paula mentions that Lisa Tewksbury will be replacing Robert Trumbule as the new chair and will be responsible for organizing the IDEP symposium at the next meeting.

Meeting Site Selection Committee – Paula mentions that the 2015 meeting will be held at the Atlantic Sands in Rehoboth, DE. Paula would like to plan a site visit in September or October with Judy, Faith, Tom, and Mark if they are willing to participate. She will set up a Doodle poll in the coming months to solicit potential dates.

Nominations Committee (Greg) – Greg has nothing to report. Paula mentions that the bylaws on the website state that the committee should have five people (one chair, two appointed members, and two elected members). Don Weber and George Hamilton have agreed to be appointed members, but elections need to be conducted for the other two members. Greg asks if there has always been five members. Paula responds that last year the committee consisted of only Don. Melody asks if the elected members could be already elected members of the Branch (Past President, Secretary, etc.). Paula replies that that sounds like a good interpretation of the bylaws. Greg asks Paula and Daniel to be the elected members.

Program Committee (Tom and Anne) – Tom proposes several changes to the format of the annual meeting, which are discussed among the group. Topics of discussion included:

- Move the Executive Committee Meeting to Saturday. Everyone agrees that this is a good idea and will reduce conflicts for those who want to attend student presentations on Sunday morning. It is decided that the Executive Committee Meeting should be scheduled for 4:00 pm on Saturday.
- Eliminate informal president's reception on Saturday night. Everyone agrees that this reception should be eliminated from the program to reduce meeting costs. People are travelling on this day and there are already two other receptions held on consecutive nights (President's formal reception on Sunday and Banquet on Monday).
- Continue movie night on Saturday. Everyone agrees that this is a good idea. Movie night is a low cost activity for those who want to participate.
- Move the Linnaean Games to the evening. Everyone agrees that this is a good idea. It is decided that the best evening to hold the Linnaean games is after the President's reception on Sunday night. One issue that may come up is that because the student competition also takes place on Sunday this may be a long day for students. Paula asks Tom to make sure Doug is aware of the time change.
- Eliminate the banquet speaker. Most people agreed that the banquet speaker should not be eliminated because some speakers can draw people to the meeting and some presentations can be very engaging and/or inspiring. However, to prevent this activity from going too late into the night it is suggested that the banquet start on time and announcements and presentation of awards during the banquet be streamlined. It is decided that instead of having student awardees come up individually to receive their award and have pictures taken, we instead have this done after the banquet. It is also decided that presentation of Branch awards should occur Sunday during the President's formal reception.
- Provide an encapsulated program. Everyone agrees that this is a good idea. Having corporate sponsors also on the program may help to get more support from these entities and provide a funding source for printing. Paula asks Tom to coordinate with Jim Steffel to look into the logistics of this. Anne volunteers to develop a template for the encapsulated program using last year's meeting program.
- Eliminate theme. Everyone agrees that a theme adds nothing to the meeting and should be eliminated. In most cases the theme is very general and may exclude people who are not interested in it.

If Tom or Anne have questions as the program develops it is suggested they contact Tracy Leskey who was last year's Program Committee Chair. Melody adds that she would be able to help with any Confex related questions.

Student Affairs Committee (James) – James mentions that there are currently 11 student representatives including co-chairs and that he will be contacting schools to see if they have a representative for this year.

Daniel asks James to work with him to make sure the Comstock awardee's information is sent to ESA headquarters before the August deadline.

James' idea for the student sponsored symposium topic involves addressing misinformation in popular science articles. Paula asks him to request other suggestions and to send them to the other student representatives for their feedback.

Adhoc Committee Reports

Local Arrangements Committee (Judy) – Judy mentions that there are no descriptions of duties for the Registration and Hospitality Committee on the website. Daniel is unaware of any copies of the descriptions of duties for this position, and mentions that these duties would need to be revised anyway because ESA headquarters now shoulders most of the registration responsibilities. Judy asks who the committee chair was last year. Daniel responds that Sean Malone held that position and that Eric Day would also be a good person to talk with if questions arise.

Daniel asks if we should have a room and person to upload presentations for the meeting. Tom mentions that this sounds like a new separate position, and although it is a good idea, needs further discussion. Judy responds that she spoke with Ames Herbert about last year's meeting, and was told that each moderator was self-sufficient in terms of projectors, computers, etc. and that his responsibilities involved making sure there were back-ups and everything was running smoothly. Paula suggests talking with ESA headquarters (Pamela Reid) to see if presentations can potentially be uploaded via a website and what kind of help is available. Melody suggests we also look into what we are paying for in regards to the Confex system, which may be able to handle these issues.

Education and Outreach (Bugs World) (Faith) – Faith mentions that she has been in contact with Julie Gould and that they have agreed to help each other with Bugs World and the silent auction. Faith would like to have Bugs World on Sunday during late morning to early afternoon. Faith asks that if anyone has thoughts and suggestions to let her know. She also mentions that she will need to speak with Mark Taylor to see what kind of budget is allocated for Bugs World.

Student Paper Competition Committee – Paula mentions that Yong-Lak Park is now chair and Carlyle Brewster is co-chair; both were on the committee last year. Daniel will get Carlyle's updates posted online.

Corporate Support – Paula will touch bases with Jim Steffel. Tom asks about expanding this committee, so that new contacts can be made and more money can be solicited. Paula agrees that this is a good idea. It is suggested that Jim Steffel send an email to the other Branch officers with the people who he has traditionally solicited money from, so that if anyone has new contacts they can be added.

Other Business

Paula mentions that she has filled most of the major committees and all that is left are the representatives for the ESA Standing Committees. She also mentions that Mark Taylor's term

ends after the next meeting. Because Mark is willing to serve another term, and no one else has expressed interest in the position, Paula and Daniel will look at the bylaws to see what needs to be done to make this happen.

Paula mentions that the committee and award descriptions on the website are out of date and need to be revised. She asks each of the committee chairs to go on the website and look at the descriptions of responsibilities for their positions (and any timelines if applicable) and make any relevant revisions in a Word document (using track changes) and send the draft to her by the end of August.

Paula will look into getting some food made with insects served at the next meeting.

Paula mentions that there was some discussion at the last meeting about how students had to stand in front of posters during lunch (from 12-2 pm). Tom asks if we could have students stand in front of posters during the reception. Paula recalls this being done at previous meetings and doesn't see a problem with this. There is some discussion if judges need to interact with presenters (ask questions) during this time. Tom doesn't recollect this occurring and Greg mentions that this is discouraged at the National Meeting.

Paula mentions it was agreed after the last meeting that the Branch will hold a joint meeting in 2016. There was discussion about what events the Branch will need separate from the joint meeting. It is suggested that during the joint planning meeting scheduled in August we make sure to have space and time for the Linnaean Games and our award banquet. Also, we will need to find out how the student competition would work (integrated or separate).

Mark joins the meeting and is asked to put together a line item budget of expenses from the previous meeting to see how much money would be saved by eliminating the informal reception. Mark agrees to do this and will send the information to everyone.

Meeting is adjourned at 12:28 pm.

Governing Board Report to Eastern Branch, March 2014 – Williamsburg

ESA Membership projected through 2012

ESA Membership Counts by Category & Year

	2005	2006	2007	2008	2009	2010	2011	2012 (Proj')
Member	3,925	3,816	3,904	3,751	3,792	3,570	3,503	3,500
Student Mbr.	1,284	1,243	1,298	1,294	1,452	1,644	1,676	1,725
Student Trans	124	112	159	189	241	219	210	240
Early Prof	80	69	141	219	321	391	412	420
Emeritus	325	245	249	247	247	252	244	250
Emeritus-Gold	n/a	109	100	137	147	135	129	140
Emeritus Pndg.	11	15	16	19	13	-	-	-
Life	6	6	6	5	5	5	4	5
Honorary	49	50	48	43	47	43	47	50
Family (M1)	63	58	58	56	56	50	49	65
Family (M2)	52	54	58	57	55	62	48	65
SA-Contributor	-	-	2	-	-	1	1	1
SA-Bronze	4	5	4	4	5	4	4	4
SA-Silver	2	2	1	-	2	1	1	1
SA-Gold	8	7	9	6	9	6	6	6
Pres. Circle	19	24	27	29	28	27	23	25
TOTAL	5960	5817	6083	6056	6420	6,410	6,357	6,497

Year end numbers for 2013: Total Eastern Branch 1,265 (total ESA 6,889)

Annual meeting attendance: 2006 (Indianapolis) 2415; 2007 (San Diego) 2854; 2008 (Reno) 2524; 2009 (Indianapolis) 2688; 2010 (San Diego) 3298; 2011 (Reno) 2643; 2012 (Knoxville) 2952; 2013 (Austin) (projected 3100)

ESA Finance

- Total assets September 30, 2013: \$6.6 million
- Investments September 30: \$5.3 million (\$626,541 gain from last years (was \$86,440 gain the year before that)
- Net income projections varies widely with publishing model (see below under Important Issues).

ESA 2014 BUDGET SUMMARY

	2012	2013	2014 (proposed)
Proposed Total Revenue	3,191,622	3,336,275	3,681,045
Proposed Total Expenses	3,624,862	3,611,582	3,978,230
Proposed Net Income/(Loss)	(433,240)	(275,307)	(297,185)