

– MINUTES –
NCB Final Executive Committee Meeting
Embassy Suites Hotel – Lincoln, NE
Wednesday June 6, 2012
8:15 a.m. to 9:00 a.m. – Executive Boardroom

Executive Committee: Billy Fuller (President), Sue Blodgett (President-elect), Fred Baxendale (Immediate Past President), Mark Boetel (Secretary-Treasurer), John Obrycki (Governing Board Rep.), Linda Mason (Member At-large), Erin Hodgson (Member At-large), Eileen Cullen (Member At-large), and Mitch Stamm (Student Affairs Rep.). **Absent:** Eileen Cullen.

Committee Chairs, Co-Chairs, Designees: Shripat Kamble, Bob Wright. **Absent:** Gary Brewer, Tom Myers, Susan Moser, Deirdre Prischmann-Voldseth, Jen White, and Rick Weinzierl.

Invited Guest: Grayson Brown.

I. Call to order

NCB President Billy called the meeting to order at 8:24 a.m.

II. NCB-ESA service recognition presentation

President Fuller presented Past-President Fred Baxendale with a plaque from the Branch for his service as 2011-2012 NCB-ESA President.

III. Old Business:

A. Committee Updates

1. Local Arrangements Committee – Shripat Kamble (additional commentary by several others)
 - Registration fees do not provide sufficient funds to run our Branch meeting. Therefore, fundraising will continue to be a key activity for ensuring the success and financial well-being of the Branch. Industry was the only source of fundraising this year, as department administrators from the Branch communicated that they would no longer provide financial support and student entomology clubs in the Branch did not feel they could provide support. As such, pursuit of industry funding is very important. The fundraising process should begin soon after the close of this meeting, because it takes a lot of time.
 - Registration fees have been at the same levels during the past two or three meetings. We may need to review our budgetary numbers from this meeting to assess whether registration fees should be increased. Discussion led to general agreement that modestly raising registration fees for the next meeting would not be unreasonable. What are the other branches charging? Billy and Mark will look into this to get figures from the other branches.
 - Although the Presidential Student Travel Scholarships are very popular, they involve a major annual expense (up to \$5,000/yr) for the Branch. Without departmental support for the Branch meeting, we may, at some point need to consider eliminating these scholarships or other functions, but we do want to maintain our encouragement of student involvement in the meeting (much of this discussion centered around keeping the scholarships in place if practical).
 - Another way of cutting costs could be to minimize or eliminate the additional snack breaks and complimentary breakfasts provided by the Branch.

- AV costs are typically very high when hotel/convention center equipment is used. Those costs could be reduced or removed from the meeting budget by Local Arrangements bringing equipment from their respective institutions, or by the NCB purchasing its own equipment. Some hotels charge fees if their AV equipment is not used, so that should be considered in contract negotiations. Another option would be to use the National Audio-Visual Company (based in Cincinnati). They contract with ESA Central to run AV for the annual ESA meeting.
 - AV for the 2013 NCB meeting will be provided by NDSU and SDSU, which should offset a significant portion of the sponsorship revenue losses.
 - A letter of appreciation is being developed by Local Arrangements to thank the Embassy Suites hotel staff for the quality services provided during the meeting.
 - Fred Baxendale mentioned that it might be nice to present ESA's plaque to the out-going President near the end of the Awards Luncheon rather than during the Final Business meeting. This was also recommended by ESA President Brown.
2. Program Committee – Bob Wright (additional commentary by several others)
- There was no Wednesday morning scientific program this year due a lack of a sufficient number of submitted papers. This is something that future Program Committees may need to address in the future. There appeared to be a lot of good mixing and discussion during the poster sessions. In future meetings, placing breaks during the timeslots that poster presenters are required to attend their posters would be a good idea (to avoid having too much noise from the poster room interfering with oral presentations in adjacent rooms).
 - There were some problems with moderators getting off of schedule. This was occasionally the result of moderators moving presentations up in the schedule when there were gaps in sessions (due to canceled/withdrawn presentations). Measures should be taken to strongly direct moderators that this should never be done. Many meeting attendees need to attend multiple presentations that are interspersed throughout the program during concurrent sessions, and they depend on the schedule being tightly maintained.
 - The moderator coordinator(s) could place a moderator guide on each podium for each session, with specific instructions to stay on time.
 - The unofficial, gag nametag ribbons (e.g., "Troublemaker", "Plays well with others", etc.) were viewed by some as not appropriate for a professional meeting. The group agrees, and this will be discouraged at future meetings.
 - Some suggestions were made to begin the official Business Meetings a little later on Monday and Wednesday mornings at future meetings. This may precipitate better attendance and still allow people to have breakfast at a reasonable time before meeting activities begin. The challenge is mostly on Monday morning, because the Student Competition takes up most of the morning. Options to resolve this could include holding the Monday Preliminary Business Meeting in the afternoon, after the Student Competition, or arranging the Business Meeting as a box-lunch activity.
 - Reintroducing the activity of having a guest speaker at the Opening Session could be another draw to attract more attendance.
 - There were considerably more volunteers than needed for this year's meeting. Future volunteer coordinators should maintain close communication with ESA Central to restrict the total number of volunteers to a practical level or cap it once a sufficient number is acquired.

- Incompatibility issues between Powerpoint versions were rare. However, future Local Arrangements and Program Committees should make sure that the preferred version for the conference is clearly stated in paper calls and other communications to the membership prior to meetings.
3. Treasurer's Update – Mark Boetel
- The Branch remains in strong financial condition; however, we will be running a budget deficit for this meeting, and it could exceed \$10,000.
 - Deficit budgeting is somewhat of a mandate from the Executive Committee, as it has been decided to gradually spend down some of the NCB financial reserves. Large reserves (i.e., sufficient to cover a meeting failure) are no longer needed, because the Branch is now covered by ESA's meeting failure insurance policy. However, this year's operating deficit is likely to be larger than preferred, mostly due to hotel AV and catering costs, the latter of which added a lot of expense that arose from significant increases in late registration for the meeting.
 - The good news is that we have reserves that continue to hover well above \$80,000. Moreover, our brokerage funds tend to perform fairly well, even in lean markets. We have a good balance of funds that are not overly aggressive or conservative. In many quarters, the funds yield as much as \$2,500 to \$3,000, although they also can occasionally lose several hundred dollars in a single month. If the market gains strength in the next annual cycle, we could offset much of the loss from this meeting. Obviously, it could go the other way and we could experience losses like those many of us experienced with our own personal investments and retirement accounts in 2008-2010.
 - During the past two years, Mark and members of the Audit Committee have discussed the potential of altering the NCB audit cycle to a calendar-year basis. There is general agreement that this would probably have a more appropriate fit to the annual NCB meeting cycle, because it would allow several months of time for final accounts receivable issues (e.g., hotel bills, Linnaean Team stipends, etc.) to be resolved, and would also provide the Secretary-Treasurer with more time to prepare the books for a thorough audit. It would also be more conducive to the Audit Committee carrying out their duties with this process. Audit Committee Chair (Sue Blodgett): this scenario makes more sense for the Committee's review and the duties of the Secretary-Treasurer.
 - Comment/question from the floor: In some of our last Executive Committee meetings, there was discussion about potentially developing a budget for Student Affairs Committee (SAC) activities (e.g., luncheon, mixer, etc.). Should we provide them with a number? This indirectly relates to how we want to pursue fundraising in the future. There is general agreement that we should not have multiple individuals (e.g., students and other Local Arrangements personnel) requesting funds from the same entities. One way of addressing this would be to include someone from Student Affairs on all fundraising correspondence with potential meeting sponsors.
 - The SAC was directed to develop a detailed budget proposal for consideration by the Executive Committee. The proposal should be submitted early in the NCB meeting preparation cycle so more detailed planning can take place once the amount of approved funding is determined.
 - Mitch Stamm mentioned that Scott Williams (Student Affairs Committee representative from Purdue) has agreed to serve as SAC Treasurer. Mitch will determine what was spent this year and work from those numbers to develop a budget for the SAC activities for the 2013 meeting.

- Programming of the student luncheon and/or mixer should be planned by the students, but by working in close communication with Local Arrangements.
- The SAC should work on details for student functions through Local Arrangements, not directly with the hotel.
- It may be useful to enlist an SAC member to assist with planning student functions at the meeting, because they would be on the same campus as Local Arrangements personnel.

IV. New Business:

A. Officer transitions – President Fuller

1. At-large Executive Committee Member: Linda Mason is replacing Tiffany Heng-Moss
2. Student Representative to Executive Committee: Mitch Stamm will remain in this office (also on Student Affairs Committee)
3. Student Representative to ESA Governing Board (GB): Travis Prochaska is replacing Wendy Johnson
 - Fred Baxendale mentioned that serving as GB Representative from our Branch requires some funding to support their attendance of the ESA annual meeting, and that the student (or their home project) is expected to provide that funding.
 - ESA President Grayson Brown added that, in addition to full support for the student's travel to the summer GB meeting, and that partial support of their attendance at the ESA annual meeting is provided, which usually involves covering a one or two room nights and meals for about the same amount of time. However, they are expected to provide their own funding for travel to the ESA meeting. The GB's philosophy is that there should be no favoritism between or special treatment of individual GB members. There is a policy that, in special circumstances, the President can use discretionary funds to assist the Student Representative with additional travel expense support. Otherwise, if the student cannot attend the ESA meeting, they are expected to find a suitable replacement. If they are unable to do so, the President will appoint a student to serve as their proxy.

B. 2012-2013 committee assignments

President Fuller reported that many assignments have been filled, and that he and President-elect Sue Blodgett would be collaborating on this soon after the close of this NCB meeting to ensure that all standing committees are fully populated.

C. Comments from ESA President/ESA Central

ESA President Grayson Brown mentioned that David Gammel could not attend the Final Executive Committee meeting because he is currently in Vancouver doing a site visit for the 2018 ESA meeting. Grayson added that the ESA Central staff attending the NCB meeting have been very impressed with our Branch, and that they have enjoyed working with our group. He has attended NCB meetings since the 1970s and, in his view, this has been a great one.

D. Archivist

1. Mark Boetel suggested that the Executive Committee explore the idea of tasking the Branch Archivist position with also serving as the official NCB photographer during our conference.
2. Photography is an important activity that contributes to archiving our Branch meeting activities.
3. Branch photography responsibilities would involve a different interests/skills/knowledge set from that of an archivist. They should probably be carried out by someone else.
4. Question from the floor? What are the current duties of the Archivist?

5. We have not received reports from this office for several years.
 6. This is an office that has no official term/termination point.
 7. Suggestion was made to establish a term of office for the Archivist. Discussion continued, but no official motion was made.
 8. Guidelines and requirements for the NCB Archivist should be revised, and the next NCB-ESA President can appoint a new Archivist that agrees to fulfill the revised requirements.
 9. This does not require a bylaws change, as the Archivist is a presidentially appointed position.
 10. Rick Weinzierl (current NCB Archivist) should be officially thanked for his past service, and another individual should be given the opportunity to serve in this office.
 11. All materials should be collected from Rick Weinzierl, Ken Holscher (and other materials from ISU's library), Fred Baxendale, and any others (potentially Z B Mayo), and then moved to a centralized location for processing in the near future.
 12. ESA Central could be an option. The specific location is not critical, but the materials should be accessible to digitize for long-term preservation and use.
 13. Fred Baxendale used NCB presidential discretionary funds to purchase two large external hard drives on which to store digitized NCB archive materials. He also has a box containing a significant amount of these materials that need processing (includes hard copies and some CDs).
- E. 2013 NCB-ESA meeting (June 16-19, Rapid City, SD)
1. President Fuller mentioned that Kelley Tilmon has been actively corresponding with Bob Wright for advice on her forthcoming duties as 2013 Program Chair.
 2. The Local Arrangements committee has already held multiple conference call meetings to begin planning the 2013 meeting.
 3. President Fuller and Mark Boetel have gone through several iterations to negotiate a good contract with the host hotel. The contract was also reviewed by ESA Central, and it has since been executed.
 4. The room rate of \$114 is a great price for hotels in the Black Hills area during tourist season.
 5. A couple of breakfasts are likely to be included with meeting registration.
- F. NCB meeting survey
1. It may be useful to conduct a survey of all Branch members asking questions such as:
 - a) How many NCB-ESA meetings have you attended in the past?
 - b) Did you attend this year?
 - c) If not, did the date of the meeting prevent your attendance?
 - d) Do you prefer a March or summer NCB meeting?
 2. This could be done through ESA Central.
 3. Billy will draft a survey and send it out to the Executive Committee for review.
- G. Presidential appointments
1. Chair of NCB Student Affairs Committee – Mitch Stamm will remain as Chair.
 2. NCB Representative to ESA Student Affairs Committee – Mitch Stamm is willing to serve, but we may want to offer it for someone else to have the opportunity to serve.
- H. Student Events at this year's meeting
1. All events appeared to be successful.
 2. The Student-run symposium was well received (over 50 attended).
 3. The Student/Industry session was attended by about 60 (total included students, speakers, and industry guests).

4. There were suggestions to add more diversity to the array of guest speakers. Four presentations were delivered, and it went over well.
5. Six members of the Student Affairs Committee will be rotating off. However, replacements have been identified for all institutions, except Colorado State University.
6. Amy Morey will serve as Vice-chair.
7. Kacie Athey will be Presiding Third Member.
8. Scott Williams is serving as Treasurer, and will continue in that office.
9. President Fuller requested that the SAC provide a report detailing officer assignments and other committee activities to him, President-elect Blodgett, and Secretary-Treasurer Boetel.
10. Mark Boetel reminded the group that written reports are needed from all standing committee chairs.

I. Presidential Student Travel Scholarships

1. The scholarships are likely to be continued, but final budget numbers from the Lincoln meeting should be considered to determine the feasibility of continuing them and whether the same number can be funded in 2013.
2. Should we name the award to honor a specific individual?
3. Since the award is funded by our Branch, why not rename it as the “North Central Branch Student Travel Scholarship”?
4. What about establishing an endowment from which the interest could be used to support student travel? A significant amount would be needed as a base, which could take a long time to establish sufficient funds that would yield enough to approach the amount we are already providing. ESA could manage it from their general endowment fund.
5. MOTION (Kamble) SECONDED (Baxendale) to rename the Scholarship as the “North Central Branch Student Travel Scholarship”. No discussion followed, and the motion passed by unanimous consent.
6. MOTION (Obrycki) for the NCB to allocate \$10,000 to establish an endowment from which interest generated would be used to support student travel to the NCB-ESA meeting. Significant discussion followed.
7. FRIENDLY AMMENDMENT TO THE MOTION (Mason) and SECONDED (Baxendale) for the Executive Committee to explore the concept of the NCB establishing an endowment as a permanent funding source to support student travel and for the endowment to be announced and opened to the entire Branch, inviting the membership to consider donating to it. No discussion followed, and the friendly amendment passed by unanimous consent.
8. The original motion, as amended, also passed by unanimous consent.
9. Another idea would be to establish a “challenge grant” with matched funding provided by the Branch.

V. Adjournment:

President Fuller polled the floor for any additional New Business items. Hearing none, he requested a motion from the floor for adjournment. MOTION (Mason) SECONDED (Baxendale) to adjourn. No discussion followed, and the motion passed by unanimous consent. The meeting was adjourned at 10:14 a.m.

Respectfully submitted,
Mark Boetel
NCB-ESA Secretary-Treasurer