

North Central Branch of the Entomological Society of America 2017-2018 Secretary-Treasurer Report

To: NCB-ESA Executive Committee

Date: 16 March 2018

Important activities:

1. Throughout 2017, I shadowed outgoing NCB-ESA Secretary-Treasurer, Jeff Bradshaw. I really appreciate his expertise of the position, along with Becky Anthony and Neil Willoughby (ESA Central), for all their helpful comments to help me better understand this role. Much of our communication with ESA Central has been with the NCB-ESA Community online feature.

2. I also worked closely with NCB-ESA President John Ruberson, Program Chair Joe Louis, and Local Arrangements Chair Christelle Guédot to plan a meeting of interest to our members. The Executive Committee and other key personnel met at the ESA meeting in Denver on 5 November 2017. We finalized deadlines for the annual meeting and discussed a budget outline.

3. I was able to establish a checking account at Wells Fargo in November and become more familiar with our financials. Jeff Bradshaw made a wire transfer to initiate funds to my account.


4. The NCB-ESA Audit Committee completed their annual review of the meeting budget and financial documents on 23 December 2017. The branch is considered in good order and financial standing. The report did recommend reducing student travel scholarships and other spending efforts to prevent an overall deficit from our annual meeting.

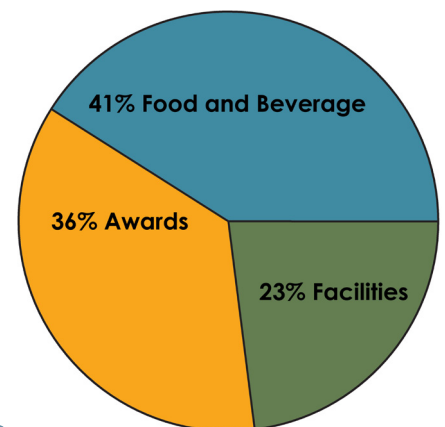
5. ESA Central is helping our branch secure a date and venue for the 2019 and 2020 annual meetings. This is extremely helpful to us, as they are able to identify venues that fit our meeting needs. It was decided to meet in Cincinnati (17-20 March 2019) with President Bill Ravlin, and to have a joint meeting with the Southwestern Branch with President Andy Michel.

Financial summary:

1. Our investment portfolio with TIAA-CREF had a tremendous year, with 14.6% growth rate in 2017. As of 14 March 2018, our assets were estimated at \$43,049.

2. Just days before the 2018 meeting, the estimated attendance will be 300 people. This is slightly above the 5-year average. The expected meeting income is \$55,707 (\$40,207 in registration, \$11,000 in sponsorships, and \$4,500 in Program Enhancement Funds from ESA Central). The expected expenses will be \$66,152 (\$27,136 in food and beverage, \$23,685 in awards, and \$15,330 in facilities and other costs). There is an expected meeting deficit of \$10,445.

3. On average, it costs \$215 per person to attend the 2018 meeting. The expected breakdown for spending in food and beverage, awards, and facilities is shown here: 



4. Student registration income [\$45 undergraduate students; \$75/85 graduate students] was about \$9,847, and they represent about 45% of the meeting participants.

Budget recommendations to consider:

The NCB-ESA met the previous spend-down efforts recommended by ESA Central and now our current TIAA-CREF assets hover around \$40,000. The last four meetings ended up being in serious deficit (>\$5,000). We can no longer continue to offer the same meeting benefits and expect to maintain a fiscally-sound branch. For example, the organizers of the 2018 meeting were very conscientious of reducing unnecessary costs while still meeting hotel contracts, and we are still expected to be in deficit. Listed below are my recommendations for the Executive Committee to consider:

1. Eliminate the Executive Committee meeting at the National meeting and meet via video teleconference. I would recommend meeting at least monthly with key meeting organizers.
2. Continue to hold our annual NCB-ESA meeting in March for improved registration numbers. I strongly feel the meeting would have been close to 350+ registrations except the IPM Symposium was held during the same week.
3. Have the Program Chair heavily recruit for symposia to make the meeting more diverse and attractive to NCB-ESA members. Work with ESA Central to develop a registration waiver for symposium speakers.
4. Work with the ESA Governing Board to change the formula for Program Enhancement Funds to provide more funding for symposia.
5. Increase registration fees by \$10 for regular members (\$240) and \$25 for student members (\$105); offer a discounted registration rate for Early Career Professionals (\$150).
6. Appoint a Member-at-Large to start requests for sponsorship six months prior to the meeting. Delegate to other members as needed to reach national and regional sponsors.
7. Decrease funding for student-related functions:
 - a. Reduce student competition funding to 1st place (\$300) and 2nd place (\$200).
 - b. Decrease travel scholarships to twenty (\$200).
 - c. Decrease Linnaean Game awards to 1st place (\$2,500) and 2nd place (\$1,500).
 - d. Eliminate the student-sponsored luncheon but encourage them to continue a SAC-sponsored symposium at the meeting.
8. Offer a way to indicate attendance in the online registration system for the Welcome Reception, Student Social and Awards Luncheon to help reduce waste.

Please note attached budget estimate to note specific estimated costs in each category. A final report with actual income and expenses will be prepared after the meeting. I also attached my PowerPoint slides delivered at the Welcome Reception.

 Respectfully yours,

Erin Hodgson, NCB-ESA Secretary-Treasurer

2018 NCB-ESA Annual Meeting

Budget Projection Summaries

| | |
|----------------|--------------------------------|
| Date(s) | 18-21 March 2018 |
| Location | Madison Marriott West |
| | 1313 John Q Hammons Drive |
| | Middleton, WI 53562 |
| budget version | Friday, March 16, 2018 8:42 AM |

| ESTIMATED INCOME | Projected paid registrations | | |
|---------------------------|------------------------------|---------------------|---------------------|
| | 250 | 300 | 350 |
| Registration | \$ 33,506.25 | \$ 40,207.50 | \$ 46,908.75 |
| Program Enhancement Funds | \$ 4,500.00 | \$ 4,500.00 | \$ 4,500.00 |
| Sponsorships | \$ 11,000.00 | \$ 11,000.00 | \$ 11,000.00 |
| Total income | \$ 49,006.25 | \$ 55,707.50 | \$ 62,408.75 |

| ESTIMATED EXPENSES | Projected paid registrations | | |
|-------------------------------|------------------------------|---------------------|---------------------|
| | 250 | 300 | 350 |
| Awards, Honorariums, PEFs | \$ 23,685.00 | \$ 23,685.00 | \$ 23,685.00 |
| CONFEX and printing | \$ 4,161.00 | \$ 4,161.00 | \$ 4,161.00 |
| Food and Beverage | \$ 23,099.16 | \$ 27,136.91 | \$ 31,126.73 |
| AV, facilities, poster stands | \$ 10,323.60 | \$ 10,660.40 | \$ 12,657.20 |
| Other | \$ 509.50 | \$ 509.50 | \$ 509.50 |
| Total expenses | \$ 61,778.26 | \$ 66,152.81 | \$ 72,139.43 |

| MEETING SUMMARY | Projected paid registrations | | |
|--------------------------|------------------------------|-----------------------|----------------------|
| | 250 | 300 | 350 |
| Receipts | \$ 49,006.25 | \$ 55,707.50 | \$ 62,408.75 |
| Less expenses | \$ 61,778.26 | \$ 66,152.81 | \$ 72,139.43 |
| Return to NCB-ESA | \$ (12,772.01) | \$ (10,445.31) | \$ (9,730.68) |

| Budget Breakdown | Students | Regular | Total |
|---------------------|-----------------------|------------------|--------------|
| Registration income | \$ 9,847.50 | \$ 30,360.00 | \$ 40,207.50 |
| | | | |
| | Percent Totals | Per Type | |
| Food and Beverage | 41.0 | \$ 87.54 | |
| Awards | 35.8 | \$ 76.40 | |
| Facilities + Other | 23.2 | \$ 49.45 | |
| Total | 100.0 | \$ 213.40 | |

2018 NCB-ESA Annual Meeting: Budget Estimates

Estimated Receipts

| REGISTRATION | Rate | % total | Projected paid registrations | | |
|------------------------------------|-----------|-------------|------------------------------|---------------------|---------------------|
| | | | 250 | 300 | 350 |
| Regular - early | \$ 180.00 | 27% | \$ 12,150.00 | \$ 14,580.00 | \$ 17,010.00 |
| One day - early | \$ 120.00 | 3% | \$ 900.00 | \$ 1,080.00 | \$ 1,260.00 |
| Student - early | \$ 70.00 | 32% | \$ 5,600.00 | \$ 6,720.00 | \$ 7,840.00 |
| Non-member - early | \$ 230.00 | 3% | \$ 1,725.00 | \$ 2,070.00 | \$ 2,415.00 |
| Regular - late | \$ 230.00 | 12% | \$ 6,900.00 | \$ 8,280.00 | \$ 9,660.00 |
| Regular one day - late | \$ 130.00 | 3% | \$ 975.00 | \$ 1,170.00 | \$ 1,365.00 |
| Student - late | \$ 85.00 | 12% | \$ 2,550.00 | \$ 3,060.00 | \$ 3,570.00 |
| Non-member - late | \$ 250.00 | 4% | \$ 2,500.00 | \$ 3,000.00 | \$ 3,500.00 |
| Undergraduate | \$ 45.00 | 1% | \$ 56.25 | \$ 67.50 | \$ 78.75 |
| Emeritus and Honorary ¹ | \$ 0.00 | 1% | \$ 0.00 | \$ 0.00 | \$ 0.00 |
| Other ¹ | \$ 0.00 | 1% | \$ 0.00 | \$ 0.00 | \$ 0.00 |
| Guest | \$ 60.00 | 1% | \$ 150.00 | \$ 180.00 | \$ 210.00 |
| Individual sponsors ¹ | \$ 0.00 | 0% | \$ 0.00 | \$ 0.00 | \$ 0.00 |
| Total registration income | | 100% | \$ 33,506.25 | \$ 40,207.50 | \$ 46,908.75 |

| OTHER INCOME | Rate | Level |
|--|---------------------|--------|
| ESA PEFs ¹ | \$ 3,500.00 | --- |
| ESA Scientific Communication PEFs ¹ | \$ 1,000.00 | --- |
| Sponsorships | | |
| Extension Entomology Share Fair | \$ 1,000.00 | Silver |
| Syngenta | \$ 1,500.00 | Silver |
| Growmark | \$ 500.00 | Bronze |
| BioQuip | \$ 250.00 | Bronze |
| Monsanto | \$ 2,500.00 | Gold |
| DowDuPont | \$ 1,000.00 | Silver |
| Licor | \$ 250.00 | Bronze |
| Valent | \$ 1,000.00 | Silver |
| FMC | \$ 1,000.00 | Silver |
| Trece | \$ 1,000.00 | Silver |
| Winfield United | \$ 1,000.00 | Silver |
| Subtotal sponsorships | \$ 11,000.00 | |
| Total other income | \$ 15,500.00 | |

NOTES

¹Gratis registrations are included in food/beverage and materials estimations; "Other" includes 2 ESA Central employees, ESA President and CEO.

²ESA PEFs (Program Enhancement Funds) are determined/provided by ESA Central and used at the discretion of the NCB-ESA President.

³Honorariums and Awards are distributed at the discretion of the NCB-ESA President; see "Honorariums and Awards" tab and "Student Awards" tab for more details.

⁴Facilities are estimated costs based on three spending scenarios.

Estimated Expenses

| FIXED COSTS | Amount | Notes |
|---------------------------|--------------------|--|
| AWARDS³ | | |
| Student competition | \$ 6,600.00 | Eleven 1 st (\$300) 2 nd (\$200) 3 rd (\$100) |
| Linnaean games | \$ 5,000.00 | 1 st and 2 nd (\$2,500) |
| Student professional | \$ 2,000.00 | Comstock and NCB Scholarship (\$1,000) |
| Travel scholarships | \$ 4,000.00 | Twenty \$200 certificates |
| Triplehorn Challenge | \$ 175.00 | 1 st (\$100) 2 nd (\$25) 3 rd (\$25) |
| PEFs ³ | \$ 5,370.00 | |
| Plaques | \$ 540.00 | Eleven \$40 plaques; Two \$50 plaques |
| Subtotal awards | \$23,685.00 | |
| CONFEX | \$ 2,400.00 | \$1,400 online registration; \$1,000 program formatting |
| Poster stands | \$ 1,885.00 | Eleven stands (\$800 paid) |
| Computers | \$ 225.00 | 10 computers (\$25) |
| Student social | \$ 1,400.00 | Monday evening |
| Transportation | \$ 409.50 | Bus fee for Monday evening |
| NCB ESA Denver mtg | \$ 544.60 | ESA Denver meeting (Paid November 2017) |
| Misc | \$ 100.00 | Two \$50 gift cards |
| Total fixed costs | \$30,649.10 | |

| HOTEL FOOD/BEVERAGE | Rate | % full | Projected paid registrations | | |
|--------------------------------|----------|--------|------------------------------|---------------------|---------------------|
| | | | 250 | 300 | 350 |
| Welcome reception | \$ 34.00 | 80% | \$ 6,800.00 | \$ 8,160.00 | \$ 9,520.00 |
| Monday morning break | \$ 0.00 | 80% | \$ 440.00 | \$ 440.00 | \$ 440.00 |
| Monday student lunch | \$ 28.00 | 90% | \$ 2,520.00 | \$ 3,150.00 | \$ 3,780.00 |
| Tuesday morning break | \$ 0.00 | 80% | \$ 440.00 | \$ 440.00 | \$ 440.00 |
| Tuesday awards luncheon | \$ 28.00 | 80% | \$ 5,600.00 | \$ 6,720.00 | \$ 7,840.00 |
| Tuesday late break | | | \$ 287.00 | \$ 287.00 | \$ 287.00 |
| Wednesday morning break | \$ 0.00 | 50% | \$ 440.00 | \$ 440.00 | \$ 440.00 |
| Subtotal food/beverage | | | \$ 16,527.00 | \$ 19,637.00 | \$ 22,747.00 |
| Service fee (23%) | | | \$ 3,801.21 | \$ 4,516.51 | \$ 5,231.81 |
| Tax (5%) | | | \$ 826.35 | \$ 1,038.80 | \$ 1,203.32 |
| Total food and beverage | | | \$ 21,154.56 | \$ 25,192.31 | \$ 29,182.13 |
| <i>Food/beverage \$/person</i> | | | <i>\$ 84.62</i> | <i>\$ 83.97</i> | <i>\$ 83.38</i> |

| OTHER COSTS | Rate | Projected spending scenarios | | |
|--------------------------------|----------------|------------------------------|--------------------|--------------------|
| | | Low | Medium | High |
| Facilities⁴ | | | | |
| AV | | \$5,000.00 | \$6,500.00 | \$8,000.00 |
| Tables | \$ 15.00 | \$120.00 | \$180.00 | \$240.00 |
| Service Charge (23%) | | \$ 1,177.60 | \$ 1,536.40 | \$ 1,895.20 |
| Tax (5%) | | \$ 256.00 | \$ 334.00 | \$ 412.00 |
| Subtotal Facilities | | \$6,553.60 | \$8,550.40 | \$10,547.20 |
| Printing Program | \$5.50/program | \$1,761.00 | \$1,761.00 | \$1,761.00 |
| Total variable expenses | | \$8,314.60 | \$10,311.40 | \$12,308.20 |

2018 NCB-ESA Annual Meeting: Honorariums and Awards¹

| | Amount | Name | Notes |
|----------------------------------|--------------------|--------------------------------|---|
| Program Enhancement Funds | \$ 180.00 | Rebecca Gray | Early-bird meeting registration waiver |
| | \$ 180.00 | Matthew Garcia | Early-bird meeting registration waiver |
| | \$ 70.00 | Hilary Barker | Early-bird student meeting registration waiver |
| | \$ 810.00 | Nicholas Fountain-Jones | Early-bird meeting registration waiver and travel [advance] |
| | \$ 1,090.00 | Eileen Hebits | Early-bird student meeting registration waiver and travel |
| | \$ 70.00 | Laura Beckers | Early-bird student meeting registration waiver |
| | \$ 370.00 | Christian Cely | Early-bird student meeting registration waiver and travel |
| | \$ 800.00 | Rupesh Kariyat | Early-bird meeting registration waiver and travel |
| | \$ 440.00 | Julie Mustard | Early-bird meeting registration waiver and travel |
| | \$ 1,000.00 | Wyatt Hoback | Early-bird meeting registration waiver and travel |
| | \$ 120.00 | Mary Barbercheck | Early-bird one-day registration |
| | \$ 120.00 | Heidi Johnson | Early-bird one-day registration |
| | \$ 120.00 | Rodrigo Werle | Early-bird one-day registration |
| | \$ 5,370.00 | Subtotal | |
| | Plaques | \$ 40.00 | Erin Hodgson |
| \$ 40.00 | | Peter White | Michigan State University Distinguished Service Teaching |
| \$ 40.00 | | Raymond Cloyd | Kansas State University Distinguished Service Horticulture |
| \$ 40.00 | | Scott O'Neal | University of Nebraska Early Career Award |
| \$ 40.00 | | Joel Coats | Iowa State University CV Riley |
| \$ 40.00 | | Christelle Geudot | University of Wisconsin 2018 NCB-ESA Local Arrangements Chair |
| \$ 40.00 | | Joe Louis | University of Nebraska 2018 NCB-ESA Program Chair |
| \$ 40.00 | | Deane Jorgenson | Syngenta NCB-ESA Member-at-Large |
| \$ 40.00 | | Priyanka Mittapelly | The Ohio State University NCB-ESA Student Member-at-Large |
| \$ 40.00 | | Rachael Sitz | Colorado State University Comstock |
| \$ 40.00 | | Kaitlin Chapman | University of Nebraska Scholarship |
| \$ 50.00 | | Linnaean Games 1st place | |
| \$ 50.00 | | Linnaean Games 2nd place | |
| \$ 540.00 | | Subtotal | |
| Triplehorn Challenge | | \$ 100.00 | Triplehorn Challenge 1st place |
| | \$ 50.00 | Triplehorn Challenge 2nd place | |
| | \$ 25.00 | Triplehorn Challenge 3rd place | |
| Other compensation | \$ 50.00 | Becky Anthony | Starbucks gift card |
| | \$ 50.00 | Josh Lancette | Starbucks gift card |
| Total honorariums | \$ 6,185.00 | | |

¹Honorariums and Awards are distributed at the discretion of the NCB-ESA President.

2018 NCB-ESA Annual Meeting: Student Awards¹

| | Amount | Name | Affiliation |
|---------------------------------------|---------------------|----------------------|-------------------------------|
| Comstock | \$ 1,000.00 | Rachael Sitz | Colorado State University |
| Student Scholarship | \$ 1,000.00 | Kaitlin Chapman | University of Nebraska |
| Travel scholarships | \$ 200.00 | Brady Hauswedell | South Dakota State University |
| | \$ 200.00 | Kaitlin Chapman | University of Nebraska |
| | \$ 200.00 | Carlos Esquivel | That Ohio State University |
| | \$ 200.00 | Man Huynh | University of Missouri |
| | \$ 200.00 | Todd Johnson | University of Illinois |
| | \$ 200.00 | John Ternest | Purdue University |
| | \$ 200.00 | Julia Leone | University of Minnesota |
| | \$ 200.00 | Emily Justus | This Ohio State University |
| | \$ 200.00 | Jessica Kansman | University of Missouri |
| | \$ 200.00 | Kelsey Fisher | Iowa State University |
| | \$ 200.00 | Kabita Kharel | Purdue University |
| | \$ 200.00 | Elliot Knoell | University of Nebraska |
| | \$ 200.00 | Christopher Kositzke | University of Kentucky |
| | \$ 200.00 | Dalton Ludwick | University of Missouri |
| | \$ 200.00 | Margaret Lund | Michigan State University |
| | \$ 200.00 | Rachel McLaughlin | An Ohio State University |
| | \$ 200.00 | Priyanka Mittapelly | Some Ohio State University |
| | \$ 200.00 | Ryan Schmid | Kansas State University |
| | \$ 200.00 | Amanda Skidmore | University of Kentucky |
| | \$ 200.00 | Suresh Varsani | University of Nebraska |
| TMP Ph.D. P-IE Session 1 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP Ph.D. P-IE Session 2 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP Ph.D. SEB-MUVE-PBT Session | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP M.S. P-IE Session 1 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP M.S. P-IE Session 2 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP M.S. SEB-MUVE-PBT Session | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| TMP B.S. Session | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| Poster Ph.D. Session | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| Poster M.S. Session 1 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| Poster M.S. Session 2 | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| Poster B.S. Session | \$ 300.00 | | |
| | \$ 200.00 | | |
| | \$ 100.00 | | |
| Linnaean Games | \$ 2,500.00 | 1st place team | |
| | \$ 2,500.00 | 2nd place team | |
| Total student awards | \$ 17,600.00 | | |

¹Awards are distributed at the discretion of the NCB-ESA President.

NCB-ESA Treasurer's Report

- Audit Committee
 - Summarized as "good financial order"
 - Recommended spending with caution
 - Approved 2017 report
- Executive Committee
 - Met regularly to review meeting budget
 - Working on future meeting budgets



NCB-ESA Treasurer's Report

- Meeting Registration Details
 - Coordinated by ESA Central
 - Registration rates not increased for 2018
- Current meeting #'s
 - 289 registered
 - 45% students
 - Slightly above 5-year average



NCB-ESA Strategic Spending

- Maintained most spending efforts
 - Student Competition (\$6,600)
 - Student Awards (\$2,000)
 - Linnaean Games (\$5,000)
 - Student Lunch and Social (\$4,550)
 - Program Enhancement Funds (\$5,370)
- Decreased some spending efforts
 - Travel scholarships (\$4,000)
 - BYOBag and no swag



NCB-ESA Total Assets

| Financial Position Statement | | | |
|------------------------------|-----------------|-----------------|------------------|
| | December 2016 | December 2017 | Difference |
| Cash (checking) | \$11,069 | \$8,645 | (\$2,424) |
| TIAA-CREF | \$48,407 | \$47,471 | (\$936) |
| | | | |
| TOTAL ASSETS | \$59,476 | \$56,116 | (\$3,360) |

- Investments had 14.6% growth in 2017!
- Current value as of 14 March 2018: \$43,049

2018 NCB-ESA Meeting Budget

| Meeting Projections (as of 15 March 2018) | |
|---|------------|
| Projected income | \$55,707 |
| Projected expenses | \$66,152 |
| Projected profit/loss | (\$10,445) |

Special thanks!

- Jeff Bradshaw
- John Ruberson, Joe Louis, and Christelle Guédot
- Becky Anthony and Neil Willoughby
- Greg VanNostrand

