

– MINUTES –

Opening Session and Preliminary NCB Business Meeting

Embassy Suites Hotel – Lincoln, NE

Monday June 4, 2012

7:30 a.m. to 9:00 a.m. – Regents AB

I. Opening Session:

A. NCB President Fred Baxendale welcomed the audience and made logistics announcements about special events and tours planned for the conference.

B. ESA Central updates:

1. President Grayson Brown

- a) ESA is in great shape. We are financially strong, membership is high, and our annual meeting continues to be well-attended. NCB registration is quite high (currently ~325), and other branch attendance is good too. All indicators (registration, paper, poster, and symposium submissions, etc.) suggest that this year's ESA meeting will be a huge success.
- b) ESA's current focus is on long-term growth strategies. The highest priority is to expand international operations, and we are using the following objectives to carry it out:
 - i. grow ESA membership internationally
 - ii. develop international collaborative relationships
 - iii. become more globally prominent
- c) International members are contributing significantly to ESA.
 - i. Current ESA membership includes individuals representing 92 countries.
 - ii. About 1 in 5 of regular members is international.
 - iii. The International Branch is growing at a rapid rate.
 - iv. Twelve percent of ESA annual meeting attendees are international.
 - v. Fifty different countries were represented at the 2011 annual ESA meeting.
 - vi. Over 50% of journal submissions are from international authors.
 - vii. We must recognize, manage, and capitalize on this growth.
- d) Goals:
 - i. Increase International Branch membership to over 1,000 by end of 2012
 - ii. Increase virtual posters by over 100.
 - Virtual student poster competition will be held at 2012 ESA mtg. in Knoxville.
 - How will increasing virtual posters (student & regular) benefit current members?
 - Additional growth of ESA
 - A more influential ESA
 - More public impact from ESA
 - Increased opportunities for member collaborations
 - More informative annual ESA meetings
 - iii. Collaborate to win bids for hosting international conferences
 - A bid has been submitted to host the 2016 International Congress of Entomology (ICE) meeting. ESA's bid team assembled an outstanding proposal. It will be

presented at 2012 ICE meeting in Daegu, South Korea in August.

- ESA is also in talks with entomological societies from other countries (e.g., Brazil, China, Japan) for various collaborations (e.g., joint memberships, co-location of future entomology conferences, etc.). The world's entomology society presidents will meet at the ICE meeting in S. Korea in August.
- Entomology is a global science without borders. Thus, to organize that science with currently available technology, we need a truly global society. ESA should position itself to be at forefront of it.

e) 2012 ESA meeting in Knoxville, TN:

- i. Section & member symposia have been selected.
- ii. Paper/poster deadlines were set for mid-June.
- iii. Attendees should make hotel reservations early! Rooms are likely to fill quickly due to the TN/MO football game the Saturday before ESA 2012 begins.
- iv. 2012 Founder's Memorial Lecture: Gene Kritsky will honor Charles Darwin.

2. David Gammel, ESA Executive Director

- a) ESA membership was somewhat static this year, although up slightly over last year; however, membership had increased a lot in 2011. Total membership is now just under 6,400.
- b) ESA's financial standing is strong. Investments have corresponded fairly closely with the ups/downs of the stock market.
- c) ESA is pursuing several new initiatives, most of which were outlined by President Brown.
- d) ESA has the resources to pursue new growth opportunities. This should enable us to thrive in coming decade and beyond.
- e) ESA's revenue sources: the majority come from institutional subscriptions.
 - i. Subscription revenue has been trending downward in recent years due to open access, internet, etc.
 - ii. New revenue sources are being pursued, but the strength of our journals must be maintained and enhanced.
 - iii. Publishing peer-reviewed science is still a key activity of any scientific society, and always will be a major emphasis for ESA (how we manage it may evolve).
 - iv. Annual meeting:
 - A major source of income
 - Last year's (2011) ESA meeting 2700 attendees: great meeting w/ a lot of energy.
 - This momentum is likely to continue in coming years.
 - v. Membership dues
 - vi. Certification (industry, ACE program for pest control operators)
 - Should probably be pursued aggressively
- f) Annual Meeting Highlights:
 - i. A mobile app for the annual meeting program was used last year, and it will be used again for the 2012 mtg.

- ii. Free Wi-Fi will again be available.
 - iii. There will be a few free coffee breaks between sessions.
 - iv. “Lunch and Learn” sessions will be held again this year.
- g) Other new activities last year:
- i. Webinar series before annual meeting:
 - The first webinar in 2011 was on networking, with a focus on assisting graduate and undergraduate students.
 - A second webinar, on grant writing, was held in December after the ESA meeting.
 - Attendance of webinars continues to increase.
 - The most recent webinar was on preparing effective presentations. Participation reached maximum capacity (about 200 logins) of the host server. Capacity will be increased for future webinars.
 - Webinars are free for anyone to attend.
 - ESA plans to continue developing and hosting webinars in 2012 and beyond.
 - ii. Redesigned the Careers section on the ESA website
 - iii. Began publishing journal articles online for print
 - iv. Increased social networking (e.g., Facebook, Twitter, etc.) activity
 - v. Increased support for branches
 - Meeting support: website hosting, online registration, etc.
 - Branch leaders are encouraged to contact ESA Central if there are other activities for which they can provide assistance and support.
 - vi. Bid for 2016 ICE meeting
 - An excellent bid was developed.
 - Twenty letters of endorsement for ESA’s bid were procured from other international organizations associated with entomology and allied sciences.
 - vii. Working on developing public policy agenda
 - viii. 2012 ESA meeting:
 - Record number of symposia, should be a very well-attended meeting
 - Book rooms early! Tennessee / Missouri football game will result in rooms filling quickly.
 - ESA will host a tailgating party before the football game.
 - ix. Other priorities for ESA Central include the Certification program and providing meeting support (e.g., staff aid, organizing online volunteering for student competition judges, etc.)

President Baxendale commended David and all of the ESA Central staff for their major contributions to the success of this meeting and many of the other branch business activities that occur throughout the year. He also encouraged future program chairs, local arrangements chairs, and branch presidents to work closely with ESA Central to continue the success that NCB has achieved in recent years through their assistance.

C. Governing Board (GB) Update

1. Susan Weller

- a) The Governing Board has engaged in strategic thinking to plan for ESA's future.
- b) David Gammel reviewed all of ESA HQ's functions to organize staff responsibilities to serve the society.
- c) ESA's relationships with the Certification Board and the Entomological foundation were clarified and communicated among these groups. Communication among them has improved considerably.
- d) The three guiding principles, as outlined in President Brown's update, will guide GB activities as we move forward.
- e) Fall 2011: the GB Finance Committee conducted an internal audit. Result: ESA leadership should clearly explain to membership how 1) efforts undertaken relate to ESA goals; 2) how money will be spent; and 3) what are potential benefits and risks of such investments.
- f) Investment of reserves:
 - i. In 2011, the GB approved investing in:
 - International growth through a bid for the 2016 ICE meeting
 - ESA Central staff restructuring
 - Returning some outsourced ESA functions back to ESA Central
 - Defraying some costs associated with 2012 ESA meeting in Knoxville (this includes ESA partially subsidizing registration costs for students to make it easier for them to afford participation in the meeting)
 - ii. One-time investment of reserve funds: Bid to host ICE 2016
 - Likely to increase ESA membership
 - Early projections suggest that the congress could produce up to \$2M in revenue from a reasonably modest investment in running it.
- g) Pressures on publications, which account for almost half of our income, are a major budgetary concern.
 - i. International membership has potential to offset these potential losses.
 - ii. Additional members from within North America also should be pursued.
 - iii. Journals are individually evaluated on a regular basis: are they breaking even, losing money, or gaining?
 - iv. American Entomologist is actually losing money. It's our flagship journal, so we don't want to eliminate it; however, we are evaluating how we can optimize (minimize production costs, etc.) its financial contribution to ESA.

President Baxendale thanked Susan for her 3 years of service in representing the NCB on the Governing Board.

2. In-coming GB representative – John Obrycki

- a) Susan Weller did a great job in representing our branch.
- b) John looks forward to serving the NCB as its GB representative.
- c) Input and suggestions on new GB action items and current initiatives are welcome.

- d) The future of how we handle publications will continue to be a challenge. We need to develop and agree upon a philosophy on how we move forward on such issues.
- e) The GB deals with large, broad issues, but also minute issues such as individual common name proposals. If you have an issue you would like addressed, please contact him.

D. Entomological Foundation Update – Sharron Quisenberry

1. The Entomological Foundation has alliances with several organizations, including ESA. It is a non-profit organization, and it is not funded by ESA.
2. The Foundation's foci: educating youth about science through insects, and building the future for entomology. Over 1,000 children have been reached through the Entomological Foundation's activities.
 - a) Activities for youth include expositions, educational materials and programs, and awards to recognize students and young scientists.
 - b) The Foundation also sponsors awards to recognize professionals for their accomplishments and contributions to science.
 - c) Another program, supported by Dr. Nan Yu Su (Nancy Beckage also was involved), entails training on how to teach children about science (e.g., the scientific method, how to ask research questions, how to set up and run experiments, how to evaluate results, etc.). There are annual awards for entries. About 9 to 10 are awarded per year, and details of the winning entries are made available online for use by educators in their classrooms.
 - d) The Foundation also sponsors and maintains a website aimed at teaching children in grades 3 to 5 about insects and their interactions with the environment.
 - i. There is a series of questions at end of each module. Incorrectly answered questions are marked. Correct answers and reasons for why they are correct are also provided.
 - ii. The website also has several other educational materials (e.g., calendars, bookmarks, Tom Turpin's Insect Appreciation book, etc.).
 - iii. If ESA members have materials to contribute to the website, they should contact the Entomological Foundation (contact information is on the Foundation's website).
 - e) Other activities to acknowledge excellence in science education involve collaborations with ESA:
 - i. President's Prizes for Outstanding Achievement in Primary Education
 - ii. President's Prize for outstanding teaching in secondary education
 - iii. International Congress on Insect Neurochemistry and Neurophysiology (ICINN) Student Recognition Award in Insect Physiology, Biochemistry, Toxicology, and Molecular Biology
3. A scholarship is being established in the name of recently deceased colleague, Nancy Beckage, to recruit young women into the science of entomology and to advance the discipline.
 - a) The number of women in higher ranks of entomology is still about where it was in the 1950s/60s.
 - b) There is still a high drop-out rate for women in entomology.
 - c) Despite 50% of ESA being women, many do not professionally advance. There are many reasons for this phenomenon, such as child rearing, but it is still alarming.

4. The Entomological Foundation invites students to participate in leadership and science education opportunities by getting involved with the Student Engagement Committee. It will be student-driven. If interested, please contact the Foundation.
 5. Resources are still a challenge for the Entomological Foundation: Members can support the Foundation by:
 - a) Giving online at any time
 - b) Adding a gift when paying annual ESA membership dues
 - c) Mailing a check
 - d) Bidding at silent auctions
 - e) Sponsoring an Entomological Foundation award reception
 - f) Shopping at IGive.com
 - g) Contributing to the Entomological Foundation Enhancement Fund.
 6. All donations are welcome, irrespective of amount. If each member donated just \$25 per year, ESA and the Foundation would have the most outstanding science educational programs in the world.
- E. P-IE (Plant - Insect Ecosystems) Section Update – Paula Davis**
1. P-IE and its affiliates represent the largest segment of ESA's membership. Multiple-section membership is possible, and PIE welcomes additional members from other sections.
 2. Key activities relating to the 2012 ESA meeting are currently in progress:
 - a) P-IE Section members have submitted several symposia for the 2012 ESA meeting.
 - b) P-IE is sponsoring a networking meeting during the ESA meeting.
 - c) Guest speakers are also being sponsored
 3. P-IE communications strategies include occasional teleconferences on key issues and action items, and an emailed newsletter
 4. Student involvement in P-IE is encouraged.
 5. Student scholarships and travel awards to attend the ESA meeting are granted each year
 6. P-IE also sponsors student achievement awards.
 7. Outreach/policy influence:
 - a) Expert Entomologist program - Gene Reagan is the current EPA Liaison.
 - b) The P-IE External Relations Committee acts on external requests, makes public statements on key issues.
 - c) P-IE provides funding to support the Plant Management Network.
 8. Members are encouraged to get involved with P-IE. Volunteers are always needed. For example, 158 volunteers were needed by P-IE for last year's annual meeting. That level of need is likely to continue.

Comment from floor: Gene Reagan has recently had health problems. Such unexpected consequences are a concern. P-IE should probably have a contingency plan in place in case the person serving in this important section role is unable to carry out duties for a significant amount of time.

II. Preliminary NCB Business Meeting:

- A.** Fred Baxendale called the meeting to order at 8:28 AM.
- B.** Approval of minutes from 2011 Final Business Meeting (as posted on-line):

Motion by Jay McPherson and seconded by Susan Weller to accept the 2011 NCB-ESA Final Business Meeting minutes. No further discussion. Motion approved by unanimous consent.

C. Introduction of NCB Executive Committee:

1. President Baxendale introduced the following NCB Executive Committee members:
 - a) President-Elect (Billy Fuller – SDSU)
 - b) Past President (Rick Foster – Purdue)
 - c) Secretary-Treasurer (Mark Boetel – NDSU)
 - d) ESA GB Representatives (incoming: John Obrycki – KY; outgoing: Susan Weller – UMN)
 - e) Members at Large to the NCB Executive Committee:
 - i. Eileen Cullen – UW Madison 2010-2013 (absent, on sabbatical)
 - ii. Erin Hodgson – ISU 2011-2014
 - iii. Tiffany Heng-Moss – UNL 2009 - 2012
 - f) Student Representative to NCB the Executive Committee (2010 - 2012) (Julie Peterson – UKY / Post-Doctoral Associate, UMN)

President Baxendale thanked out-going committee members for their service, and noted that they would be receiving plaques at the Final Business meeting on June 6.

2. Introduction of Newly Elected / Appointed NCB Officers:

- a) President-Elect (Sue Blodgett – ISU)
- b) NCB Executive Committee Member At-Large (Linda Mason, Purdue)
- c) ESA Governing Board (John Obrycki – UKY)
- d) ESA Certification Board Representative (Stuart Mitchell – PestWest, IA)
- e) Student Representative to the NCB Executive Committee (Mitch Stamm – UNL)

Fred thanked the out-going officers and committee chairs for their commitment and service to making this year and this meeting a great success. He also noted that the names of all NCB officers and committee members are listed in pp. 5-7 of the 2012 meeting program.

D. NCB Reports:

1. Local Arrangements Committee – Shripat Kamble/Gary Brewer (Shripat provided the report)
 - a) Arrangements are going very well. Registration for this year's meeting has been tremendous. There are 323 registrants thus far and more likely in next day or two.
 - b) Please have patience regarding any Local Arrangements changes, as we are trying to deal with the challenges of a very well-attended meeting.
2. Program Committee – Bob Wright
 - a) This was the first time the NCB meeting was held in June. Thus, deadlines for symposium and title submissions had to be changed to conform to a June-based meeting cycle.
 - b) This was also the first time the Confex system was used for our branch meeting. It worked very well. Tori Daigle, our contact person from Confex was very helpful, promptly responsive, and overall very good to work with.
 - c) ESA hosted the NCB meeting website this time, and that valuable tool was greatly appreciated.

- d) A preliminary Program Committee report is posted on meeting bulletin board.
 - e) Nine symposia were organized for this meeting, and they represent a diverse set of topics. Thanks are extended to the symposium organizers for those contributions to the program.
 - f) The program also includes 52 student competition papers, 42 student poster presentations, 14 regular papers, and 34 regular posters. Paper submissions are down from previous years, but posters were up. Recent trends indicate that more members are interested in presenting research through posters.
3. Secretary-Treasurer – Mark Boetel
- a) Mark thanked Tiffany Heng-Moss for taking outstanding notes/minutes during Sunday's Preliminary Business Meeting in his absence (Mark was unable to attend due to his son's high school graduation).
 - b) The North Central Branch is in very strong financial standing. For the past several years, the NCB has maintained a strong level of cash reserves, mainly to cover a major meeting failure (e.g., cancellation or low turnout due to a major weather event or other calamity).
 - c) We now have meeting failure insurance coverage through ESA Central's policy. Thus, in recent years, the Executive Committee's financial stewardship philosophy has evolved to involve the following:
 - i. There is no longer a compelling reason for maintaining cash reserves at the levels needed in the past.
 - ii. Some of these funds should be invested into supporting students and young professionals, as well as enhancing programming activities.
 - Travel stipends for Linnaean Games champions and the 2nd-place team to attend the annual ESA meeting were increased from \$1,000 and \$500, respectively, to \$2,500 for each team.
 - The Presidential Travel Scholarship program, initiated in 2011 by then-President Rick Foster, was strongly supported again this year by the Executive Committee and President Baxendale. It involves up to 20 scholarships per year, and has been funded at \$250/student (up to \$5,000 invested per year).
 - d) The 2011 NCB meeting (Minneapolis) budget involved a projected ~\$8,500 meeting-cycle deficit, and the projection for the Lincoln meeting suggests a similar, slightly larger deficit.
 - i. Despite our efforts to modestly spend some reserves down, the funds within our moderately-conservative brokerage account have performed well in the past year.
 - ii. Reserves after the NE meeting will likely be similar/slightly lower than those last year.
 - iii. The NCB budget will be close to breaking even (between expenditures and income) by calendar year end if the brokerage account funds perform as expected.

President Baxendale thanked Gary Hein and Mark for preparing an additional audit after the annual ESA meeting last fall to complete Mark's transition to his Secretary-Treasurer office.

4. Linnaean Games Committee – Susan Weller / Wyatt Hoback
- a) Susan thanked Wyatt Hoback for his service as the Linnaean Games Master. This is Wyatt's 9th year serving in that role.
 - b) Susan also thanked Jay McPherson, as he will be stepping down as a judge this year.

- c) There was not room in the program for the “Old Timers Challenge” match this year.
- d) Susan will be ending her role as chair of the Linnaean Games Committee after serving as such for four years. If anyone is interested in chairing this committee or knows someone who would be, they should contact President-elect Billy Fuller.

President Baxendale thanked Susan for her dedicated service.

E. Old Business:

- 1. The 2013 NCB-ESA Meeting will be held June 16-19 in Rapid City, SD. Kelley Tilmon (SDSU) will serve as program chair, and Louis Hesler (USDA-ARS Brookings, SD) and Janet Knodel (NDSU) will co-chair the Local Arrangements Committee.
- 2. Additional Old Business: No additional items were introduced.

F. New Business:

- 1. Necrology report (recognition of deceased NCB members):
 - a) President Baxendale noted that Dr. George R. Manglitz had passed away on May 7, 2011. George earned his Ph.D. from UNL in 1962, and was a Research Entomologist at USDA-ARS in Lincoln until he retired in 1988. He had been very active in the NCB during his career.
 - b) Fred asked for names of any other recently deceased members. None were provided.
 - c) A moment of silence was held to honor Dr. Manglitz.
- 2. Action items from the Preliminary Executive Committee Meeting:
 - a) The 2014 NCB meeting will be held in Iowa. Sue Blodgett and Erin Hodgson will be coordinating initial activity relating to planning the meeting. Time of year for the meeting is still under consideration. The decision on when the NCB meeting will be held is made by Local Arrangements Committee that hosts the meeting. Therefore, the Local Arrangements people from Iowa will determine timing of the 2014 branch meeting.
 - b) The Executive Committee suggests that Colorado members be approached about hosting the 2015 NCB meeting. President-Elect Fuller will be contacting CO about this (alternate locations would be MI, WI, KS, IN, or IL).
 - c) Location options for the 2016 branch meeting would be any of the following states that did not host in 2015 (CO, MI, WI, KS, IN, or IL)
- 3. Additional New Business: (items from the floor?) No new items introduced.
- 4. Concluding Remarks – President Baxendale
 - a) There is a “Special Thanks and Acknowledgements” section, located on page 4 of the meeting program booklet, in which people who made unique and valuable contributions to the meeting are acknowledged.
 - b) A special poster presentation on the history of beekeeping, developed by Ken Pruess, is located in the poster display area. Attendees are encouraged to visit the poster.

G. Adjournment

Moved by Sue Blodgett and seconded by Gary Brewer to adjourn. No discussion. Motion approved by unanimous consent.

Respectfully submitted:

Mark Boetel, NCB Secretary-Treasurer