

ASABE MEMBERSHIP DEVELOPMENT COUNCIL CONFERENCE CALL MINUTES

December 14, 2017

Derek Whitelock, presiding

Present: Derek Whitelock, Ann Christy, Manoj Karkee, Aaron Yoder, Scott Mueller, Bailley Thomas, Ganti Murthy, Montana Wells, Kaushlendra Singh, Richard Scholtz, Troy Peters, Tom Brumm, Dave Murray, Larry Hoover, Gary Seibel, and Mark Crossley

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

A quorum of council members was confirmed.

Approval of July MDC Meetings Minutes (see attachment)

With a correction to Tom Brumm's listing, and changing Bailley Richardson's last name to Thomas, the minutes were approved as follows:

Motion: To approve the minutes as amended. Seconded and passed.

Budget Reports

2017 Forecast: On track to meet budget, and will likely end the year with a slight surplus. Restricted Reserve is at 58.4% of prior year's operating expenses (50% is the target). Even with a membership revenue decline of nearly \$21,000 ASABE is very financially healthy. The Spokane AIM surprised a bit with nearly the same number of attendees as Orlando.

2018 Proposed: The Board of Trustees (BOT) recently passed a budget for 2018, with only a slight deficit.

Initiative Fund: At their November meeting, the BOT took the recommendation of the Finance Committee and approved monies of up to \$75,000 in Initiative Funds for 2018. The deadline for proposal submission has now changed, and proposals are accepted throughout the year for consideration prior to the three BOT meetings in April, July, and November.

Life Membership Discussion

Continuing the conversation from the summer meeting, many engineering societies do not have a buy-in to attain life membership, but rather use a formula for reaching life member status, at which time dues are no longer paid. It's typically when years of membership and age (65 minimum) equals or exceeds 100. If we were to apply this currently formula to our membership, we'd have a reduction in dues revenue of approximately \$29,000. Mark will look into the impact for 2018 and 2019. With a probable dues increase in 2019, the MDC felt it made sense to introduce this new category of life membership at the same time. Members would be presented

with this new life member option when they're eligible, and would have to opt in. They would also be encouraged to donate what they would have paid in dues to the ASABE Foundation.

Motion: The MDC is in favor of offering free life membership when a member reaches the minimum age of 65, and years of membership equal 100 or more. Approved by motion, second, and affirmative vote.

Strategic Planning

President-Elect Maury Salz asked each board member to come up with one implementable idea that would help grow the membership. Those ideas were discussed at the board's strategic planning session in November. Two ideas emerged from that session that the MDC needs to discuss (see attached). Board member Brady Lewis had planned to be present on the call to discuss these further, but was unable to call in. These will be discussed at a later time.

Member Value Ad Hoc Committee

We've signed a contract with McKinley Advisors to conduct research on what member benefits and services influence someone's decision to join and remain a member. This project has multiple stages including member and lapsed member interviews, discussions with members of the ad hoc committee, and an eventual survey development to send to all current members, along with lapsed, and those potential members. This project will be completed by the April board meeting.

E-06 Foundation Liaison Committee

E-06 exists to assist the ASABE Board of Trustees by defining, developing, and prioritizing fundraising opportunities and needs for recommendation to the ASABE Foundation Board; appoint ad hoc committees, as needed, to manage funds not aligned with an existing committee; and conduct other liaison activities between the BOT and FBOT as needed. The committee is up and running, and is now ready to accept fundraising foci. A web page has been developed on the ASABE site.

Approved ASABE Mission and Vision Statements

At their November meeting, the board approved the following statements:

Mission: To promote engineering in food, water, energy, fiber, and the environment.

Vision: To be a global leader providing engineering and technology solutions ensuring a healthy environment and a sustainable world with ample food, water, fiber, and energy.

For Information

-Headquarters Report (see attachment).

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

Motion: To adjourn the meeting at 3:50 pm. Seconded and passed.