

**ASABE MEMBERSHIP DEVELOPMENT COUNCIL
CONFERENCE CALL**

December 16, 2013

Brady Lewis, presiding

Minutes

Present: Brady Lewis, Larry Gaultney, Alicia Modenbach, Joe Walker, Harry Huffman, Candice Engler, Manoj Karkee, Neal Stoffel, Joe Zulovich, David Bjorneberg, Dan Thomas and Mark Crossley

The meeting was called to order at 3:05 p.m. EST by MDC chair Brady Lewis.

A quorum of Council members was confirmed.

Approval of July MDC Meetings Minutes (see attachment)

Motion: To approve the minutes as written from the July 21 and 25, 2013 MDC meetings in Kansas City, MO. Seconded and passed.

Ballot Approvals

The following e-mail ballots conducted since the last MDC meeting were formally approved:

Motion: The Membership Development Council approves the creation of a Student Mechanization Branch of ASABE at Abraham Baldwin Agricultural College.

The Membership Development Council recommends the creation of the AKABFE Community of ASABE.

Both were seconded and passed.

Budget Reports

2013 Forecast: Projected to end the year with a surplus, primarily due to increased AIM attendance, an increase in Cooperative Standards Program contributions and increased corporate sponsorship of both AETC and AIM.

2014 Proposed: The Board of Trustees (BOT) recently passed a balanced budget for 2014. At their November meeting, the BOT took the recommendation of the Finance Committee and approved funds of up to \$100,000 in Initiative Funds for 2014. The deadline for proposal submission is February 15.

Life Membership Special Update

With the dues increasing for 2014, we made an offer to members aged 35 and over of a one-time discount on Life Membership calculated at 2013 rates. Members make a one-time, lump sum payment, based on Social Security Administration mortality tables applied to current dues rates. We then took an additional 10% off of the calculation. To date the response has been overwhelming with nearly 190 members paying Life Member dues. This offer is only good through the end of this year. A final determination of how to

spread the dues payments will be made at the end of the year.

Membership Marketing

We're in the process of getting a proposal from McKinley Advisors (who've previously done work for us) on a marketing plan using tools we've created including the kinetic type video, videos from the YPC and the Student Video Competition and our updated reconfiguration marketing graphic. The proposal will focus on how to best use these outreach materials to build the membership, especially through retention efforts, and how to bring back lapsed members.

Strategic Planning

2013: An update was presented to the group on the progress towards meeting the strategies and metrics the MDC set forth for 2013. Please see attachment.

2014: The strategic priorities for 2014 will continue with elements from the 2013 strategies with a focus on Membership Value is Priority (MVP) (see attachment). The MDC needs to develop strategies and metrics to support these priorities. Using social media to communicate with younger members was discussed and will be included in the strategies.

January 24 is the deadline for input and should be sent to Brady and Mark.

Ag PE Exam Update

For the October 2013 exam administration, we met the minimum requirement of 25, which was a relief. This was the last exam offered until April 2015, at which time the first exam under the new name of Agricultural and Biological Engineering will be offered. This name change constituted a Professional Activities and Knowledge Study (PAKS) be conducted. This is an NCEES requirement. The PAKS has been concluded that will structure the PE examination beginning in April 2015. An exam writing session is scheduled for February 2014 at NCEES in Clemson, SC. Please see attachment for further details.

YPC Outreach Video Update

A first cut of this video, funded through the 2012 Initiative Fund, has been produced and is currently undergoing edits. The YPC expects to wrap up this project within the first quarter of 2014. The video will be used to help transition student members to professional membership.

For Information

- Headquarters Report (see attachment)
- General Member Statistics

With no further business before the MDC, the following motion was made:

Motion: To adjourn the meeting at 3:55 pm. Seconded and passed.